Our pal Paul, direct advice & the old Mark

J ust a few things to jot down before we slip into the grey abyss of the old man’s darker recesses, never to be found:

- Before me on my desk sits the latest missive from old friend Paul Harvey, that geriatric loose cannon with the non-sensical. This time he gives us a glimpse into the golf course industry, the U.S. Golf Association (USGA), chemical manufacturers and the Environmental Protection Agency (EPA) completing studies dealing with pesticides in the home. From this safe, they are making a big mistake. “That’s it — that’s essentially the whole argument. Mr. Blondell is described as a spokesman for the EPA’s pesticide office, whatever that is. Harvey then proceeds to give advice on the subject — something I wouldn’t dream of doing, considering my scandalous lack of experience in the distribution biz — I would urge folks to read this month’s letter to the publisher somewhere and make a big mistake.” That’s it — that’s essentially the whole argument. Mr. Blondell is described as a spokesman for the EPA’s pesticide office, whatever that is. Harvey then proceeds to give advice on the subject — something I wouldn’t dream of doing, considering my scandalous lack of experience in the distribution biz — I would urge folks to read this month’s letter to the publisher somewhere.

Letters

CHEMICALS ARE NOT A COMMODITY

To the editor:

Your article on distribution (Feb. '95, page 1) was very appropriate at this point in time for the industry. Everyone is facing increasing marketing cost, regulations and competition. In face of these rising costs, manufacturers, suppliers and distributors must develop long-range plans and strategies to be successful. Those that do will survive, and those that don’t will disappear.

The comments regarding distributors as commodities is correct to a point. And that point is, in our particular industry — developing and marketing turf product — we must continue to upgrade and improve our people, products and services to avoid becoming commodities. I, therefore, would take exception with the conclusion in the article that specialty chemicals are currently a commodity.

Turf and Ornamental marketing requires specialized products, formulations, packaging, technical information and distribution. An integrated approach to your market and differentiates us from row crop agriculture. We have a distributor to end-user distribution system (unlike agricul-

And for our next trick...

Barbara B. Beall, who is married to Glens Falls (N.Y.) Country Club superintendent Chris Freilichhaus, submitted the following Top 10 list in the spirit of David Letterman. Behold! The top 10 things she has observed being married to a superintendent.

10) He is the only person in the family who gets untruthful, unchecked answers at the end of his work day.
9) My husband has really strange tan lines.
8) He never listens to what I say even when he gets home, but listens to every word that Jennie Jones says on The Weather Channel.
7) All his co-workers look like the cast from Caddy Shack.
6) When he wakes up at 3 a.m. it’s not to go and see his girlfriend, but to make sure the irrigation system turned on.
5) All the post-it notepads in our house say “Pro Lawns” on them.
4) My husband has a spot on his beard of black grease on every piece of clothing he owns.
3) The ugliest law in the neighborhood.
2) When he talks in his sleep, or, for that matter, when he is awake, he states, “All the greens are green.”
1) “When he helps me vacuum, he always stripes our carpet in a checkerboard pattern.”

Media and environmentalists take shots from colleagues

A h, the Golf Course Show. A time of education. A time to renew friendships. A time to entertain. And, this year, a time for longtime enemies of the golf industry to point accusing fingers at their colleagues:

- Case-in-Point One: ABC-TV consumer reporter John Stossel, admitting that “in many ways I’ve been part of the problem,” added: “Here is where we in the press have done such a bad job... We practically run from scare to scare. We say this kills people, that kills people. We have focused on the dramatic in an interesting way — economics. It sells newspapers, helps government officials to watch programming...”

- Case-in-Point Two: Audubon Society of New York President Ron Dodson, speaking on environmental groups: “Many have become top-heavy, bureaucratic and rank the risks? No. Buckets kill 50 people a year. A garage doors kill six. It’s a big country...”

While flying takes one day off the average life and fires (killing 4,500 people a year), 18 days of Dursban is ‘arguably’ the same penalty. Stossel said pesticides take 27 days off (“Many scientists we talk to said there is no evidence pesticide residues kill anybody,” Stossel noted, “but the worst study we could find predicted 6,000 cancer cases. Let’s say that is true and they all die and another 10,000 people die.”). Murder (47,000 annual deaths) accounts for 113 days; smoking 5.5 years. “Compare this to driving. Pesticide use is hardly a risk. Compare it to smoking: Five and a half years. It points out the absurdity of the smoker worrying about his cellular phone giving him brain cancer,” he said.

- Case-in-Point Two: Audubon Society of New York President Ron Dodson, speaking on environmental groups: “Many have become top-heavy, bureaucratic and...”
Phillips comment
Continued from page 12
no value, they won’t pay for it.
• Attention manufacturers: We’re de-
termined to do a better job running sto-
ries on your new products. To that end,
we’ve dedicated space in each upcoming
issue to profile new products associated
with our product features. This month’s
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