



# Turfgrass Conferences: Should Superintendents Attend?

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The 39th annual International Turfgrass Conference and Show will be held in San Francisco on February 18-23, 1968. The educational program will cover four and a half days and will feature nearly 40 speakers, among them research scientists, agronomists, golf course superintendents, and officials of other golf agencies. Two special "clinics" are planned, one on irrigation, the other on small engines.

Have conferences such as this any value? Should your superintendent attend them?

To the veteran golf club official or green chairman who takes for granted his golf course superintendent's attendance at the Turfgrass Conference and Show as one of the superintendent's responsibilities, the answer is obvious.

Indeed, he might even rephrase the question as a statement:

"Golf Clubs should **insist** that their superintendents attend the International Turfgrass Conference and Show!"

These comments then, are directed to the new club official or green committee chairman who may be unaware of benefits that accrue to

both the golf course superintendent and the Club through the Annual Turfgrass Conference and Show. And they are directed to the superintendents who have never attended the Annual Golf Course Superintendents Association of America Turfgrass Conference and Show.

Without doubt attendance at the International as well as at local conferences and turf clinics adds to the superintendent's knowledge and value to his Club. Today, in the face of rising costs of materials and labor, scarcity of labor, heavier golf traffic sharply reducing the time available for maintenance, the golf superintendent must be skilled in many areas.

He must know what equipment is available and what new equipment is being developed so that he can further automate his present maintenance practices in order to offset the high cost of labor, or the serious lack of labor, efficiently and economically.

He must be aware of the rapid increase in the number of chemicals and other materials available to combat the many new problems developing as a result of an increase in play, less

time for maintenance work, and increasing demand for finer, more closely manicured, and longer-lasting turf.

He must not only know how to use the equipment and plan its use for efficient maintenance, and know chemicals and their application for best results, but he must also know how to explain the need for equipment, materials and other aids. When he asks for money to produce results—he must be able to explain in terms understandable to the businessmen-officials of his Club the very technical reasons why every item on his budget is necessary.

Like all business and professional men, the golf course superintendent has certain specific avenues through which he can keep abreast of rapid developments in his field. They include membership in his local Golf Course Superintendents Chapter, membership in his national association, reading his national association magazine, **The Golf Superintendent**, and attending the annual International Turfgrass Conference and Show. Of these, probably the most direct avenue is the Turfgrass Conference and Show.

It is through the conference that the superintendent meets other superintendents and compares notes on techniques, ideas and problems. For example, a superintendent from an area suffering through an extended period of drought shares his experience with a superintendent who may have yet to face such a problem. By this

contact, the second superintendent can anticipate and plan for future contingencies.

Through the equipment show, which features everything that is new and best in turf maintenance equipment and materials, the superintendent can speak directly to the manufacturer, and in many instances the designers and engineers responsible for the equipment.

Fully as important as the actual information presented in the educational program is the inspiration drawn from the speakers, as well as from his fellow superintendents. The golf course superintendent comes away with a better appreciation of his own value to his community and the importance of his work through his contact with the leaders in his profession.

The question becomes not "should Clubs send their superintendents to the International Turfgrass Conference and Show?" but rather "can a Club afford **not** to send its superintendent?"

While the superintendent personally benefits by the acquisition of more knowledge and through a broadening awareness of new information and techniques, it is his Club that is the real beneficiary. It is the cheapest insurance a Club can buy to keep up-to-date on rapidly moving new developments in machinery, chemicals and techniques that keep today's golf courses the finest in the world for the world's most demanding golfers!

## COMING EVENTS

### TEXAS TURFGRASS CONFERENCE

December 4-6, 1967, Texas A & M University  
College Station, Texas  
Chairman—Dr. George McBee

### MINNESOTA ANNUAL TURF CONFERENCE

December 6-7, 1967  
Normandy Hotel, Minneapolis, Minn.  
Chairman—Mr. Carl Anderson, Woodhill C.C.,  
1419 Linner Rd., Wayzata, Minn.

### ILLINOIS TURFGRASS CONFERENCE

December 7-8, 1967  
University of Illinois, Urbana, Illinois  
Chairman—Fred F. Weinard

### OHIO TURFGRASS FOUNDATION CONFERENCE AND SHOW

December 11-13, 1967  
Sheraton-Cleveland Hotel, Cleveland, Ohio  
Chairman—Robert W. Miller, 1827 Neil Ave.,  
Columbus, Ohio

### WISCONSIN TURFGRASS SYMPOSIUM

December 13-14, 1967  
Pfister Hotel, Milwaukee, Wisconsin  
Sponsors—Wisconsin GCSA &  
Milwaukee Sewerage Commission

### NEW JERSEY TURF COURSES— RUTGERS UNIVERSITY

Winter Turf Course—20 weeks January 3-  
March 8, 1968 & January 6-March 14, 1969  
Three-day Turf Course—January 15-17, 1968  
(Lawn, Athletic Field and Utility Turf)  
Golf and Fine Turf—January 17-19, 1968

### VIRGINIA TURFGRASS CONFERENCE

January 23-24, 1968  
Golden Triangle Motel, Norfolk, Virginia  
Chairman—Dr. R. E. Schmidt

### GCSAA INTERNATIONAL TURFGRASS CONFERENCE & SHOW

February 18-23, 1968  
San Francisco, California  
Host—GCSAA, 3158 Des Plaines Ave.,  
Des Plaines, Illinois

### NEW YORK TURFGRASS CONFERENCE

February 26-29, 1968  
New York State College of Agriculture,  
Ithaca, New York  
Chairman—Dr. J. F. Cornman