

Every so often a fellow has to speak his piece just so he can be recognized, but it better be good and interesting or he soon loses contact with his audience. There's an old adage that says: "It's better to remain silent and be considered dumb than to open your mouth and remove all doubt." True, there are times when we should keep still and just listen, because we might learn something important, but there is also a time to speak out and be heard.

During budgeting periods when we're concerned with convincing our superiors that new replacement equipment and supplies are vitally important to enable us to do our particular job better and with greater efficiency, we have to speak out to justify consideration, otherwise we might find the red pencil being used to delete such items from the budget. If we're knowledgeable and speak out convincingly and with discretion we'll generally find a favorable reaction. We know why we need certain things, otherwise we'd never include them but we have to keep in mind we must sell others that are less acquainted with such supplies.

One sure way to put on a convincing pitch is to know as much as possible about the equipment we are proposing to ask the Club to buy so that during any business meetings you can speak out with confidence and assurance and to answer any questions that might be asked. Your supplier sales people will be always available to help in this respect and to give you ammunition to work with in meeting these challenges. Literally millions of dollars are spent by manufacturers each year to print literature and catalog material that will provide many of the answers and arguments that can be used in pressing for certain equipment that will add to the efficiency and improve the appearance and condition of your course. This information is right within easy reach-- all you have to do is ask.

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From the Bull Sheet, Midwest Association of Golf Course Superintendents

G O L F

"Golf is a form of work made expensive enough for a rich man to enjoy it. It is physical and mental exertion made attractive by the fact that you have to dress for it in a \$1,000,000 clubhouse.

Golf is what letter-carrying, ditch digging and carpet-beating would be if those three tasks had to be performed on the same hot afternoon in short pants and colored socks by gouty looking gentlemen who required a different implement for every mood!

Golf is the simplest looking game in the world when you decide to take it up and the toughest looking after you have been at it 10 to 12