Hunter facility struck by arson
Thankfully, no one was injured, said Jeff Carowitz, vice president of marketing for Hunter Industries, one of the golf industry's irrigation companies. But the arson fires that struck Hunter's main manufacturing facility in San Marcos, Calif., on Oct. 26 "was a terrible blow to the company and the Hunter family," Carowitz said.

Damage from the fires was estimated at $5 million. While there was damage to the company's molding department and water damage to administrative offices, the building was structurally sound.

"Hunter is fortunate to have multiple manufacturing sites and can quickly transfer production capabilities to its auxiliary facilities in San Marcos, in addition to its company plant in Cary, N.C., and its new manufacturing center in Tijuana, Mexico," Carowitz said.

BASF sells Basamid
BASF was in the news frequently in November. The company sold its agricultural soil fumigant business to Kanesho Soil Treatment BVBA in Brussels, Belgium. The business, sold under the name Basamid, consists of the active ingredients Dazomet, 1,3-Dichloropropene and Metam-Sodium. BASF will continue to manufacture Dazomet at its German facility and supply it to Kanesho under a long-term agreement. Kanesho Soil Treatment is a subsidiary of Agro-Kanesho Co. Ltd. in Japan.

Agro-Kanesho is a medium-sized manufacturer and distributor of agrochemical products in Japan. Agro-Kanesho has been a distributor of Basamid, the BASF trademark for Dazomet-containing products, for 23 years, and has played a significant role in expanding the business.

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The Fine Art of Attention to Detail

IT ALL COMES DOWN TO BRINGING GOLFERS BACK

By Jim Black

I have to admit that I’m a perfectionist to a fault, which is a big source of frustration for me. I can drive around the course on any given day and get angry at things that I feel others should have known to take upon themselves.

For example, here are just a few of the things that make me crazy:

- Hazard marker at a 72-degree angle needs to be straightened. Why doesn’t anyone else see that?
- The Styrofoam cup at the edge of No. 10 pond. How come no one else stopped to fish it out?
- Why can’t you guys see that the scatter signs need to be moved?
- How come no one else could have picked up this fallen branch and heaved it into the woods?
- Wouldn’t you know you’re finished weed-eating? I can find 57 other things that need trimming! Why can’t you see them?

Geez! Sometimes I just want to fire everybody and do everything myself.

I can take a wild guess that there are at least a couple of you out there that feel the same. My realization is this: No one on my staff cares the way I do. Not that they don’t care; they care very much, and I am fortunate that they will do whatever I need them to do — but only in the literal sense.

When it comes to taking that extra step, seeing the little thing that makes all the difference in the world to me, well, they don’t see what I see.

This is not necessarily a bad thing, and in order to keep it in perspective I have to go to their place and become them for a moment. This is not their career. They punch in, do what they’re told to the best of their ability and then punch out.

Not trying to be overly dramatic, but it’s not “life and death” for them as it is for me. If the golf course went to go to hell in a hand basket while I was at the helm, it would mean total devastation for me. Utter failure.

What happens when a team loses? They fire the coach. Adios. See you later. The players? They just go find another hourly “team” somewhere else. No biggie.

Then I looked at it from their points of view and realized that my thinking, “Why can’t you guys see these things?” is akin to, “Why can’t you guys read my mind?” I realize that it is an unfair expectation of an hourly employee.

So I can choose to change my thinking and go to a different place in my mind to try to see things from the golfer’s angle. What would I want to see or not see had I come out myself and dropped $45 for a round of golf. What would I expect to be my money’s worth?

You see, they may not know exactly which detail it was that you paid attention to, but they will notice your attention to detail. That will bring them back.

Black is superintendent of Twin Shields Golf Course in Dunkirk, Md.