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THRU THE GREEN

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From The President

Having just returned home from GCSAA's 67th International Golf Course Conference and Show, I would like to offer some random observations from the show.

It's amazing just how large the show has grown over the years. I can remember a few years ago when the show was half this size and we still had just as many choices of products. Maybe this speaks for the dollars that we as superintendents control, and the ever increasing number of companies that are vying for those dollars.

The GCSAA has done an excellent job in limiting the non-golf related businesses that exhibit at the show. Gone are the vibrating massage chairs and neon glow sign companies. Companies selling environmentally sound products and services are abundant. Gone also are the models and cheerleaders showing off the latest products. I guess it's just a sign of the times.

Do you think that some of the exhibitors just camped out at the convention center between the recent PGA show and our trade

show?

Computers are everywhere. Irrigation systems were probably our first use, but it seems that every company is now advertising their home page on the "net". Is the telephone going to be obsolete in the future when we order parts and supplies? What did you think of GCSAA's home page that will be fully functional later this year?

Did the cashier lines at the GCSAA merchandise booth ever go down? The merchandise is great and the prices can't be beat, but the lines were outrageous. Shouldn't GCSAA put on a few extra cashiers? Maybe catalog ordering with our gift certificates is the best way to go.

The convention centers are getting so large. It took two or three days to get familiar with the layout. By the time I was able to figure out what level I was on, or where the next meeting or class was, the conference was winding down. It would surely be nice if the meeting rooms were closer to the trade show.

Last year's hot item, the

greens roller, was nowhere to be found. Is no one buying these rollers? This year, it seems like many exhibitors were selling biological products. . . Bio this and Bio that. . . I think we're going to see this trend continue well into the future.

Congratulations to couple of local heroes. Nicholas Checklenis of Silver Creek Valley Country Club and Joe Rodriguez, CGCS of Rossmoor Golf Course were Merit Winners of GCSAA's 1996 Environmental Steward Awards.

Next year's show will be in Las Vegas. Our State Association will again be required to staff a "next year's host booth" when the 1998 show will be in Anaheim. This was a rare off year, but it sure seems that we have staffed these booths almost every year. We get a slight break with San Francisco out of the rotation but San Diego has not been added with the conference scheduled there in 2001. I guess it's the price we pay for living in California.

Have a great Spring,
Richard Lavine, CGCS

Office Notes

By: Barbara Mikel

Well, I am back, or at least I will be by the time you are reading this!

I will shortly be sending notices for the annual meeting, proxies, bylaw changes, etc. It is very important you return these to the Association or the person you want to hold your proxy. I think your Association has a very high response and participation rate so keep it up. I know you may have a million things on your desk and will be April soon and all the course related

work starts going double time; but take a minute to help the people giving their time and effort to keep your Association healthy.

I get a lot of calls from people requesting job information. I know some of these people have talked to you and you probably give them the office number. The Board of Directors' policy is to circulate job notices to GCSANC members only. We provide this service to our members and the clubs they

represent. Before a job notice is published by our organization, we make sure our member is aware of the publication, has already left the position, or the position is a new opening. Each time I receive a request for job posting, the club or organization requesting the notice is also informed of the other Associations and the State Association, so if they choose to circulate the notice to other organizations, they certainly have the option of doing so.—See you in April.