



Samantha Kriesch, Calusa GCSA executive secretary, and Kyle Sweet, Everglades GCSA vice president, pose next to the Old Tom statue at the GCSAA Headquarters in Lawrence, KS. Photo by Joel Jackson.

on the state of the association. He also shared a list of "Ten Truisms" for association staffers to keep in mind. These tips have been gleaned from his years of association service, and were a good reminders to help staff members to keep the proper perspective when dealing with changing boards.

Accounting, financial management and tax issues were also covered in the afternoon, with emphasis on taxable, unrelated business income and how lobbying (since we are getting more pro-active) affects our non- and not-for-profit tax status.

A chapter-executives survey that covered all facets of working conditions, salaries and benefits much like the superintendent and course-maintenance surveys we conduct biannually. As you might expect, the responses were all over the map from independent, part-time outside contract situations to paid staff like Marie and me, to executive directors with offices and staffs.

The update on the PDI implementation was of much interest, since these are the folks who will be doing a large share of the record keeping and reporting. And I imagine they will also get heavily involved in making sure monthly-meeting education programs are submitted for GCSAA approval for Class A education points.

Another topic was how to improve working relationships with state golf associations. This is a relatively untapped sleeping giant of public opinion and research funding. The time is rapidly approaching when golf course superintendent associations will be holding regular state and regional golf "summits" with state golf associations (the players); club managers association, golf course owners association and turfgrass associations to help defend and promote the business and game of golf.

Superintendents See Internet As Important: Survey

Most superintendents read news and obtain product and technical information online; see Internet impact as moderate to high

A recent survey by Bayer Environmental Science of superintendents at the Golf Course Superintendents Association of America International Conference and Show in Atlanta, indicated that more than 90 percent of respondents believe the Internet and related online services have a moderate to high impact

on the golf course industry. However, most use the Internet to read news and obtain product and technical information, not yet to purchase products, the survey indicated.

Only one individual claimed to "never" use the Internet. The rest of those surveyed indicated they use the Internet mainly to:

- Research product/technical information (62%)
- Read news (37%)
- Review job openings (31%)
- Make purchases, general and work-related (21%)
- Get event updates (21%)
- Just curious (17%)
- Correspond through forums (3%)
- Don't use it (1%)

Online Purchasing

Though only 36 percent of respondents purchase work-related products online (and those purchases total an average of 10 percent of monthly purchases), 71 percent said they would purchase products online in the future. They cite close relationships with local distributors/salespeople and unfamiliarity with Internet purchasing as why they haven't yet purchased online. The remaining 29 percent indicated they would not purchase online in the future or that they live outside the country or have other reasons why they cannot process online payments.

When asked what online functions they would like to use but are not available to them or not invented yet, answers ranged from golf-specific weather information to thorough MSDS/chemical information to forums or chat rooms about golf course management.

The survey was conducted at the GCSAA Internet Cafe on the show floor. One hundred superintendents were surveyed. The average age of respondents was 37, with 92 percent working within the continental U.S., and eight percent working overseas.



Computers have graduated from irrigation controller to information source.