

LANDSCAPE

The advent of spring carries a soft whisper to our ear as we near a milestone birthday; a birthday many of us original Baby Boomers face with trepidation but confidence.

"You're never too old to learn something new," the voice tells us. And two weeks of travelling to various industry functions confirms that basic truism.

In the following months, you'll be reading more about our visits to the GCSAA national convention, the ALCA Executive Forum, the NAA annual convention, and more. But for now, we concentrate on some of the more memorable

moments.

► "Fifty percent of all the jobs that will be available in 10 years haven't been invented yet," Dr. Nate Booth told ALCA executives in Phoenix. He was making a point that your reaction to the unavoidable changes manifested in this era of high-tech will determine your ultimate success.

► "Every January, my wife and I get together with our appointment cal-

endars and block out time for each other," said Will Phillips of the Faust Management Corp. to ALCA members. "Maybe it's every Wednesday night for dinner, or maybe it's a long weekend; or a summer vacation. But we block the time on our calendars. There are occasions when we've got to cancel, but we always make sure to reschedule." The Booths have been married more than 30 years, and have three children: 30, 20 and 10.

► Randy Russell, manager of sports management for the city of Austin, Tex., told his golf course colleagues this:

"The older I get, the more I realize planning is the key. Every minute of planning saves seven minutes of execution and productivity."

Russell also extolled the virtues of continuous improvement. "Do not fall in love with your current practices, stay focused on the important, and remember that the best agronomic decision is not always best for the course."

► Dr. Booth, head corporate trainer at Robbins Research International, on the theory that actions speak louder than words:

"People who heard the Kennedy-Nixon debates on the radio say Nixon won. People who watched the debates on television say Kennedy won. It's becoming more apparent this year that Bob Dole needs a charisma transplant."

► Richard Norton of the National Golf Foundation, citing the results of a recent survey on the impact of the GCSAA and its members:

"The golf course superintendent has the opportunity to outreach and educate golfers about the course's possible impact on the environment."

► Phillips, again:

"If there is no gap between what you want and where you are, you're in trouble. The size of the gap indicates the energy for change. To close the gap requires that you actually solve some problems, and that's where we get stuck because that takes teamwork."

► Jerry Moland, owner of a small company in Phoenix, put an exclamation point everything we learned during our recent travels. Moland, a conscientious and empathetic veteran businessman, was forced to start a new career in landscaping at the age of 50. He reflects:

"After realizing I had to start over, I spent a few months laying on my back feeling like life was over. But that's not the way to do it. You have to realize that the American dream still does exist."

The little voices you hear as you go about your everyday routine are no less valuable than these introductory nuggets of wisdom. Write them down, remember them, learn from them, and live them. You'll be a better person for it. **LM**

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Need to plan ahead never goes away



Jerry Roche

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