

The New Networking

BY JOEL D. JACKSON, CGCS

Love it or hate it, the computer age is here.

I'm not much of an Internet surfer, but I have done some exploring for hotel and airline prices. However, I do like the ease and speed of e-mail and have taken advantage of that aspect to conduct file transfers with our publisher, Larry Kieffer at Janlark Communications.

That means no more reams of fax paper piled up on the bedroom floor. Instead, just the friendly America On Line voice telling me "You've Got Mail!" when I sign on.

A click on the Download Button and a few minutes later the word-processed stories I sent Larry a few days ago are back in my computer in PageMaker publishing layout for me to proof, edit and send back for printing.

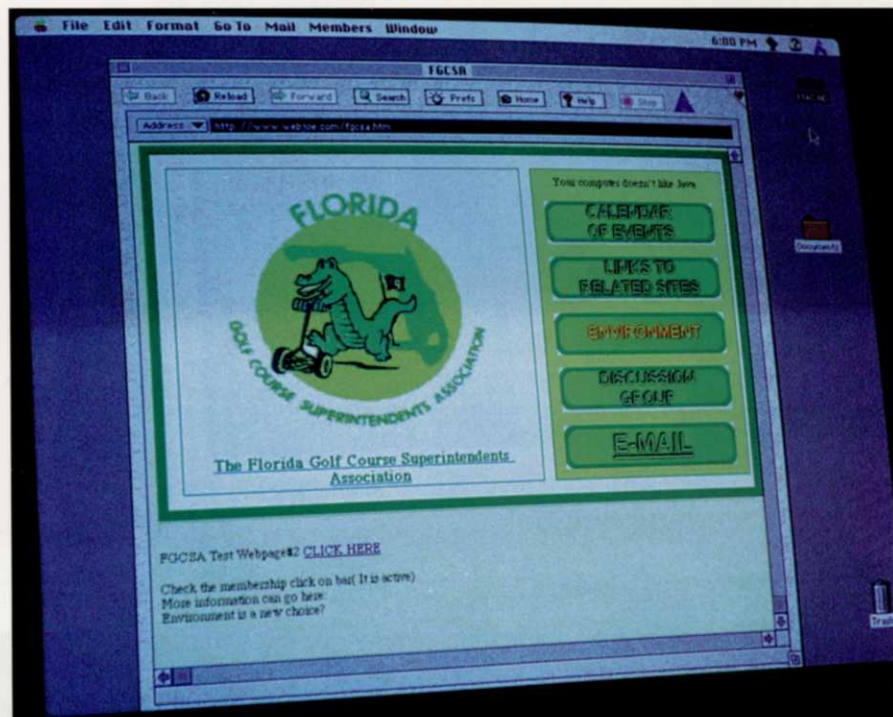
I have also been e-mailing IFAS professors for research stories; Shelly Foy for Stewardship articles; and Darren Davis with information on FGCSA Committee work and *Florida Green* articles.

I keep in touch with a dozen or so superintendents nationwide through a loose network affectionately called the SBBB or (Surly Beer for Breakfast Bunch). A few of the SBBB have met twice (face to face) at the national conference and shows in Orlando and Las Vegas.

One day when I was messing around I clicked on the Members icon on the AOL menu bar and dragged down to Membership Directory.

Up popped a window directing me to type in key words to help me locate people with the same likes, dislikes, hobbies, interests and occupations. I typed in "golf course superintendent" and found 213 screen names of people who had indicated that occupation in their AOL profiles.

By scrolling the list I located 23 Florida superintendents who identified themselves as golf course superintendents. I



Sample web page for proposed FGCS site.

made up an e-mail list of those screen names called Florida Supts. I can now e-mail all 23 of them simultaneously with one click of the Send Button... and I have!

There is no telling how many superintendents are really out there on line because many people choose to remain anonymous and do not fill out profiles and many more use local independent service providers for Internet access rather than America On Line or CompuServe.

Several times a week I log into the GCSAA Members Only Discussion Forum at the GCSAA Web Site and check the posted topics to see if there is anything of interest to me or if I can answer a question that is posted.

I also check out the "What's New" link to get the latest press releases and announcements. GCSAA is working on set-

ting up a link so you can register for the Conference and Show on line.

The ability to communicate instantaneously and send and receive large amounts of information electronically is changing our lives and the way we do business. We must embrace these advancements and mold them as useful tools for our own progress as individuals and associations.

Even now the FGCSA is looking at establishing a web site to provide information to its members and to the World Wide Web with a links to other appropriate web sites.

Editor's Note: The FGCSA Education Committee is finalizing plans to offer a computer training seminar at the 1998 Crowfoot Open. If you're interested, contact me or Darren Davis and stay tuned for details.