

make it your business - it is!

A few decades after the turn of the eighteenth century an eminent Frenchman made a protracted visit to the then very young United States and set down his impressions of our new country in a work that has subsequently become a classic. Alexis de Tocqueville, a twenty-six-year-old French statesman and author, visited this country in 1831, and of one aspect of his visit wrote in his celebrated "Democracy in America":

"The Americans of all ages, all conditions and all dispositions constantly form associations. They have not only commercial and manufacturing companies in which all take part, but associations of a thousand other kinds—religious, moral, serious, futile, restricted, enormous or diminutive. The Americans make associations to give entertainments, to found establishments for education, to send missionaries to the antipodes . . . Wherever at the head of some new undertaking you see the government in France or a man of rank in England, in the United States you will be sure to find an association."

What de Tocqueville wrote nearly one hundred and fifty years ago holds true for Americans today more than ever. Conventions of business associations have been traditionally American and Canadian. We, in this country, find meetings of our associations a congenial and convenient way of getting together for the exchange of necessary business information. The growth of conventions and trade shows attest to their importance as places to make new industry contacts and stay abreast of industry developments.

There are so many conventions held annually throughout the country and the world that no actual count can be made of their number. However, total attendance of conventions runs better than ten million. Conventions of American business associations have been

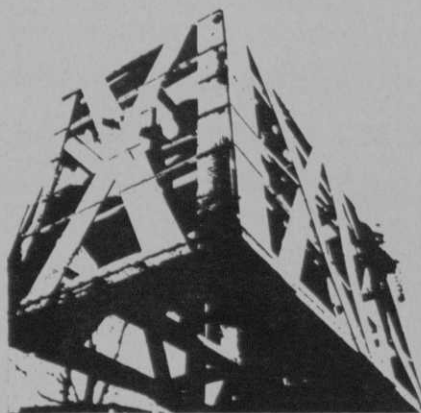
brought to a level of development in transmitting business information that's hard to find in any other form of business contact. And what de Tocqueville did not take into account in his capsule view of Americans and their associations, is that these gatherings are so popular because they fit the American congenial character as a means of exchanging these business facts.

Anyone attending a convention probably has at his fingertips all the information relative to his industry that can be provided by the gathering's sponsors and concerned manufacturers and exhibitors.

Thus, the convention-going person can profit immeasurably by attending business sessions and collecting printed material offered by exhibitors. For members of the Golf Course Superintendents Assn. of America and the Professional Golfers' Assn. there will be an ample supply of informative materials as well as up-to-date business facts to fill up the convention days.

A convention is as serious a business meeting as a sales meeting, according to many who arrange such meetings. The conventioneer can come away from the meeting better informed if he takes the time and devotes his energies to seeking out what is being presented in the exhibits and business meetings. Along with this he is actively making new contacts, and through these new contacts can compare notes on his own operation with others.

Considerable attention, planning, care have gone into making this year's GCSAA and PGA shows. This planning will offer profitable information to those attending the Florida meetings. Members of PGA and GCSAA who are concerned about the golf industry and its growth should attend the conventions and look and listen carefully for greater industry growth and awareness that will provide better and more profitable operations in 1969. □



Attend your industry's annual meeting as if you were at home running your own business. Stop, look and listen for new merchandising methods, marketing packages, product developments that will point the way to more profits