Holiday bonus

Here is what I did for my staff this holiday season ("Is it payday yet?" December 2010, page 50). Each staff member was sent a photo CD of each of them and team members "in action" throughout the season, including course projects and a staff photo. Although only one staff member has replied back in appreciation from this most recent mailing, past experience has proven that this is greatly appreciated by most, if not all. My digital camera is always within reach, so taking daily photos is simple and easy to do. At times, I will give the camera to a staff member and instruct them to tour the course taking staff photos and things of interest. This is an excellent way to get photos from a different perspective. Obviously the cost associated with this gift amounts is minimal; just takes time, a CD and postage.

Just thought you should know your publication continues to be my favorite one to read, hands down, over the competition. I believe that says volumes about you and the people that you surround yourself with.

Scott "Otto" Austin,
CGCS Superintendent
Meadowbrook Golf Course
Saint Paul, Minn.

To read "Is it payday yet?" enter http://tinyurl.com/4abryr8 into your Web browser.

Kudos

Another great edition of GCI. Thanks to all who make it the first to be read cover-to-cover from January to December.

Patrick Daly
Superintendent
Framingham Country Club
Framingham, Mass.

Check out the online archive to read any back issue of GCI.

Sad, but true


Michael A. Maravich
Marketing/product manager, turf and ornamental
Arysta LifeScience North America
I had the pleasure of seeing Terry Buchen's presentation at the (2011 GIS) conference in Orlando and really enjoyed the innovative ideas he presented. I recall seeing a golf course that was using a smart board as a communication tool to its staff. Could you please tell me the name of that golf course? We are looking for new ways to communicate to our staff and would like to speak to someone who has tried this technology.

Darin Hull
Environmental management coordinator
The Glencoe Golf & Country Club
Calgary, AB

There is no reason to have these two major shows... owners can and should come to the PGA show, particularly if they influence buying decisions. Owners at the PGA show might cause golf professionals and others attending to pay more attention to the show instead of area golf courses... to be "seen" by their bosses so to speak! If the industry wants educational seminars and events they need to schedule them somewhere at a different time or after the PGA show and attend, undistracted by hundreds of major exhibitors! Why have all the regional shows if there is one national show that can be attended by all concerned to see all the major manufacturers and their products? Most, if not all of them, plus the GIS, are redundant, frankly. I attended the New England show so I know it is effectively redundant.

After manufacturers spend money and time on all these shows, they are rewarded by golf course buyers who understandably try to squeeze the lowest price they can [I know from the golf car experience]. Eventually, the money will run out and either the shows fail or the prices go up and the competition dries up. Who wins? As a golfer [consumer], I don't see me winning! Maybe that is one of the reasons the number of golfers is not growing.

Tom Durbin
Castle Rock, Colo.