

NORM STEWART, Chairman of Awards Committee reports the selections for Superintendent of the Year, Excellence in Golf Turf Management and Class F awards have been completed and will be given out at the annual meeting.

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WANTED ASSISTANT GOLF COURSE SUPERINTENDENT at San Jose Country Club  
Contact Gordon Brinkworth 408 258-4901

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STEVE KILMER has established his own business "Green Pastures" in the neighboring area of Contra Costa County.

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Our deepest sympathy extended to Walter Boysen in the loss of his wife Nina.

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B V D - by Jack Baker, H. V. Carter Co., Oakland

Years past this has been the standard tab attached to men's underwear, but in the broader sense we find it best applies to a solid business organization who bases B V D on:

- B - Benefits and advantages exclusive in our products and services
- V - Value of the product or service
- D - Dependability and/or long life of the product

To go a little further, BENEFITS are most important when one considers what the product can do to make your job easier and better.

VALUE many times can get bogged-down in a price hassle - perhaps the buyer thinks the price is "too high" - while a closer look might show that while the price is higher you are getting a greater "value" for the amount to be spent. DEPENDABILITY becomes tied into this phase as it can spell longer life, higher quality, better service, etc.

Your supplier's reputation, policies, experience, honesty and dependability are most important and always should be weighed when negotiating prices.

THE HAND OF IMPORTANCE - by Jack Baker

Ever think about your hand as something more important than conveying food and drink to your mouth? Hands serve so many other more vital purposes - it's the first extension of recognition and communication with a new-found friend and the renewing of fellowship with old friends and customers. It has been said that a firm handshake shows genuine concern and intent.

Hands, directed by our brain through a series of nerves and muscles are