

The 5-Minute Guide to GCSAA 2000

Here's your choice: You can wade through hundreds of pages of "Show Preview" coverage in other magazines or you can invest a quick five minutes now and find out the real skinny on the show. Ready? Start your watch . . . Go!

People are talking . . .

The buzz around the show floor and bar rooms will be almost entirely devoted to politics (PDI), ethics (headhunting and job poaching) and complaining about hangovers from those ridiculous Hurricane drinks people seem compelled to guzzle in New Orleans.

Mrs. Old Tom

Nancy Lopez will be gracious, but a little vague, in accepting her Old Tom Morris award. She actually does know more than the average Tour pro about conditioning (primarily because of her seed company endorsement and design/development business), but she's still there more for star appeal and political correctness than her support of superintendents.

Got any No-Doz?

Peter "Mr. Olympics" Ueberroth. We've seen him speak before and offer this sound advice: Grab a double-espreso before his keynote address at the opening session or risk (yawn) napping through the event. You have been warned.

The long march

The famed "18-Hole Challenge" quest to get an Old Tom poster has added nine new holes this year. Leave it to the GCSAA marketing wizards to turn a fun thing into a grueling test of endurance for the sake of more sponsorship bucks and the illusion of increased show-floor traffic. But even as a 27-hole

marathon, David Pursell's skills as an artist will still make the trek a must for many.

Shrinkage

Think all the consolidation of chemical and seed companies doesn't impact you? Consolidation means fewer, bigger companies in the industry. Fewer companies means fewer of those big, expensive booths on the show floor. Fewer booths means less association show revenue. Less booth revenue means . . . nine new holes for the 18-Hole Challenge!

Cheesecake-free zone

Have you noticed fewer and fewer "booth babes," scantily clad models and other Hooters girl types around the show floor? A few years back, the association made it clear that exhibitors should be a little more conservative after at least one female member asked the sticky question, "Is this trade show part of my *work place*?" We agree that it's a change for the better but — heavy sigh — we secretly miss the Cushman girl.

Tops with us

Faithful readers of *Golfdom* will remember that we had endless fun with last year's choice of musical entertainment for the President's Dinner Show, aging rockers Blood, Sweat & Wrinkles . . . oops, we mean Tears. This year, we offer sincere kudos to Dave Fearis, outgoing GCSAA prez for choosing The Four Tops. Can't wait to see Dave and his lovely wife, Lynn, getting funky on the dance floor.

The numbers game

Finally, according to an official source at GCSAA (the tape they play when you're on hold waiting for someone to answer the phone), they're expecting 24,000 to attend in New Orleans. Quick! Find me a bookie. I'll take the "under" for five bills. ■

By Pat Jones,
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