

As we enter the new millennium, it seems an appropriate time to talk about technology, and computers in particular.

Y2K does not mark the beginning of the computer craze. However, it should make you aware that computers are here to stay and our dependence on them will undoubtedly continue to grow. If you have been hesitant to become more computer

savvy, maybe the tremendous hype about Y2K will provide the incentive to expand your skills.

For many golf course superintendents, using a word-processing program or spreadsheet on a computer has become an integral part of the job, but are you using your PC to log on to the Internet or communicate by E-mail? If your answer is no, more

than likely you will be very soon. If you do not, you might find yourself being left behind by a younger, more technologically advanced society.

Am I being melodramatic? I don't think so. If you need proof just look into the classroom at your local school or ask your children. Computers are being taught in school. They have become a required part of today's curriculum beginning as early as elementary school.

It is not just the younger generation that is becoming proficient with computers. My parents who are both retired from non-computer-oriented fields "surf the web" on a regular basis. They use their home PC to track their investments, communicate by E-mail, shop on line, plan their next vacation and even plan the nightly meal. Like many others, their PC has become a part of their everyday life.

If you do not (regularly log onto the Internet and communicate by e-mail), you might find yourself being left behind by a younger, more technologically advanced society.

People have balked at the thought of computers becoming an essential part of everyday life. Many moviegoers may feel Hollywood is being overly dramatic with the rash of high tech, futuristic movies that have been released in the last couple of years. Some of the flicks may surpass what most adults will see in their lifetime, but the films may not be as farfetched as you think. The bottom line is that understanding technology is just not an option anymore. It is quickly becoming a necessity and you should ask yourself, "Am I ready?"

Another question you might ask yourself is, has the phrase, "you've got mail," become common in your daily life? It should be. In fact, according to a recent study, one quarter of the U.S. adult population uses E-mail every day! Seem like a lot of people? Well, the same study found that approximately 64.2 million U.S. adults (32.5 percent of the adult population) currently use the Internet regularly. The computer is rapidly replacing many everyday tasks.

One example is the routine phone call. Many of these communications do not require person-to-person contact and the computer is allowing us to relay information more efficiently with electronic mail. The time we often spend waiting on hold or playing phone tag can now be avoided by sending or responding via E-mail.

It's A PC World!

PRESIDENT'S MESSAGE



Darren Davis
President
FGCSA

Computers are as popular as many home appliances and they are here to stay. According to one study, home infiltration of the PC has nearly doubled from 29 percent in 1995 to 54 percent in 1999. The study goes on to say that, "The increase in PC ownership is due, in large part, to first-time PC purchases." It adds that over the last two years, the largest gains in home PC purchases has been among low- to middle-income households as well as households with children.

The price tag on a computer should not be an excuse for waiting on a purchase. Prices are now affordable for most everyone and there are also other options available such as leasing. Some

people feel that with technology advancing as rapidly as it has been, leasing may be the smarter avenue to take.

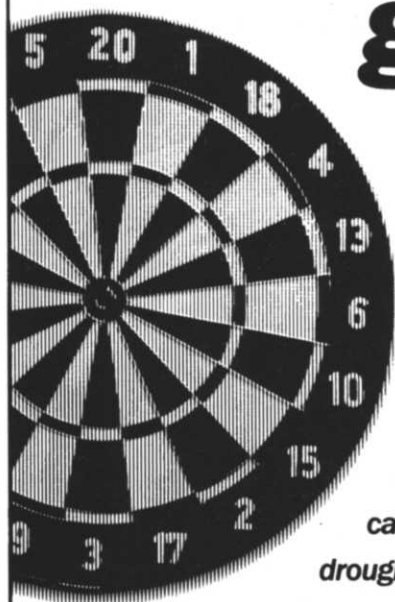
Computers are becoming common in our turf management facilities. They are used for word processing, controlling our irrigation systems, tracking inventory and even our equipment managers are utilizing software to track preventive maintenance on our equipment. The days of "old-style green-keeping" are rapidly disappearing in most areas and are being replaced with more advanced technology and higher demands among golfers.

The use of computers by golf course superintendents will increase rapidly in the future.

While personal communication is still vital, E-mail is quickly become a mainstream method of communication. Web sites are also becoming everyday tools for many professionals in our industry. Web sites serve as a valuable public relations tool that allows our associations to spread the good word to the general public about the benefit of a golf course and the professional golf course superintendent. If you have not already perused the GCSAA web site (www.GCSAA.org), I urge you to do so and look for the FGCSA web site (www.FloridaGCSA.com) coming on line in the very near future!

Happy New Year and see you on line!

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