

# THE FRONT OFFICE

OPINION PAGE



## Whatever's Easy

**E**ven after reading Bob Boufford's lucid article in this issue, I am still not sure I understand the difference between the Web, the Internet, America OnLine, CompuServe or many of the other *amazing* components of the system that links computers around the world, and so far, I'm not sure I care. Without knowing the difference between the Web or the Internet,

or whatever it is, I have, to my mind, successfully been using the thing for several weeks now. In fact, I think I have proven even an idiot can use the Internet, the Web, the Whatever.

True, my employer, Adams Publishing, supplied all the components — modem, server and search “engine” — so I didn't have to do any wiring or installing, but once all the gizmos are up and running, the rest is as easy as using a TV remote control. The only difference I can see is the terminology involved. With the Whatever, you use your “mouse” (remote control) to “click” (change) to another “link” (channel). The links, just like TV channels, contain information that instructs, entertains or tries to sell you something. Learning to use the Whatever takes about five seconds, the amount of time required to master the art of (1) pointing to a link with a mouse arrow and (2) clicking a mouse button. Getting comfortable takes maybe two to four hours of repeating the two steps, before the light dawns that there's really nothing else to it.

Mastering the two steps, you can then go on to the search for information, working from one link to another or using indexes to find links of interest. The outcome can be access to files with information that, if available in a library, might take days to dig out. For instance, from the few hours I've searched, I've hooked up with the Plant Variety Protection office, Seed Certification Agency, Cooperative Extension network, National Integrated Pest Management system, U.S. Department of Agriculture, University of California at Riverside's Plant Pathology Department, California's Integrated Pest Management program and, last but not least, the agronomy files at the University of Guelph in Ontario, Canada — a school I'd never heard of but now appreciate because of its excellent information on turfgrass.

I've also come to appreciate Adams Publishing's Green Net — which, like the other first-rate links, is high on information and low on advertising. If you want to see for yourself, just enter the following address into your browser: <http://www.aip.com>. Then, start surfing. Yes, you may get “lost” at times, but it's non-life-threatening, and you'll find lots of information. It's easy.

*Jim R. Klein*

# EVENTS

CALENDAR

## April

**22** Fourth annual Envirotron Golf Classic, to raise funds for the Florida Turfgrass Association's research facility. World Woods Golf Resort, Homosassa Springs, FL. For tournament information, call Glen Oberlander at (904) 795-7017.

**24-26** Pacific Equipment & Technology Expo (PETE '96). Las Vegas Convention Center, Las Vegas, NV. Contact: (800) 525-7383 or (510) 370-2200.

## April-May

**27-1** New York State Recreation and Park Society 56th Annual Conference and Exhibition. The Hotel Syracuse and the ONCenter Exhibition Hall, Syracuse, NY. Contact: Rob Marchiony, (518) 584-0321. Fax (518) 584-5101.

**6-8** Southeast Turfgrass Conference. Tifton, GA. Contact: (912) 386-3353.

**15-16** Environmental Landscape & Equipment Conference & Show. Sheraton Suites Hotel and the Los Angeles County Fairgrounds, Pomona, CA. Contact: (800) 877-3107 or (702) 736-5958.

**21** Meeting of Florida Chapter of STMA (Sports Turf Managers Association). Joe Robbie Stadium, Miami, FL. Contact: John Mascaro, (305) 938-7477.

## June

**12-13** Groundskeepers Management Academy, Millington, TN. Contact: Floyd Perry, Grounds Maintenance Services, (800) 227-9381.

*Send announcements of your events two months in advance to: Editor, sportsTURF, 68-860 Perez Road, Suite J, Cathedral City, CA 92234. Fax: (619) 770-8019.*