



Terms of the Vernacular

By Rod Johnson



This issue's message is written at a time normally filled with great expectations of the upcoming GCSAA International Conference and Show. Travel plans have been in order for weeks; early-bird registration was sent almost six months ago.

The events of Mid-January have touched all of us. They have cast a somber shadow over our normally enthusiastic travel plans. At first glance, the glitz and glitter of Las Vegas hardly seems appropriate in the face of war.

Terms of our vernacular have included stimpmeter, grain, verticut, blacklap and topdress. Recent environmentally-conscious times have introduced a new vocabulary that includes Haz-Com, SARA, UST and pesticide fate.

On January 16, we were tragically introduced to a new vernacular, the vocabulary of Operation Desert Storm. Overnight, our shop talk went from bedknives and reel stock to scuds and sorties. Our new national vernacular includes AWACs, tomahawks and patriots.

Each and every one of us has been affected by the events in the Middle

East. Conversations with many of you have revealed concerns for those directly involved. Family members, friends, employees and business associates have been pressed into active duty. The events in the Middle East have caused a galvanization of our pride in America.

I find myself joining most Americans and re-evaluating my priorities. If part of Saddam Hussein's apparent hatred for the United States included a plan to psychologically attack us by inducing guilt for conducting business as usual, it's working here.

The problems and frustrations of our industry now seem pale in comparison

to a war being fought on prime-time television. Our concerns about public perception, governmental regulation compliance and golfer demands have taken a step back.

The GCSAA International Conference and Show will be held, business as usual, but not without acknowledgment of the gulf crisis. Numerous editorials have been written citing the need to conduct business as usual. The game of golf, the basis of our industry, has long claimed to be a therapeutic diversion for a staggering number of people. Golf and our profession owe no apologies for their role in society. As professional superintendents, we owe our best efforts to our employers. Our best is enhanced by continued professional enrichment and involvement.

I sincerely hope that this message dates itself poorly, and that our thoughts have turned from Baghdad, Tel Aviv and Dhahran to Pebble Beach, Bay Hill and Augusta. Pray for peace.



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