

# Future Challenges facing the Industry

How do Greenkeeper Associations  
respond to robotics?

Martin Nilsson

Danish Greenkeepers Association

FEGGA 2018 Bulgaria

# Questions to you

How have you been dealing with your memberships anxiety?

Do you see any threats to your own educational system?

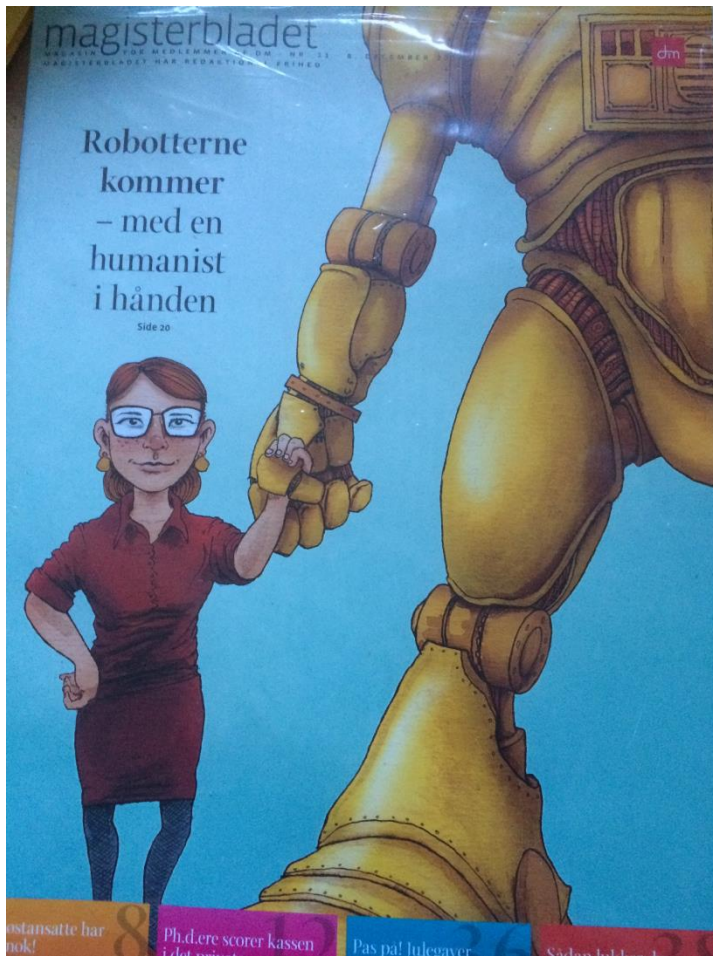
# Future...



# ...and panic



# Human and Social Sciences magazine



Same goes on everywhere:

Manufacturing Industry

Finance

Law

**Different in the USA, but the same problem:**

**How to attract and retain talented career greenkeepers**

# Finding and Retaining Assistant Superintendents

How to fill one of the most important positions in golf course management.

BY S. ADDISON BARDEN



*Assistant superintendents should be comfortable demonstrating leadership, accepting responsibility, determining daily work assignments, and supervising the staff.*

Source: USGA Green Section Record November 3, 2017

# Maybe there are still room for the skilled craftsman?



Futurist Gerd Leonhard [Follow](#)

Keynote Speaker and Future Strategist, Futurist, Author, Critical Observer, CEO @FuturesAgency

<http://www.futuristgerd.com> <http://www.gerd.io>

Jan 27, 2017 · 4 min read

## 2017: goodbye to replication, hello to originality. Efficiency is for robots.

By Gerd Leonhard, [Future Thinker](#). Cross-posted from [Futuristgerd.com](#)

More VUCA (Volatility, Uncertainty, Complexity and Ambiguity) is ahead but this might be seen altogether differently in the future. It is unlikely that the Romans of 476 AD saw themselves as vanishing or going under; the morning after that happened, Rome hadn't fallen, just moved. In the same way the era we are now entering, i.e. Planet Earth 2017 AD, is altogether the same world we inhabited before Brexit or Trump, just shaken.





# We have all talked about it



From a sponsor perspective

But where are the politics?

How do we deal with our members angst?

And the overall well-being of our Industry

# Scenario

Robots take over cutting, spraying routines



Fewer full time staff (fewer seasonal or halftime staff)



Lack of career possibilities



Loss in talent



Finally loss in formal education in eg. Universities, colleges, vocational training etc

# You need critical mass

If the end result is collapse of the formal education..

..Who benefits from this?

Will the golfers be happier?

Will our employers, clubowners, federations?

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# Blagodarya vi mnogo

