

SUPERS SPEAK OUT:

The GIS Survey

The education is still vital, and the price of attending the Golf Industry Show is the one thing that might keep a superintendent from attending. Those are just a few of the things we learned from our readers.

But how many readers believe that the Golf Industry Show will return to its heyday of the mid-2000s? How many readers wouldn't miss the GIS for anything? Which is more popular, the national show or your regional show?

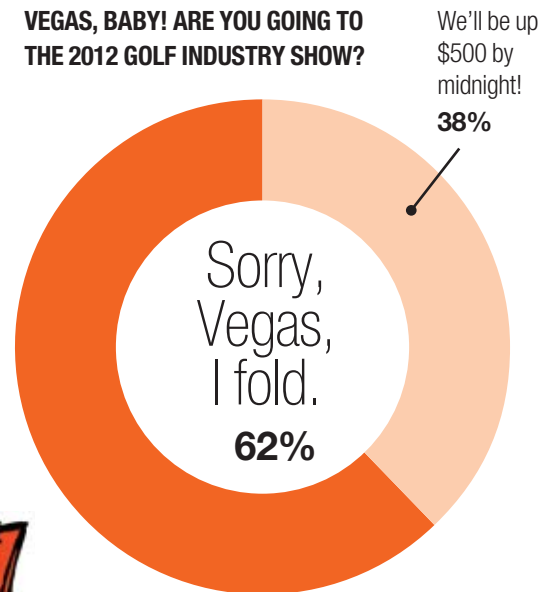
All of these questions were answered in late January, when *Golfdom* sent out a survey to its readers and asked them 8 questions about the Golf Industry Show. We were thrilled to receive a whopping 867 responses to the survey. From chatter in the industry, people from maintenance facilities on the coasts to GCSAA brass in Lawrence, Kan., were looking forward to seeing the results of our survey.

Thank you to everyone who filled out the survey. One lucky participant was rewarded with a \$100 gift card. Look for another *Golfdom* survey soon — this next one will ask superintendents to give their honest opinions on the effort and capital it takes to maintain putting greens.

And now, the results of our GIS survey...

GOLFDOM READERS SHARE THEIR OPINIONS ON THE STATE OF THE GOLF INDUSTRY SHOW, FROM HOW IMPORTANT IT IS TO THEIR CAREERS TO THE ONE THING MOST LIKELY TO KEEP THEM FROM ATTENDING. **BY THE GOLFDOM STAFF**

VEGAS, BABY! ARE YOU GOING TO THE 2012 GOLF INDUSTRY SHOW?



WHAT'S THE PRIMARY THING THAT COULD (OR DOES) KEEP YOU FROM ATTENDING THE GIS?

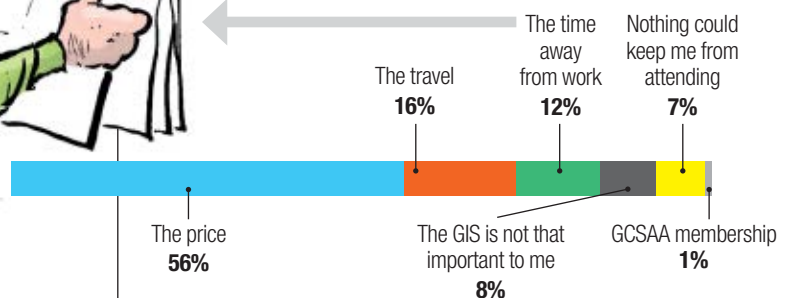


ILLUSTRATION BY: BRIAN FAIRINGTON

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Survey Says...

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"The educational seminars are awesome, and the networking opportunities are immense. The trade show continues to keep me busy. I think the timing aspect, it may be good for people on the East Coast, there are areas on the West Coast — that's prime time for some people. Palm Springs, Arizona, that's their season. They should think about moving the timing."

MARK BURCHFIELD, superintendent,
Victoria Club, Riverside, Calif.

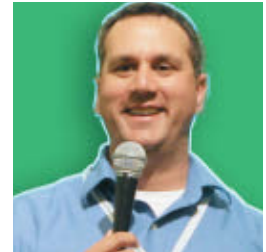


IN RECENT YEARS THE GOLF INDUSTRY SHOW ATTENDANCE HAS BEEN DROPPING AT AN ALARMING RATE. IF YOU WERE GCSAA CEO FOR A DAY, WHAT WOULD YOU DO TO TRY TO HELP THE GOLF INDUSTRY SHOW STOP THE BLEEDING?



"I think the GIS needs to become more affordable. I think the golf tournament itself plus the actual conference need to be combined into an area where it's affordable for everyone to go."

TOM LIVELY, CGCS, TPC San Antonio



"I would stop the GIS show and do maybe four or five big regional shows. That would cut down on travel expenses and be more pertinent to where you're at."

DAMON DI GIORGIO, superintendent,
Fieldstone Golf Club, Wilmington, Del.

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"It's hard to say, but I think GCSAA needs to do more one-on-one events and CEUs are too easy to get nowadays. It used to be you went to the (GIS) to get CEUs. Now you go to the local organizations, where you can get CEUs monthly, or even through webcasts."

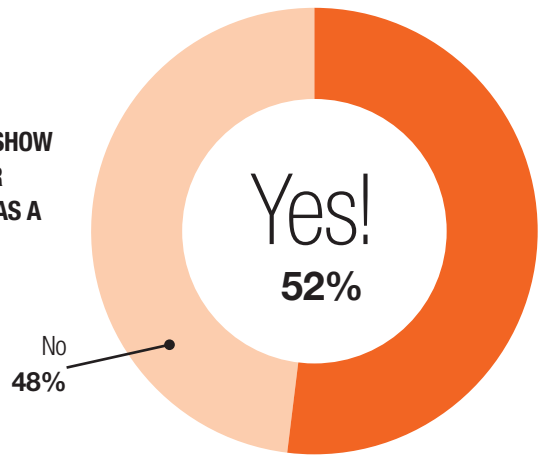
KIRK DOLAN, Turfgrass Director
Louisville Metro Parks



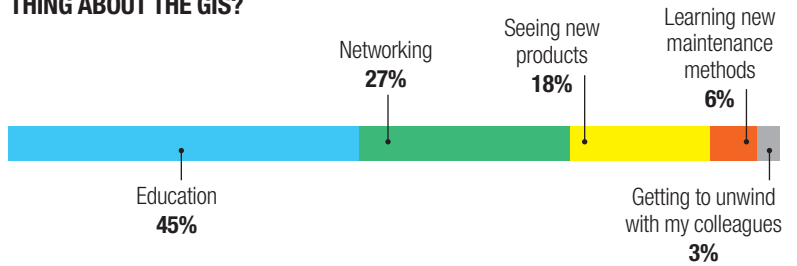
"I would try to have more events like (the *Golfdom* Summit,) where it's one-on-one."

ROBERT CAREY, superintendent,
Spring Brook Country Club, Morristown, N.J.

IS THE GOLF INDUSTRY SHOW AS IMPORTANT TO YOUR CAREER TODAY AS IT WAS A DECADE AGO?



OK, WE'RE ALL LOOKING FORWARD TO THE DAVID FEHERTY TALK AND THE CHAPTER RECEPTION. BUT WHAT'S REALLY THE MOST VALUABLE THING ABOUT THE GIS?



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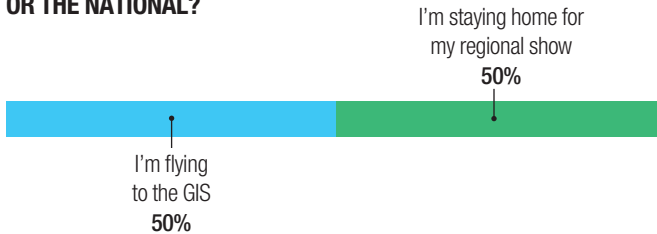
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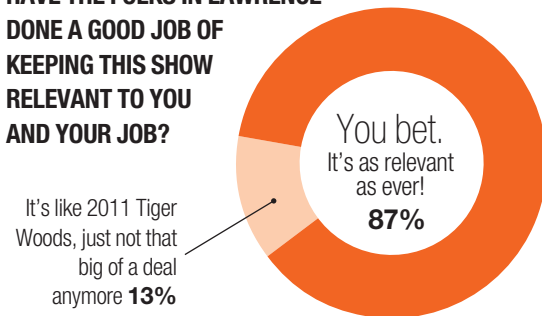
Survey Says...

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DECISION TIME. THE GM SAID YOU CAN GO TO ONE SHOW, BUT NOT BOTH, IN 2012. ARE YOU GOING TO YOUR REGIONAL SHOW, OR THE NATIONAL?



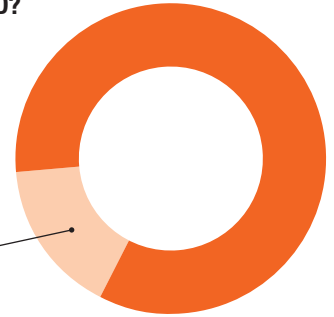
HAVE THE FOLKS IN LAWRENCE DONE A GOOD JOB OF KEEPING THIS SHOW RELEVANT TO YOU AND YOUR JOB?



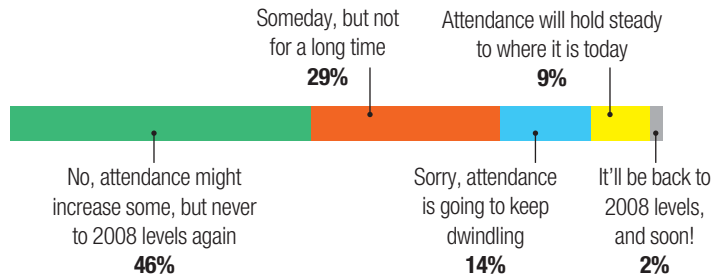
THE GOLF INDUSTRY SHOW IS LATER THAN USUAL THIS YEAR (FEB. 29TH-MARCH 1ST). HAS THE LATE DATE AFFECTED YOUR DECISION TO ATTEND?

It's not on Christmas or my wife's birthday, right? Then it's cool
84%

They're messing with my Spring prep by holding it so late!
16%



THE GIS ATTENDANCE HAS PLUMMETED IN RECENT YEARS. DO YOU THINK THE HEYDAY OF 2008 WILL EVER RETURN?



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