

# 1975 Annual Mid-Atlantic Conference

As another year passes before us so have all our monthly meetings—with the exception of our conference. Even though our conference is always scheduled for the first month of the new year, I always associate our biggest event of the year as the event that caps off our past year. In reality though, with the installation of our new 1975 officers, this conference is also significantly the first 1975 function involving all our members. However we evaluate the conference, no one can deny that our annual conference always promises us a rewarding educational experience we remember for a long time.

Members of our association are spread out over hundreds of miles and consequently can't attend our month to month association meetings. Almost all of these members will, however, be in attendance for our annual conference. We have never failed to have record crowds of people attend this annual event. Each year our attendance surpasses the year before. While this partially results from an ever increasing membership, we must also realize that each year's larger attendance is more a result of producing a worthwhile event that members talk about during the following year. This talk eventually generates more interest in our conference and results in a larger crowd for the following year.

We can all expect to see much larger attendance from non-members this year. Basically the non-members will comprise of the vastly growing interest for education from the club officials that work with the golf course superintendent to produce a quality golf course.

The continuously rising cost of golf necessitates superintendents to urge club officials to learn more of their operation, than in years past, and to better understand why we need increased amounts of money to operate a golf course. The wise superintendent knows such an educational experience such as our conference will answer many questions that club officials frequently have, through providing a place that permits the club officials to question experts in all phases of agronomy, discuss common problems with other club officials, and meet and talk with superintendents of neighboring clubs. You will never have a better opportunity to simplify the tedious process of educating you club officials than our annual conference—bring your greens chairman and your club president along to our conference, and you will be guaranteed a smoother year for 1975. These two club officials have to answer to their membership all questions related to the golf course and its ever changing appearance or condition. They will be very grateful for the opportunity to answer these questions intelligently and obviously will be more understanding of your day to day problems of the golf course maintenance. What more reasons does one need to bring club officials to our conference?

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