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FUEL STICKERS

These stickers are a unique way to train employees to put the proper fuels into their respective maintenance equipment gasoline and diesel fuel tanks. Each sticker measures 9x2 inches and they were acquired from the local Do It Best Hardware Store.

They must be applied to metal surfaces only (not on plastic) after cleaning the surface with Windex. The industrial adhesive material holds-up quite well when cleaning the maintenance equipment with pressure washers. The stickers cost about $5 and their large size makes them very conspicuous to use the proper fuel types.

Labor time took just a few minutes. Rick Bowden, golf course superintendent, and Defino Cordova, equipment manager, came up with this great idea at the Bob O’Link Golf Club in Highland Park, Ill.
MAXIMIZE YOUR ADVERTISING DOLLARS

Please contact Bonnie Velikonya at 800-456-0707 or bvelikonya@gie.net.

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View classifieds online at:
www.golfcourseindustry.com
Support the companies that support the industry.

I would love to provide a list of the good guys and bad guys in print, but the nice lawyers at Golf Course Industry would probably be very unhappy with me. Instead, let me offer a quick quiz to help you sort things out as you plan your purchasing for 2008:

1. Does the company have a name you know and trust? (+10 points)
2. You've never heard of the company, and you couldn't spell their name if you tried. (-10 points)
3. Is their sales rep someone you've known for years who has demonstrated good agronomic knowledge and who has served you and your friends well even when he wasn't trying to sell you something? (+10 points)
4. The sales rep is a guy whose last job involved selling ink-jet cartridges... and he wasn't particularly good at that. (-10 points)
5. Does the company support your educational needs by sponsoring events, participating in your chapter and advertising in industry journals? (+10 points)
6. Is the company's idea of industry support bringing along some donuts for an unscheduled call by their salesman? (-10 points)
7. Does the company work with a solid local distributor that has a reputation for honesty and quality? (+10 points)
8. The company claims they "don't need no stinkin' distributor" taking a cut so they can give you lower pricing? (-10 points)
9. You're almost always willing to try new products and services from the company because it has a good track record. (+10 points)
10. You have to gulp real hard when it occurs to you you're risking your greens — and your job — to save a few hundred bucks on a case of product. (-10 points).

I wrote that column in 2007 about the influx of no-frills generic pesticide products from companies that didn't support the industry. That was before the recession hit. In a post-recession world where golf courses have to be managed efficiently and cost-effectively, the choice for you becomes even tougher. It's even more understandable to consider a lower-cost alternative, but it's also important to recognize that the consequences may be more serious.

In 2007, choosing alternative products based solely on price might have made it harder for companies to justify the fairly lavish marketing money spent on customer entertainment, big feel-good sponsorships or discretionary stuff like logo golf balls for chapter tournaments. Today, that choice could impact whether the company continues to invest in R&D to bring you new products. It could tip the scales against continuing to support educational conferences and trade shows (which are the economic engine that drives many associations). It may force them to reduce advertising spending (bye-bye free information from trade journals). It could eliminate trusted salespeople you've relied on for technical help.

For many of the companies which — like my bucket-list friend — have been stalwart supporters of your professional and educational needs, it's tougher to justify those investments when they continue to lose market share to competitors who don't.

Every time a super chooses a cheaper alternative from a company that doesn't reinvest back into the business, it's not that painful. It's like getting a little cut on your finger that bleeds just a bit. Hardly life-threatening.

But, multiply that across the market and over years and pretty soon it becomes death by a thousand tiny cuts.

Small choices matter. Choose wisely.
THE NATURAL CHOICE

ETQ™
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All season long with ETQ.

Our expanded ETQ™ fungicide portfolio delivers broad-spectrum disease control and enhanced turf quality all season long. These science-based solutions blend proven active ingredients with protective ETQ technology – in ratios to maximize turf health. The ETQ technology makes plants more efficient, thus improving fungicide effectiveness. The result is comprehensive disease protection, unparalleled stress management, remarkable turf quality . . . and peace of mind. Consider what our ETQ fungicides do:

- Protect turf from UVA and UVB rays, heat and other stress factors
- Optimize turf color, strength, density and consistency
- Provide an economic solution for disease control and enhanced turf quality
- Deliver total protection for high-performance turf

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(iprodione)

Sipcam Clearscape® ETQ™
Turf Fungicide
(tebuconazole)

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