Cheers & Jeers: Autumn Edition

BY PAT JONES

RISE CITED
STRONG CONCERNS
ABOUT HOW A JOHN KERRY ADMINISTRATION MIGHT ATTEMPT TO OVERREGULATE PESTICIDE USE

took the unprecedented step of endorsing President Bush for re-election. RISE cited strong concerns about how a John Kerry administration might attempt to overregulate pesticide use.

Jeers to the GCSAA leadership for doing a poor job of communicating the rationale behind bringing the Club Managers Association of America into the ever-expanding Golf Industry Show. (For more on this, log onto our Web site and check out the Sept. 2 edition of Golfdom Insider.)

Normally, GCSAA goes to great lengths to make sure that all key parties — especially leading members and big exhibitors — have completely bought into a major change like this. However, I heard from people, including past association presidents and marketing gurus from large companies, who said this came completely out of the blue. I won’t debate the merits of the decision here (other than to say it was inevitable for money reasons), but the GCSAA dropped the ball on the announcement. After the “Oops, we changed our minds about relocating the headquarters” debacle, the folks in Lawrence should have done more to pave the way for this one.

Cheers and a fond farewell to one member of the Golfdom family who is moving on to bigger things. Frank Andorka, our managing editor, was named editorial director of one of our sister publications, Pest Control magazine.

Frank was a key factor in the growth and success of our publication over the past few years, but our loss is the bug-killing industry’s gain. Please join me in wishing him the best.

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