Getting the most
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5. The worker’s.
6. A woman’s.
7. My own.

I also try to think about sea-
sons. Many of the issues that we
are working to improve are af-
fected by the seasons.

Good questions are the key to
creating this list. Here are a few
of the questions I ask myself
prior to attending the conference
each year:

What issues do the golfers want
addressed for the next season?
It is important to be working
on solving the problems that our
customers feel are most impor-
tant, as well as the ones we know
are important. Now comes the
hard part. Write them down.

What issues have been on the
back burner because of a lack of
resources?

The major reason a fresh eye
brings solutions to problems that
have plagued a course for many
years is quite simple. Years have
passed since anyone has at-
ttempted to solve an accepted
problem. During this time the
profession has developed solu-
tions that have gone unapplied
at the particular course. The
fresh eye simply applies current
knowledge to the old problem.

What problems do I have that
remedied would have the big-
gest payoff to the membership?
The mind of the superinten-
dent needs to be set upon the
problems that will bring the most
improvement. A critical decision
is in selecting the most impor-
tant problems to solve.

What needs do I have related
to irrigation?
Changes in this area are fast
and furious. It is usually a rich area
for new information on old problems.

What needs do I have related
to equipment?
This is the primary attraction
at the show. What new machine
is available that will cut labor
costs or improve performance
over my current beast.

What labor needs do I have?
Training, retention, sea-
sonal workers, a mechanic, or
regulatory compliance. This is
an area that is getting more at-
tention from superintendents
and the market. It may not be as
easy to access as finding a new
fairway mower, but information
on these topics are becoming
more plentiful each year.

What materials that I use are not
producing the results I require?
This includes sand topdressing,
fertilizers, pesticides, or any other
material that affects the quality of
the golfing experience we provide.

This process generates the list
of questions to be discussed at
the conference and show. With
a little thought you will be able to
bring with you a list of informa-
tional goals that will guide your
activities, or at least influence
your conversations.

I usually take a notebook with
me to the conference and write
one question at the top of each
page. Each night I review the
notebook to see what I learned
that day. It also makes me aware
of opportunities to gain the infor-
mation I require.

How you perceive the confer-
ence will have a direct effect on
how productive the experience
will be. If you plan carefully and
work the event, you will find
plenty of time to meet with old
friends, make new ones, and
improve your decision-making
by providing yourself with the
informational resources.

Grund introduces
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Grund Guide will introduce
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series. Pricing, availability and
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