

Viewpoint

After putting my income tax statement (and check) into the mailbox to guarantee an early postmark I thought to myself, "April is a busy month for filling out forms!" No sooner had I completed the 1980 census and mailed it, than I found myself struggling to finish the "simplified" long form for my 1979 income tax. Well, at least now I was finished and proud of the fact that I had made the deadlines.

In gathering the day's mail, I noticed that the latest issue of GOLF BUSINESS had arrived. I turned from the backside to look at April's cover, and was greeted with another form to be filled out! My initial reactions were disgust and rebellion. I said to myself, "I've had it with filling out forms. GB will just have to wait. Maybe tomorrow."

I thumbed through the April issue and made particular note of the new section, GOLF BUSINESS South, which was devoted exclusively to southern golf maintenance operations. GOLF BUSINESS South was a new reader service to be published regularly every other month. Good idea. "There have been a lot of good ideas and articles in GB over the past year," I thought to myself. Market reports, a series of articles on budgeting and course landscape design, Ron Frame's bi-monthly management column, book reviews . . . "What kind of a form were they asking me to fill out?"

I turned back to the white protective cover that carried the questionnaire.

Dear Reader:

We're working hard to make GOLF BUSINESS magazine an even more valuable source of information available to the golf course maintenance profession. Your input and support is important because we are publishing GB to serve your needs and interests.

To serve you better, we want to continue to deliver GB addressed correctly with your name, title and course. We're asking your help in filling out this postage paid qualification card to simplify the process.

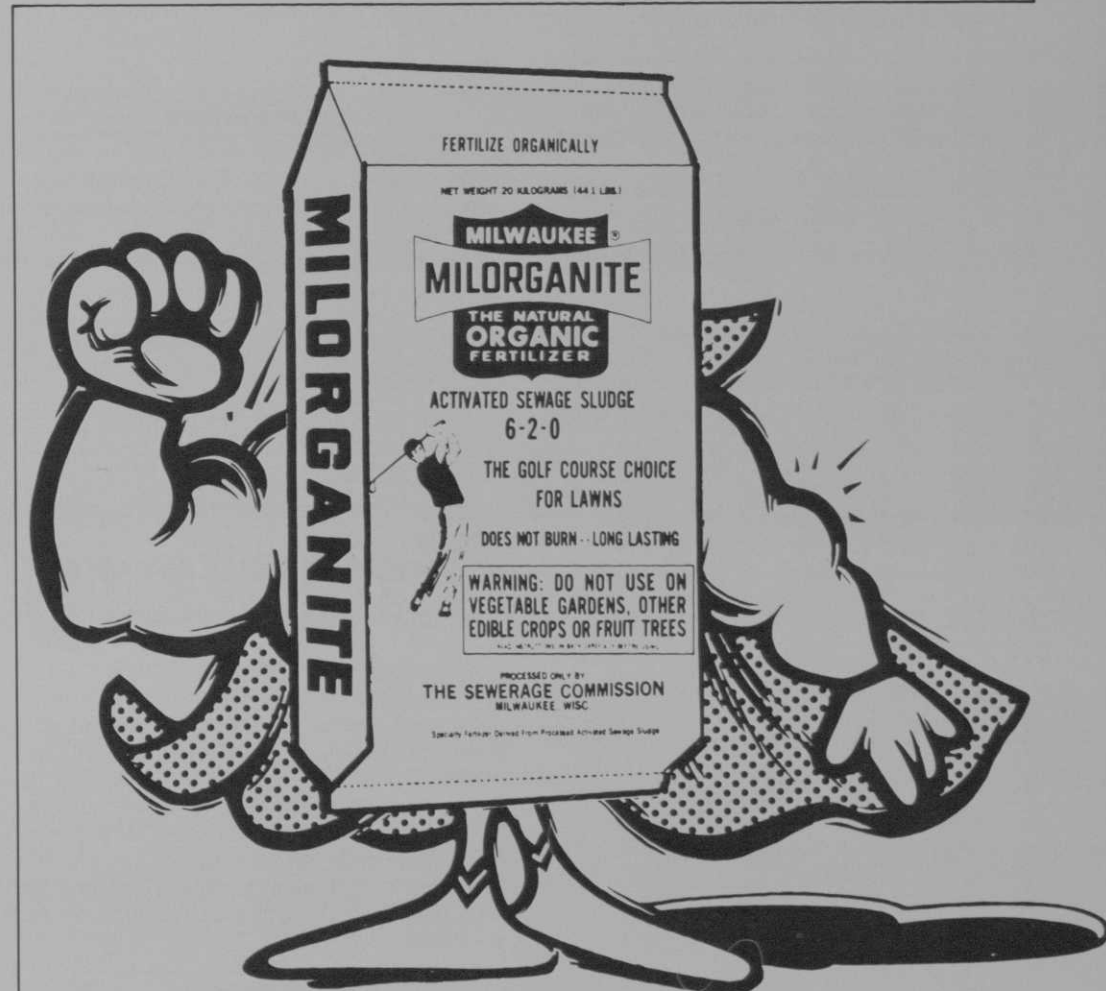
Admitting that my "maybe tomorrow" list often takes weeks to accomplish, I decided to take a serious look at the GB qualification card. Unlike the just completed Federal forms which warned of laws and penalties if I didn't comply, GOLF BUSINESS was simply requesting that I complete the card in order to renew my free subscription to the magazine. I also noticed that, unlike the government forms, the qualification card was

short, uncomplicated and straight forward. As an audited magazine with controlled free subscriptions to the profession, the principle question was, "Did I wish to continue receiving my free subscription to GOLF BUSINESS for another year?" "Yes, of course." Interestingly, it was the only form that promised me direct and tangible benefits in turf for filling it out; mainly, 12 issues of an outstanding magazine. If I didn't get around to filling out the qualification card, the severest penalty was losing a valuable source of information.

Well, I decided to fill it out then and

there, instead of putting it on my "do it tomorrow" list. It took me only a couple of minutes to complete it. Actually, I had spent more time deciding whether or not to put it off, than it took to do it and drop it in the mail. As I picked up April's GOLF BUSINESS for a more thorough reading, I wondered, "Did Angelo Cammarota mail his qualification card today, or put it on his 'do it tomorrow' list?" I decided to give him a call.

James P. Brosh



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