



FOR GREEN CHAIRMEN, SUPERINTENDENTS, CLUB OFFICIALS:

# The Green Section 1984 Educational Program

Thursday, February 2, 1984, Las Vegas Convention Center, Nevada

For the fourth consecutive year, the USGA Green Section's Annual Educational Program will be a part of the week-long Golf Course Superintendents Association of America International Turfgrass Conference and Show. It presents an opportunity for the golf course superintendent, his green committee and the other club officials to attend the world's greatest show on turf!

"The Business of Golf Course Management" will be presented on Thursday morning, February 2, from 7:45 a.m. to 11:25 a.m., at the Las Vegas Convention Center, Las Vegas, Nevada. Registration to the USGA Green Section Program is free. It admits the attendee to the Green Section Program and the GCSAA Trade Show all day Thursday. The event has no equal in the world of turfgrass management.

Advance registration (free) is suggested and should be made through the GCSAA, 1617 St. Andrews Drive, Lawrence, Kansas 66044.

## The Business of Golf Course Management

- 7:45 - 8:00** Welcome and Introductions  
*George M. Bard, Chairman, USGA Green Section Committee, Rolling Meadows, Illinois*
- 8:00 - 8:20** Fresh from the Drawing Board  
*William H. Bengeyfield, National Director, USGA Green Section, Placentia, California*
- 8:20 - 9:00** Business Tips for the Golf Course Superintendent  
A panel moderated by *Charles White, Southeastern Director, USGA Green Section, Athens, Georgia*  
Budgeting & Purchasing — *Bruce R. Williams, Superintendent, Bob-O'Link Golf Club, Highland Park, Illinois*  
Hiring Practices — *James T. Snow, Northeastern Director, USGA Green Section, Far Hills, New Jersey*  
Lead, Follow or Get Out of the Way — *Donald E. Hearn, CGCS, Weston Golf Club, Weston, Massachusetts*  
Monitoring Operations — *Wm. G. Buchanan, Mid-Atlantic Director, USGA Green Section, Richmond, Virginia*  
Money is not the Problem — *John W. Monson, CGCS, Broadmoor Golf Club, Seattle, Washington*  
I Need a Secretary! — *Dr. Douglas T. Hawes, Mid-Continent Director, USGA Green Section, Dallas, Texas*
- 9:00 - 9:20** Who Sets the Standards for Play on Your Golf Course?  
*Robert W. Osterman, President, GCSAA, CGCS, Connecticut Golf Club, Easton, Connecticut*
- 9:20 - 9:35** Break
- 9:35 - 10:35** The Image Game. Are You Playing? Do You Know the Rules? Will You Win?  
*Bobby Gee, Speaker and Consultant, Laguna Niguel, California*
- 10:35 - 11:00** Golf Keeps America Beautiful!  
*B. P. Russell, Chairman and CEO, Crum & Forster, Inc., Morristown, New Jersey*
- 11:00 - 11:25** Some of the Qualities of Great Golf Course Superintendents  
*James R. Hand, USGA Vice-President, Ossining, New York*
- 11:25** Closing Comments and Adjournment

The main focus of the GCSAA Conference and Show is upon continuing the professional education and development of golf course superintendents. It is an event worth every attention of superintendents and club officials alike. If you wish further Conference information, call toll-free 1-800-GCA-SUPT. Plan to attend!