From the President

Another year, another golf season, are you ready to meet the challenge? I'm not talking about the challenge of maintaining a golf course or your skills in public relations and communications. Your commitment to your God and your family isn't the challenge I'm talking about either. The subject is Professionalism, your commitment to your life's work. This is my challenge to you! Give more of yourself to your profession. If you feel that you can't devote the time to serve as an officer, examine your reasons. Start out the year with the goal of attending association meetings and functions. Support the board of directors, they've got a great schedule lined up for you this year, show them you care about your profession by being there.

Lee Dieter, President

Haines, Takes the Pains Out of Marking

As we gear-up for Spring and begin to set up the golf course, questions arise regarding the proper ruling for each hazard, drop area and ground under repair. At Redgate Golf Club, Mr. John Haines, PGA Professional, will address our group. John, from Hunt Valley Country Club, has long been active and supportive of our Association. During a slide presentation he will demonstrate the correct methods for each marking, along with handouts. A question and answer session will only strengthen our knowledge and understanding. Leave your marking paint at work, stakes are optional but definitely don't forget to RSVP at (301) 381-0030.

Selling

by Russell J. Bateman

Everyday we are required to sell an idea, project or ourselves. Dale Carnegie's book, "Five Great Rules of Selling" is excellent reference material. His method is easily grasped but must be practiced.

The following simplified examples describe the five rules.

1) ATTENTION—"Gentlemen, we have played on as inferior #4 green for the past 20 years."

2) INTEREST—"This fall we examined the soil profile and discovered a layer of slag 14" below the soil surface."

3) CONVICTION—"The slag was tested by the University of Maryland and was determined to be extremely acid and also contained enough salt to be detrimental to bentgrass roots."

4) DESIRE—"The fourth green has always been a eyesore to the club. We all want good greens to putt on, shouldn't we solve the problem and make the course one to be proud of?"

5) CLOSE—"This is what we must do to accomplish that goal. Let me explain..."

Try to talk in terms of real interest to your members on items such as safety, better playing conditions, faster play, less (Continued on page 3)