

**MAGIC BEANS***Continued from page 3*

must be on the minds of some Golfers when they listen to a Superintendent trying to explain the miracle of "Wonder-Gro", a natural formula of enriched enzymes and bacteria. I hope it's about the same thing that was on your mind as a **professional** Superintendent when you were reading about magic coffee beans!

If there is an answer to all of this, then what might it be? After all, I do happen to believe in miracles myself, I play Super Lotto every Wednesday and Saturday. I would not, however, shop for a miracle potion if I developed a cure for cancer.

Professionally, I believe the answer is to give our **professional** friends at the University of California the opportunity and the support they need to expose the true merits, if any, of new products before they are applied in an act of desperation. Let me finish by asking, "How else can we, as **professionals**, avoid the jokes about our fellow Superinten-

dents who spray because they are simply afraid of the "Bo-geyman"?"

**CALIFORNIA CLIPS***Continued from page 6*

We have booked the room for four nights and donations are now being sought to support the event. We have received a verbal commitment from Adams Publishing again this year for \$5-6,000 to be donated to the hospitality suite.

*"What other people may find in poetry or art museums, I find in the flight of a good drive -- the white ball sailing up into the blue sky, growing smaller and smaller, then suddenly reaching its apex, curving, falling and finally dropping to the turf to roll some more, just the way I planned it."*

Arnold Palmer

**The One Constant is Change**

Today's business decisions have to be made in a matter of seconds, says management guru Tom Peters.

How can most of us cope with this challenge -- without developing anxiety and burning out?

The suggestions should help:

- ✓ **Accept the fact** that "the one constant is change." If you fight it, you'll take a beating.
- ✓ **Prepare** yourself and your people to deal with change and to be ready for it. Treat it as an exciting challenge and a marvelous opportunity to show how good you are.
- ✓ **Get together** with your people and brainstorm ways you can all use to deal with rapid change.
- ✓ **Avoid** getting into turf wars with others in your organization. These battles will cut your speed drastically and doom you to catastrophic failure in today's world.
- ✓ **Allow** the employees closest to the problems to make key decisions when possible.
- ✓ **Appoint** someone to identify trends and issues that might have an impact on your organization -- especially as they relate to government rules and regulations, new technology, and industry trends.
- ✓ **Develop** campaigns to encourage all employees to suggest new ideas, procedures, techniques. Make it easy for them to present their suggestions -- and respond to all suggestions as soon as possible.
- ✓ **Keep in mind** that all of us must remain students for the rest of our working lives -- and make it clear that most employees will need continual training to keep up-to-date.

**SUPPORTER LISTING****SCOTTS PROTURE**

Fertilizers - Poly S and new Triaform technologies  
Herbicides, Fungicides, Seed, Soil, tissue, water and  
turf disease testing

Chuck Dal Pozzo, Sr. Tech. Rep 510/791-8985

**RUSSELL D. MITCHELL & ASSOC., INC.**

Providing quality irrigation design and consultation  
services including bid document development, hydraulic  
analysis, and field staking.

510/939-3985 510/932-5671 FAX

**CALCIUM**

Pacific Pearl Oyster Shell -- the most efficient calcium  
for turfcare pros. Available from your fertilizer dealer.

For technical assistance call John Mazura  
Jerico Products, Inc. 707/762-7251

**MEDALIST AMERICA SEED**

Complete line of turfgrass seed - Blue, Bent, Rye, Fescue, Bermuda. Highlights: Triple-A, Fults, Medalist Gold, Sundevil, Premium Sod, Putter, Amigo  
Blends are our specialty!

Mike Tentis 800/742-0463