

Once again, I returned from the GCSAA show with an extensive set of notes about the show. Unfortunately, I couldn't read any of them because — say it with me — “beer and journalism just don't mix.”

However, with the help of Dionne Warwick and the Psychic Friends Network, I was able to divine the meaning of some of the gibberish I'd scribbled on the back of cocktail napkins to provide you with the following insights on the big show in the Big Easy.

3-2-1-Launch!

Could any of the 21,000 souls who came to New Orleans have possibly returned home without seeing or hearing the name Golsat? Fly into town — there's a Golsat billboard at the airport. Stroll down the street — there's a little Golsat sign stuck in the ground. Stop for a drink — there's a Golsat coaster under it. Mother Nature calls — there's a Golsat sticker over the urinal. You literally couldn't drive, walk, drink or pee without encountering the Jetsonesque Golsat logo.

This was, by far, the most creative and sophisticated product launch in the history of our happy little industry. Golsat instantly became players by virtue of sheer marketing *chutzpah*. But, more importantly, it looks like Golsat actually has the concept and the capitalization to roll out a serious e-commerce initiative.

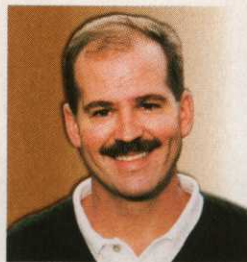
Golsat's dirt-cheap subscription package of hardware, high-speed access and features like DTN is a tempting loss-leader to get you to buy online through the company. Then, when you point, click and spend, Golsat gets transaction fees from suppliers. There are plenty of others (like the user-friendly Green-trac and, apparently, GCSAA) battling for your eyeballs, but Golsat's dazzling ad campaign gives it the early lead in the great e-business race.

Don't try this at home

Imagine that you walk up to a woman on the main street of your hometown and say, “I'll give you \$500 to expose your chest to me.” Now imagine the stinging slap you'd receive or

Beer and Scribbles from Bourbon St.

BY PAT JONES



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the feeling of handcuffs being tightened around your wrists.

Yet, on one little street in one very odd little city, that same woman will happily bare it all in front of hundreds of total strangers for 20 cents worth of costume jewelry. It truly boggles the mind.

A whimper, not a bang

By all accounts, the Town Hall Meeting about the Professional Development Initiative was a bit of a snoozer. Only about 250 attended and very little of the heated rhetoric that preceded the show was evident (translation: No hitting, spitting or hollering took place). It's now up to the Membership Standards Resource Group to review all of the various comments at a meeting later this month and make a recommendation to the GCSAA Board.

One new twist in the PDI saga: Al Jansen, a member from Wisconsin, has drafted an alternative version of PDI called CDS (Career Development System), which is being hailed by some respected superintendents as a simpler, fairer (and a helluva lot cheaper) way to go. Again, you need to fully explore both of these proposals and make your voice heard through your chapter delegate or an MSRG representative.

Merci beaucoup

That's French for “thanks a lot for not tripping over me while I was passed out in the middle of Bourbon Street.” Thanks also to all of you who stopped us to say nice things about Golfdom. The comment we heard most often: “Keep it up.” Trust us, kids, we will.

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