instance, Southern Turf Nurseries spent about $3,000 for booth space and brought five employees to the Las Vegas show, said Director of Golf Course Sales Tommy Nalls. At last year's show in Orlando, Fla., the southeastern U.S.-based firm spent closer to $15,000 for four booths, a hospitality suite, translation service for foreign customers and a dozen employees who attended the show. Nalls expects the higher numbers again when the show moves back south to New Orleans next February.

"We try to attend a show in every state where we do business," said Nalls, whose company concentrates its efforts in about a dozen states.

While it is the biggest, the GCSAA show is by no means the only U.S. golf or turf exhibit. Regional and state shows abound. National companies usually pick up the tab and staff the booths at the national show. Distributors foot most of the bill at regional and state affairs, although corporate headquarters often contribute some money and expertise.

Ohio distributors were mainly responsible for representing Toro at December's Ohio Turfgrass Foundation show in Columbus, said George Boone, director of irrigation sales with North Coast Distributing, Inc. of Cleveland.

"The introduction of new products and building customer awareness of the Toro name, those are the benefits," Boone said. Similar responses came from corporate and distributor representatives explaining their participation in golf and turf shows. But are there too many shows?

"We may be reaching the point where we're over-covered," said D. Bruce McMillan, director of Kubota Tractor Corp.'s Engine Division. Many Kubota distributors participate in local shows.

"You compare the dollars spent to close down your operation for a week against the dollars generated and sometimes you wonder," he said. "It seems to take about three years for really new products to come out. It would probably put some show people out of business, but many shows would have a higher impact if you held them every three years."

Adhed Ransomes' Adam: "And I'd like to see fewer shows. But if the distributor feels it's justified, we'll support him."

Wait's company participates in five shows, but plans to drop one in North Carolina from its schedule next year.

"It's just not worth it for us," Wait said.

"We chose Triathalawn Tall Fescue for Deer Creek based on National performance trials for our region...and some sound advice from Williams Lawn Seed."

Larry Hanks, VP Golf Operations; North Star Development Co., Inc. at Deer Creek, Overland Park, KS.

"When planning our World-class, Robert Trent Jones II designed golf course in the Kansas City area, we had to seriously consider our hot, dry summers. We simply could not leave the all-important turf areas to chance. Penncross bent was selected for the greens, zoysia for the tees and fairways, and tons and tons of Triathalawn blend was seeded into the roughs. Our trees, greens and fairways will receive adequate water, but we're counting on Triathalawn's deep-rooting to look good in the unirrigated areas...especially around our stately trees."

Deer Creek is a privately owned course open for fee play. After observing how tall fescues handled the wear, shade and 1988 drought at neighboring private and public courses, we agreed that the new turf types were up to the task. When it came to selecting a brand name, we picked Triathalawn blend, to make the very best of a real good thing."

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