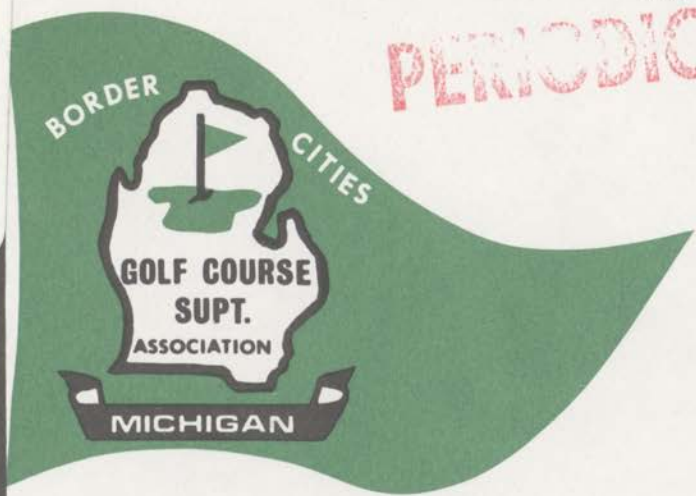


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Unveiling GCSAA's Education Plan

With the initiation of a Master Long Range Plan for the GCSAA Educational Programs, we embark on a new direction in our educational efforts which will satisfy needs into the 21st Century and beyond. Just as our needs change and continue to change, so also must our educational programs change. To understand the significance of this milestone, it is important to first understand where the educational efforts of GCSAA originated and how far they have evolved.

From its inception, the Association has placed education and the dissemination of information foremost on its list of objectives and priorities. Education has always been one of the founding purposes of GCSAA. Since the initiation of its earliest conventions, GCSAA has offered outstanding educational conferences. However, its education programs were generally informal until 1955.

It was in that year that GCSAA began a defined program to actively promote formal education and research through the establishment, on October 28, of the Golf Course Superintendents Association Scholarship and Research fund, Incorporated. At that time, few college graduates were involved in the profession of turfgrass management and the scholarship program was established to place emphasis on attracting and drawing college educated individuals into the profession. Until the early 1970's, the National Conference was the main vehicle of continuing education for our members. It was at this time that specialized "Seminars" were begun to carry the majority of this load.

The needs and objectives established by farsighted leadership in 1955 have been successfully and overwhelmingly satisfied. We now enjoy an abundance of well educated college graduates who are increasingly assuming the leadership of the profession. Their presence

— along with the experience educated veteran superintendents' — has helped to elevate our standards, capabilities and professional standing to the point where our career field has become a recognized and attractive profession. It is this attractiveness of the profession that has now become a self perpetuating force drawing more and more college trained individuals into our ranks. This was the original objective of our scholarship program — it has been successfully met.

The time arrived for us to evaluate our programs, determine current and future needs of the industry and profession, and redirect our educational efforts to ensure satisfaction of those needs by an overall program that has an adjusted purpose and direction — namely, to provide a broader scope of education that meets the specific needs of the various segments of our membership, segments that we have clearly identified through demographic research.

The implementation of this Master Long Range Plan will result in one of the most enormous undertakings in GCSAA's history. The process will be a "phased in" approach carefully scheduled and timed.

Program Concept

(See Diagram)

In this new education program, there will be a clearly defined curriculum of a balanced mix of courses leading to graduation from a program and the earning of a "Certificate of Professional Education" in any one of several levels. The program will offer a progressive curriculum, in that each succeeding course, level, and division of studies will be built upon the previous, while still providing flexibility for each individual. The program has been created to address the needs of two major groups of our membership and industry. These two major groups are

CONTINUED PAGE 9

The "Natural" Look a Return to the Past

Much is being written regarding the new direction in golf course design. And, indeed, it is a breath-taking concept being brought about by necessity, and none too soon in the opinion of many architects.

For years golf course architects have been held to certain requirements such as speeding up play, particularly on daily fee and municipal courses. Golfers have demanded wall-to-wall green grass, and if they could have their "druthers", grass everywhere would be cut at fairway height!

However, these requirements made it necessary to consider all parts of the golf course as prime maintenance areas with the increasing restrictions on water usage, constitute the "necessity" which is changing the design of new courses, and causing a re-thinking process on defining the strategy of each hole on existing golf courses.

Today we are suggesting the establishment of new mowing patterns and heights that reduce the acreage which must be cut frequently. This is in line with the time tested philosophy of the Scots who developed the game from its early beginnings to the game we recognize today. Golf will gradually move back to a more "natural" game; one which takes advantage of native materials and relies less on wall-to-wall turf.

Reducing the acreage that must be mowed frequently results in fewer manpower hours, less new equipment being required, and reduced costs for water, electric power, fertilizer, chemicals, and other maintenance requirements.

On existing courses, indiscriminate changes in mowing patterns without taking into account the aesthetic and strategic factors would be risky at best. The golf course architect, superintendent, and golf professional can present a team recommendation that will take into consideration all the facets of the game.

By returning roughs to the game we encourage the golfer to sharpen his skills. We suggest an intermediate rough, also, which would be a minor, but effective, penalty of perhaps a half stroke. This intermediate rough might extend from ten feet to fifty feet from the edge of the fairway depending upon the strategy of the hole. It could be allowed to run for 100 to 150 yards in front of the teeing areas, and at the green it could be allowed to surround the traps and the green itself with the exception of a mowed collar area.

Fairways would basically be located in the landing areas of par 4 and par 5 holes with the lengths, widths and outlines being determined to serve

CONTINUED PAGE 15

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Education Plan, cont.

the Experience Educated Manager who may not have had the time or the opportunity to pursue a full time college degree; and the College Educated Manager who is now faced with many needs that college did not provide for.

Division I. This will be the basic program which will provide a well rounded education in general agronomics and turfgrass science as related to the responsibilities of growing turf. This curriculum is constructed to assure that the general turf scope is covered in a manner which will allow the individual to better grasp the more advanced courses. This is the "foundation" curriculum. We are specifically targeting all those turf industry personnel who have never received a formalized course in the basics. For the first time, this program will also address the needs of our affiliate members in all areas of turfgrass management including those in lawn care and grounds management, as well as commercial sales representatives.

Division II. This division will require completion of Division I as a prerequisite for admittance. The scope of this division will be broader and more technical in nature, greatly amplifying areas introduced in the lower division. In this division, subject matter will be expanded into areas of business management. Two "options" will be offered in Division II: Advanced Turfgrass Management and Golf Course Management. The Advanced Turfgrass Management option is targeted at those golf course superintendents who feel their career plans are specifically in the area of turf; and lawn care industry personnel and commercial representatives. The Golf Manage-

ment option is targeted at those golf course superintendents and other professionals in the golf industry who feel their career plans require broader management education.

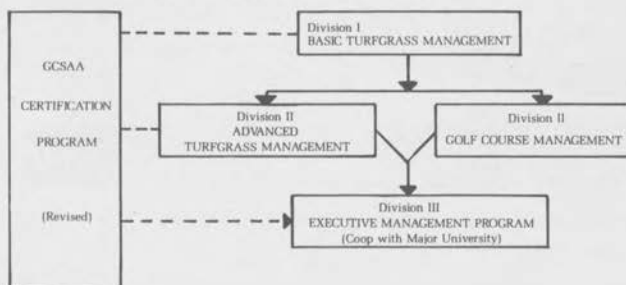
Division III. This division will be known as the Executive Management Program and will require completion of Division II and status as a Certified Golf Course Superintendent as prerequisites for admittance. It is important to note the requirement of CGCS, as this will greatly increase the credibility of the Certification Program. This curriculum will be conducted through the auspices of a major business school in the country. Contracts have been made with several and we hope to tie in to a major, recognized university. This program will provide those individuals who desire an escape route that will lead them through the existing vertical barrier to job opportunities out of the profession or allow them to apply new approaches to their current jobs. Graduates of this program will become the most sought-after professionals in the industry as well as the next generation of leadership in GCSAA.

Certificates of Professional Education (CPE) will be awarded to individuals upon graduation from the prescribed Division I and Division II curricula. A Division I CPE will be viewed by GCSAA, for its future programs, as equivalent to an Associates Degree. Likewise, a Division II CPC will be viewed by GCSAA as equivalent to a Bachelors Degree. Of course, written examinations and passing grades will be mandatory throughout the program in order to assure program quality and accreditation.

Accreditation

CONTINUED PAGE 11

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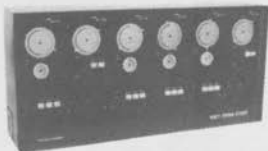
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Education Plan, cont.

In order to provide recognition of the program and acceptance of its graduates accreditation of the program will be obtained from an accrediting authority such as The Council for Non-collegiate Continuing Education or a similar body. Continuing Education Units (CEU) will be granted for each course upon the successful completion of the written examination. Accreditation will assure the universal acceptance of these CEU's.

Transfer of Under-Graduate and Post-Graduate College Credits

The program will allow for matriculation of college courses which parallel its own offerings. Official college transcripts will be required to verify the credit units from the individual's college. Up to twenty-five (25) CEU's may be granted for college work and applied to any individual division curriculum but may not be applied against more than one course. This also means that at least nine (9) CEU's must be completed in program residency.

Previous GCSAA Seminars Taken
Previously taken GCSAA Seminars will be counted towards the new programs' graduation requirements.

Restructured Certification Program
The current certification program will be slightly restructured to better fit within the Master Long Range GCSAA Educational Program. These modifications will in no way alter the objectives of certification, but will only serve to strengthen the value of CGCS.

Correlation

The Certification Program will now more intimately correlate with the education program. This will be accomplished through the integration of the two testing programs and a meaningful variety of courses for the CGCS to select from for the purpose of fulfilling the continuing education requirements for re-certification.

Testing Program

The certification examination sections will be designed to directly correlate with the curriculum of the education

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Education Plan. cont.

program offered. In effect, this exam will directly cover the subjects taught in Division I and Division II. Upon completion and successful graduation from Division II or Division II, the individual may elect to immediately take that portion of the certification examination that covers the division being graduated from. This in effect means that after graduation from Division II, the individual could have completed the CGCS examination and would then only have to meet the other requirements for certification to be automatically granted CGCS examination and would then only have to meet the other requirements for certification to be automatically granted CGCS status.

Re-Certification

CGCS are eligible to take any course offered without having to enroll in a specific curriculum. However, the value of graduating from these curricula must be pointed out as well as the prerequisite of graduation from Division II as a requirement for admission to the Executive Management Program.

CEU/Point Allocations

The old requirement of "Points" for recertification will remain in effect with the modification that the old "Point" is equal to the new CEU.

Application/Eligibility

The same basic requirements will remain in effect with the exception of the above and the additional requirement that each application must now be attested to by any two of the following:

- *A Certified Golf Course Superintendent
- *A Club Official or Officer
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The experience requirement of an Internship, and the requirement of two attestors will jointly help to assure a requirement of the quality of CGCS status. This will further be improved as the new testing format comes into effect.

Methods of Delivering the GCSAA Educational Program

CONTINUED PAGE 14



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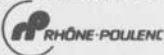


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Education Plan, cont.

In the past, the thrust of the education program was with the seminar format. Although this format, modified into courses and curricula, will remain an integral delivery mode of education, it will no longer be the sole activity. We will now shift to integrated modes of delivery.

Audio/Visual — Home Video Tape
This is an increasingly common entertainment source in today's family home. It is also an excellent mode of delivery for lengthy continuing education sessions such as a technical course offering in our area of continuing education. All of our course offerings would eventually be placed on video tape and sold or rented to members. This also gives our members the opportunity to buy that home video they've been wanting and write it off their taxes as an educational expense. GCSAA will make arrangements for members to purchase this equipment at wholesale.

Annual Conference

The annual Conference will still carry

the bulk of our course offerings. That is, at least until we get them all on video tape. In fact, we intend to even increase the number of courses offered at Conference. This can be done easily by offering these courses at some nontraditional times during the week. This will be detailed under the Conference profile.

Regional Courses (Seminars)

We will still be offering regional courses. These will be detailed and scheduled over a twelve month period so everyone has time to plan their attendance and we have the time to publicize and promote. These too will be video taped.

Tele-Conferencing

Out of the technological explosion of the 1970s, a new and far reaching method of delivering continuing education programs has developed. This method is known as tele-conferencing and is simply the "live", televised broadcast of an educational course over a wide geographical area by way of several sites linked via satellite.

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"The Future"

In the not so distant future, our organization will have the capability to instantly communicate with every member on an individual basis through the use of a computer network that GCSAA will develop.

Of course you'll be hearing more about this exciting new venture in education over the next several months. Keep your eyes on GOLF COURSE MANAGEMENT magazine for future release of more information.

"Natural" Look, cont.

golfers of varying abilities. Strategic mowing patterns can be used on straight-away holes as well as on doglegs.

Heights of cut obviously will vary depending upon the types of grass, growing conditions, the amount of play the course receives, and geographic locations. Value judgments will be needed.

Intermediate roughs should be composed of a wide variety of native grasses that are adapted to less maintenance free, water, and fertilizer. Perhaps some of these grasses have been forced out over the years. Any changes on existing courses are not something which we should expect to be done suddenly, but would be carried out over a period of years.

Deep roughs of native grasses should be established beyond the intermediate roughs. Neither the intermediate or deep rough needs to be irrigated extensively; only enough to keep the native grasses established.

It becomes evident that programming

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LITTLE KNOWN BUT PRETTY INTERESTING FACTS ABOUT GOLF COURSES

Ecologically, the golf course provides some pretty fantastic help to mankind, in addition to just giving him a place to exercise and enjoy life. For example: An average 18-hole golf course, approximately 150 acres, can produce enough pure oxygen through photosynthesis for at least 100,000 people for the entire year. On a smaller scale, that means a well-maintained lawn 50 by 50 feet liberates enough oxygen to meet the needs of a family of four, day after day.

That same average golf course of 150 acres can effortlessly absorb 12 million gallons of water during a three-inch rainfall.

Grass also provides a cooling effect. A 2000 square foot plot releases as much as 120 gallons of water through a method called evapotranspiration. This release of water reduces the heat factor. Grass absorbs only 50-60 percent of the incoming solar radiation while buildings and pavement absorb 90 percent.

Grass and tree leaves also help cleanse the atmosphere because of their ability to trap dust particles through static electricity of dense foliage. Rain then washes the particles into the soil.

"Natural" Look, cont.

of the irrigation system must be revised on existing courses to deliver the water patterns required. Irrigation design on new courses will be done in an entirely different manner than the wall-to-wall method.

Those of us who have seen and studied the old Scottish courses from St. Andrews to Muirfield, Troon, and Dornich are excited that golf course architecture appears to be returning to the past. It probably will not complete the cycle, and in fact, I do not think we want to go that far. But I do think the game will become more interesting as we sharpen our skills to the requirements of target golf.

Jack Snyder, President
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CALIBRATION PAYS OFF

Frequent checks in calibration of sprayers are necessary for accurate and effective chemical application. But before calibrating, follow this check-list:

- * Check sprayer for proper mounting.
- * Use clean water and rinse sprayer.
- * Remove and clean nozzles. An old toothbrush, toothpick, or wood match will clean nozzles and screens without enlarging nozzle openings. Do not use a pocket knife or wire for cleaning.
- * Start sprayer, then flush hoses and boom.

* Replace nozzles.

* Operate sprayer and adjust pressure regulator for desired pressure.

* Check discharge of each nozzle for proper spray pattern and uniform discharge. The discharge may be checked by placing quart cups under each nozzle. All nozzles of the same type and size should discharge into cups at the same rate. Worn or corroded nozzle tips may result in improper spray patterns and in more or less discharge in their respective cups.

* Replace worn and defective nozzle tips.

* Measure a course 163 1/3 feet long on field conditions similar to those where the sprayer will be used.

* Fill the sprayer with clean water.

* Spray the 163 1/3 foot course, maintaining a constant nozzle pressure and travel speed, catching the discharge from one nozzle. Note pressure, throttle and gear setting. Then use the same settings for spraying.

* Measure discharge contained in the above procedure with a standard measuring cup.

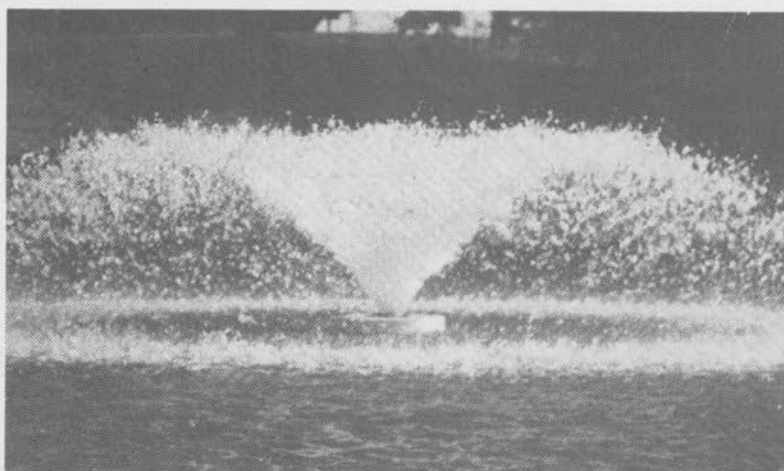
* Your rate of application (gallons per acre) equals number of cups times 200 divided by nozzle spacing in inches.

Frankly, I don't know why they call them video games. They're more like a garbage disposal for quarters.

Orben's Current Comedy

He who knows nothing else knows enough if he knows when to be silent.
Japanese proverb

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ROSEMAN HYDRA-GANG



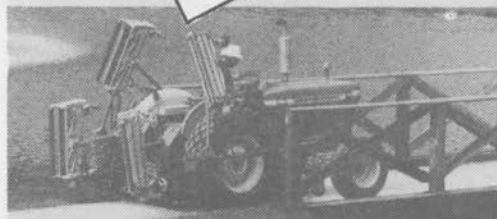
7-Gang Hydraulic Power Driven Reel Mower



The Roseman 7 unit Hydra-Gang utilizes the tractor hydraulic system to power the cutting reels and provides hydraulic lift for each mower unit. The Hydra-Gang mounts on Ford 2000 and 3000 All Purpose model tractors equipped with live power take-off.

Drive power for reels taken directly from the tractor engine eliminates need for excessive draw bar pull and minimum weight for traction.

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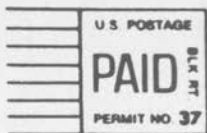


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