

# President's Message



**This year's GCSAA Conference and Show in Phoenix promises to be one of the best yet.**

**I have attended every one since I joined the National some 14-15 years ago. I have never failed to be able to justify the cost of attending. If you have a problem putting a dollar value on the knowledge gained at the Educational Sessions, see how much fertilizer, fungicide, or pesticide you can save by improved methods of application. Look over the new equipment — much of it saves time and labor. All the above translates into dollars. One wise, enlightened equipment purchase or chemical application would probably justify the costs of attending.**

**I would like to urge all Florida members to attend this year's GCSAA Conference. If you're not currently a member of the GCSAA, join up now and attend next year.**

**With all the golf courses we have in the state, we have the potential of almost being the National!**

*Reed LeFebvre*