

Have you or your association been asked for a donation lately? Has the FTGA, USGA, FGCSA, GCSAA or some other "A" been ringing your telephone, knocking on your door, showing up in your mailbox or twisting your arm? It seems everyone is out there collecting for his pet fund these days.

And if you think we get hit often, what about the suppliers?

These poor guys see some association board member headed their direction and they bolt the other way. And I'm

not sure I can blame them.

"Paul, you have no idea how many people I gave money to last year. The list seems to get longer and longer every year," said one supplier as I began my pitch.

I proceeded to tell him how important my fund is and how good it is for the whole game of golf and he then agrees to support yet another fund. As he hands me the check, I can see he is getting tired of this routine... and he's not alone.

There has to be a better way.

There is.

A friend in the golf business also owns a small pecan business. He explained that the pecan growers do not have an problem generating money for research and advertising. They have what he called a "check" system in which two or three cents per pound of pecans goes

into a fund.

Look at all the things grown in Florida. Nearly every agricultural product has one or more full-time lobbyists, a huge promotion budget, and a portion of a college campus dedicated to its interests.

What's happened to turf?

A former Commissioner of Agriculture once said that if you cannot eat it, it is not worthy of state agriculture money.

Hold on there! Golf turf is BIG BUSINESS in Florida.

The Turf Survey will prove just how big the business is when it is released in July. And it's time we stand up and get counted. More importantly, it's time for Joe Golfer to start counting.

After all, it's his game that benefits. Not only his game in the abstract, as in "the game of golf," but also the very personal, individual and all-too-tangible round he played this morning.

Could you imagine 50 cents — or even a dollar — a round of golf going to the golf industry for promotion and turf research? We've been imagining it for years but Joe Golfer hasn't been hearing us. It's cheaper to fire the superintendent for poor turf than it is to pay for research that will lead to better turfgrass.

So until Joe gets the message, we'll have to keep on twisting arms.

Hats off to all the affiliated FGCSA chapters for raising more than \$70,000 for turf research through the FTGA and for raising another \$12,000 to pay our share of our part-time lobbyist's fee.

And please don't turn and run when you see me coming. I might just want to say, "Hi!"

*I might
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to say Hi!*



Paul Crawford
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