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The Show Goes On

Well, to put it into the proper perspective, I should say, "The 'shows' go on." If I take advantage of all the educational opportunities and trade shows offered by the associations I am a member of or affiliated with in early 2002, I'd be away from work with the exception of one week during the period from Jan. 12 through Feb. 10.

I would fly from Orlando to West Virginia (National Institute of Golf Management, Jan 13-17) to Phoenix (NGCOA Conference Jan. 19-23) to Harrogate, UK (BTME Jan. 22-24)

back to Orlando (PGA Merchandise Show Jan. 24-27) and finally after a week at work (GCSAA Show Feb. 3-10). All of these conferences are directly related to our industry. All are equally important in terms of the information they provide and all of this going on when I'm up to my armpits in members down here for the season!

So which conferences to attend? Without a shadow of a doubt, you should pencil in the GCSAA conference and show regardless of the location (those who attended last year will know what I mean). If travel costs are an issue, at least attend every third year it is held in Orlando.

The conference and show provides great educational opportunities for everyone with topics from communication skills to agronomic principals and environmental awareness. The opportunity to network with those from other states and from abroad, who share the same passion for their jobs as you do, is

invigorating. The opportunities to experience the latest and greatest in equipment; to discuss new chemistries now available for pest control and the see the advances in fertilizer technology are boundless. Don't forget the little guys and new companies. It's amazing what some of those little guys will grow into.

Secondly if you and the golf professional are on good terms (as I know you all are) then ask if you can attend the PGA Merchandise show with him/her. If a joint trip isn't possible, then go yourself. The show is immense and just walking around the exhibits will help you realize the magnitude of our industry. Your appreciation for the work the golf professional performs will increase as well.

The third event I would definitely attend during the year would be the Florida Turfgrass Association Conference in August. It's a little quieter time of year if there is such a thing. It's a little closer to home in the way of travel expense, and a whole lot closer to home in terms of particularly relevant information, the virtues of which I will extol upon in a future column.

The point to all this is, don't be caught with your head in the sand; you can make no excuses for the lack of opportunities that are available to you. Present your case to the powers that be. Highlight the benefits of attending and continuing your education so that as you grow personally, so too will your net worth to the club or facility be increased.

May everyone have a happy and a prosperous New Year.

Geoff Coggan

PRESIDENT'S MESSAGE



Geoff Coggan, CGCS, MG

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