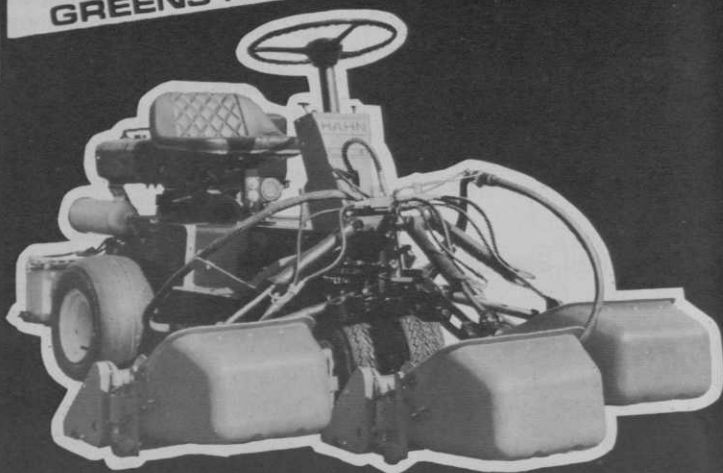


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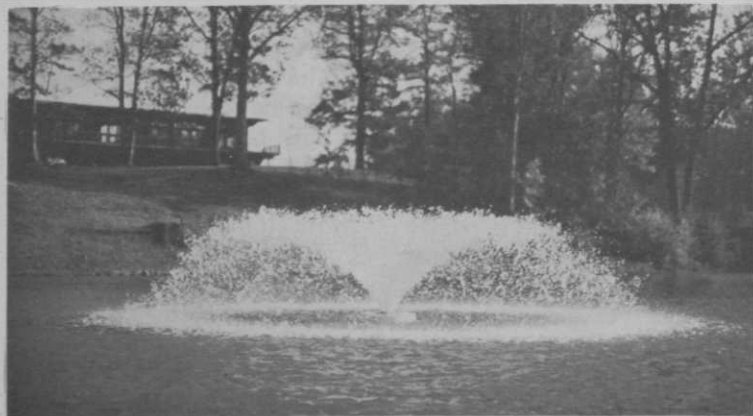
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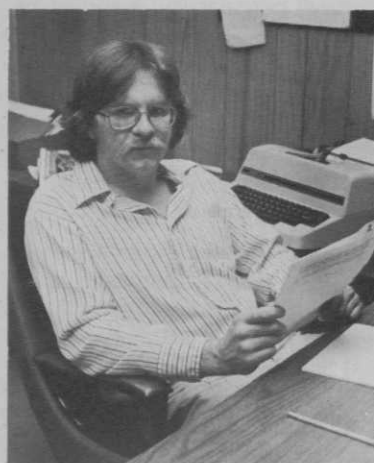
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Viewpoint



You may have noticed that the roundtable discussion on replacement parts was not featured in this issue. There was so much discussion involved that it is going to run as a two-part series in the January and February, 1980 issues of GOLF BUSINESS. I have about 100 manuscript pages that I have to boil down to four or five magazine pages.

The job is not easy. We do have a hang-up calendar of events for 1980 in this issue. I hope you all will hang it up and keep track of important conferences.

If you want a little uplift, look at page 29 in the November, 1979 issue of "Golf Digest". Joseph Dey puts in a good word for the Superintendent. One quote in particular strikes me, and remember, Dey is speaking to the golfer: "You think golf is hard to play? How would you like to be charged with *maintaining* a course, with several hundred members to please? The greenkeeper's world is now a world of scientific and mechanical know-how." And he goes on to describe some of the more technical aspects of the job. Thank you, Mr. Dey.

I would like to share an observation that I have made in attending a few conferences and trade shows lately. Trade shows create a lot of work for a company, coming in with equipment to set up a booth that they have paid for. The main reason an exhibitor puts forth his time and money is to reach a potential customer. That potential customer is you, the Superintendent. Now, to phrase delicately, if you, the potential customer, don't walk through the trade show and spend some time purveying the various exhibits and talking with manufacturers, they are going to decide that the interest in that particular region of the country and at that show, doesn't make it worthwhile for them to haul their wares in, pay good money for an exhibit booth, and spend a lot of time setting up and tearing down. Now, that's a long sentence, but what it all boils down to is that they aren't going to be there next year. And you're going to go back to that same show and say, "What happened? There were a lot of people here last year. Where are they now?"

Now don't get me wrong. I'm not saying there is no loyalty in this industry. Far from it. However, an entity who bases its existence on making a profit, can only afford to lose so much before it has to give up. Sometimes the exhibit hours don't agree with having a good time in a conference city. But if you want to continue to enjoy the conference and watch it grow, you're going to have to put in some time at the show. Besides that, it's a learning experience.

To end on an upnote: Merry Christmas and Happy New Year! I hope that 1980 will be a very prosperous year for you.

Ron Morris