

Personnel

Continued from page 39

container without hesitation. He picked up several large pieces of debris by the tent and returned to his post. I was quite puzzled by his behavior, so, I walked down the steps from the deck and said, "Bobby, you didn't do what I asked you to do." He answered, "Yes, I did."

"Bobby," I said, "you didn't pick up the trash in the range container and you didn't pick up the small debris by the tent."

He said, "Oh, that. That trash in the range container — that's the grounds crew's trash. They'll pick that up tomorrow morning. And as for the bottle caps and toothpicks and stuff by the tent, nobody will ever see that stuff."

"Bobby," I said, "that's the problem around here. I asked you to perform a simple task and you just didn't do it. Now please go back out there and do as I asked you to do. I don't want our range customers contending with an overflowing trash container and I don't want that trash left by the tent."

Bobby bristled up and shot back, "I'll tell you what the problem is around here. It's you. You see trash that nobody sees."

Surely, you can understand that a lengthy discussion followed Bobby's remarks. I quickly pointed out that trash is trash. It's not grounds crew trash, or golf guide trash, or customer trash, or golf car crew trash, or snack bar trash or outing trash...it's just trash. I explained that our customers will never take pride in our course if we don't first show them that we take pride in our course. I went on to explain that eradicating trash, any trash, was one sure way of expressing our pride in our golf course. Needless to say, Bobby returned to the range and tent and removed all the trash in question.

As much as I wanted to place blame somewhere else, I could not. You see I had to face the fact that it was I who was to blame for this predicament. It was I who had not thoroughly explained and trained my staff about trash and how its timely removal is directly tied to the color of the ink on our bottom line.

So I called an emergency staff meeting to discuss, that's right, trash. Our meeting featured a keynote address by yours truly entitled "Just Whose Trash Is It Anyway?" and subtitled "Why Trash Has To Away." Other items

discussed included the results of a survey done by the National Golf Foundation some years before that gave us all some sobering data. Golfers stated their No.1 reason for returning to a facility was the cleanliness and beauty of the entry, parking lot and general environs around the clubhouse.

First impressions are so important. The survey con-

firmed that when your establishment exudes pride of ownership and management through cleanliness, customers get the message. Just ask the Disney people. They can go on for hours about the benefits of cleanliness as a way of achieving a black ink bottom line.

Do you have a problem with trash in your place? Do you pick it up? Do you tell others to

pick it up? Do you ignore it? What do you do about it? You do something. If you are doing nothing, you are doing something — nothing. Think.

If you believe what the surveys say. If you believe what Disney research says. If you believe as I do, then you had better *explain* and *train*. If it's trash, it's got to go and it's everybody's job on the staff to get it done.

MASTERS ADDS TWO
ORLANDO, Fla. — Masters Golf Corp. has reached agreements with two new Florida projects. Orangetree at Valencia in Naples is a daily-fee track and The Monarch at Royal Highlands is in a Leesburg retirement community. Both are scheduled to open in 1997.

CONFIDENCE AND SECURITY DON'T JUST HAPPEN.

Let's not mince words — your job's challenging.

Just think about all the people you have to please.

And about what happens if you don't. You need

confidence. You need security. And you're not

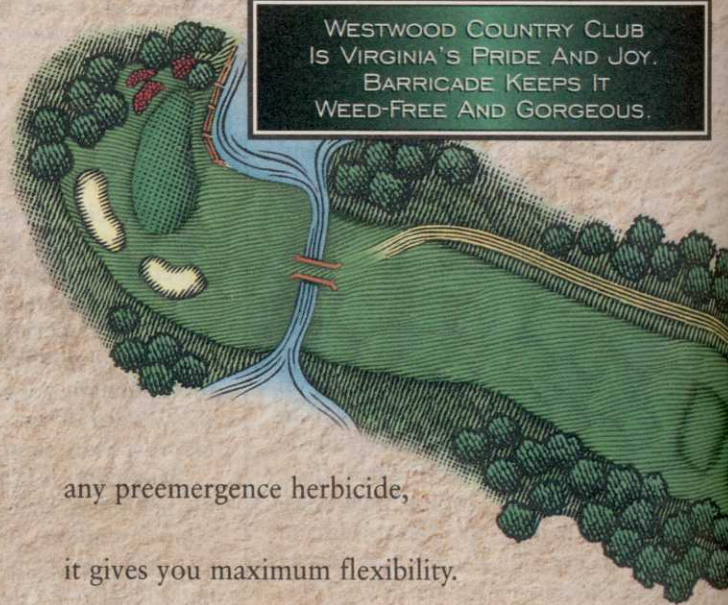
alone. Superintendents at some of the top courses

in the country need the same thing. Which is why

they use Barricade® preemergence herbicide to

keep fairways, tees and roughs weed-free. So can

you. Since Barricade has the longest residual of



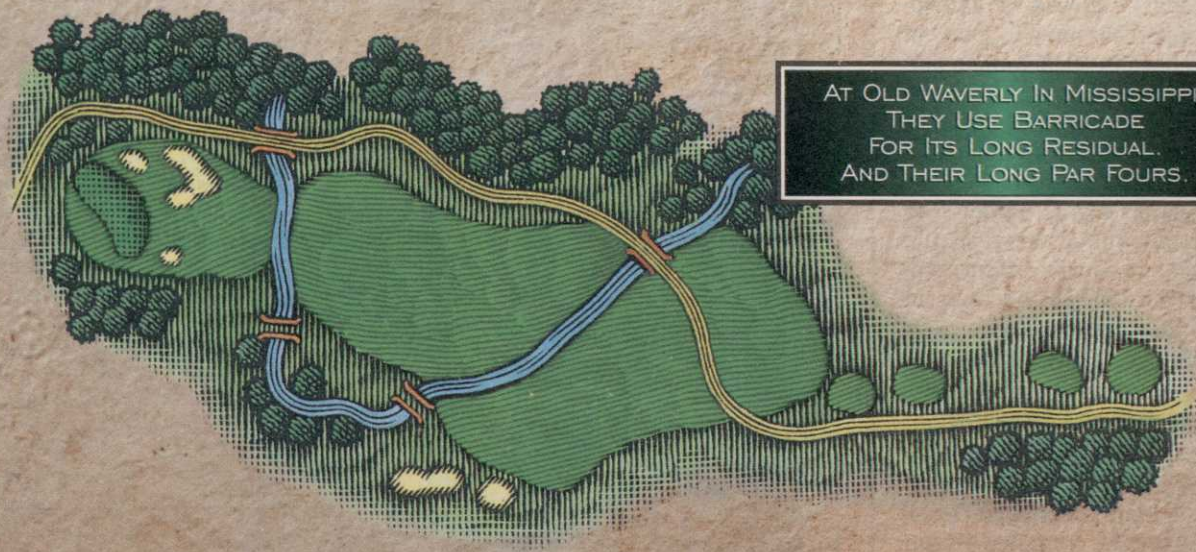
WESTWOOD COUNTRY CLUB IS VIRGINIA'S PRIDE AND JOY. BARRICADE KEEPS IT WEED-FREE AND GORGEOUS.

any preemergence herbicide,

it gives you maximum flexibility.

You can apply when it's most convenient for you.

And have full confidence that you'll get excellent



AT OLD WAVERLY IN MISSISSIPPI, THEY USE BARRICADE FOR ITS LONG RESIDUAL AND THEIR LONG PAR FOURS.

- | | | | | |
|--|--|---|---|--|
| Agra Turf
Searcy, AR 501-268-7036 | Cannon Turf Supply, Inc.
Fishers, IN 317-845-1987 | Estes Chemical, Inc.
Wichita Falls, TX 817-766-0163 | GroTech Inc./Pennington
Madison, GA 800-277-1412 | Howard Johnson's Enterprises
Milwaukee, WI 800-642-4656 |
| Agriturf
Hatfield, MA 413-247-5687 | Cornbelt Chemical Co.
McCook, NE 308-345-5057 | Fisher & Son, Inc.
Malvern, PA 610-644-3300 | Helena Chemical
Fremont, NE 402-727-9177 | Knox Fertilizer
Knox, IN 219-772-6275 |
| Benham Chemical Co.
Farmington Hills, MI 810-474-7474 | E.H. Griffith, Inc.
Pittsburgh, PA 412-271-3365 | George W. Hill & Co., Inc.
Florence, KY 606-371-8423 | Helena Chemical
Lakeland, FL 813-665-5800 | Lebanon Turf Products
Lebanon, PA 800-233-0628 |