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AD INDEX

NO. ADVERTISER PAGE
101 Agro-Chem, Inc. . 69
104 American Cyanamid/Arsenal . 18-19
102 The Anderson's (Regional) . 25
103 Aquatrols Corp. . 25
108 American Arsenal . . 40
106 Briggs & Stratton Corp. . 60-61
107 Brouwer Turf Equip. . 49
109 Brown Mfg., Corp. . 113
110 Bunton Co. . 80
111 Cushman Ryan . 31
112 Cushman Ryan . 109
113 Cushman Frontline . 28-29
115 Cushman Turf . 63
116 Dedoes Industries, Inc. . 124
117 John Deere & Co. . 44-45
118 Dow Chemical Co. . CV2,p.1
119 Elanco Products Co./Balant . 125
120 Elanco Products Co./Surfan . 121
121 Elanco Products Co./(XL . 127
122 Elanco Products Co./Rubigan . 31
123 Elanco Products Co./Surfan . 40-41
124 Estech, Inc. . 39
125 F.D. Kees . 92
126 Foresight Products, Inc. . 96
127 Fuerst Bros., Inc. . 117
128 Gantfield-Wilson . 113
129 Gravelly International . 17
130 Hahn, Inc. . 15
131 Harney Reels . 48
132 Hafl . 92
133 Howard Price . 37
134 I.J. Maugan Company . 85
135 Kern Enterprise . 70-71
136 Lebanon Chemical Corp. . 75
137 Lesco, Inc. . 2
138 Lofts Seed Co. . CV4
139 Lofts Seed Co. . 109
140 Mallinckrodt, Inc. . 59
141 Marco . 122
142 Miliken Chemical . 83
143 Mobay Chemical/Baylor . 11
144 Mobay Chemical/Eyre . 47
145 Mobay Chemical/Sencor (Reg.) . 111
146 Monsanto Agric. Products (Reg.) . 64A-H
147 Monsanto Agric. Products . 43
148 National Mower Co. . 114,117
149 Nissan Motor Corp. . 73
150 Northrup King Co . 119
151 Olathe Mfg., Inc . 114
152 O.M. Scott & Sons . 81
153 Olathe Mfg., Inc. . 114
154 Oregon Fine Fescue . 77
155 PBI Gordon/Dylocene . 50-51
156 PBI Gordon/Super Trimec . 66-87
157 Perco . 79
158 Pickseed West, Inc. . 45
159 Presto Products, Inc. . 101
160 Promark Products, Inc. . 118
161 Rainbird Corp. Services . 87
162 Reino . 108
163 Riverdale Chem. Co . 98-99
164 Rhone-Poulenc/Chipo . 89
165 Rhone-Poulenc/Ronstar-Chipo . 70
166 Sensation . CV3
167 Sensation . CV3
168 Standard Golf Co. . 16
169 Stauffer Chem. Co. . 91
170 Steiner Mfg. Co. . 93
171 Toro Company . 125
172 Teledyne Total Power . 97
173 Terrain Vehicles . 125
174 Toro Company . 6-7
175 Turf Seed, Inc. . 133
176 Turf Vac Corp. . 104
177 Union Carbide/Specialty Prof . 34-35
178 Weather-Matic . 105
179 Woods-Division of Hesston . 33
180 Zocon-Mavrik/Pentac . 123

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Circle No. 121 on Reader Inquiry Card

MARKETING AND BUDGETING • SALES TRAINING • DEVELOPING AN ADVERTISING PLAN

FACULTY

John Linkhart
Currently the owner/operator of Hart's Lawn Service as well as a senior consultant for AGMA. Linkhart was formerly the V.P. Operations for Perf-A-Lawn. He has been involved in every aspect of operations from both the standpoint of an owner as well as operating his division for a major national company.

Rudd McGary
A senior consultant with AGMA. Dr. McGary was formerly on the marketing faculty at Ohio State. He has been involved with marketing and management in the Lawn Care Industry for eight years, helping design both marketing and management systems for a wide variety of over 50 companies in the industry.

Bob Robinson
Robinson is a senior consultant with AGMA as well as running his own mulch company. Formerly Robinson was in charge of all agronomic programs for Chemlawn, which included both the selection of materials as well as assessing operating costs.

Ed Wandtke
Currently a senior consultant with AGMA, Wandtke was the Corporate Finance Manager for Chemlawn. A CPA, Wandtke works primarily in the areas of finance and accounting for AGMA with a broad-based background in all operating areas of lawn care.

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- Dallas — January 6 - 8
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This intensive two and one-half day seminar gives attendees a solid foundation in professional, proven methods for the ownership/management of a lawn service company. Course highlights include: • The Importance of Planning • Corporate Philosophy and Management • Marketing and Sales Planning • Sales Preparation • Sales Psychology and Theory • Motivation • Closing a Sale

SALES TRAINING FOR THE LAWN SERVICE PROFESSIONAL

- Atlanta — January 20 - 22
- Chicago — January 23 - 24
- Dallas — February 3 - 4
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- Philadelphia — January 20 - 21

Thinking of buying or selling a lawn care business? This two-day program offers professional guidance on how to get the maximum return when you sell, or the most for your money when you buy. Subjects covered include: • Planning to Buy or Sell • Evaluating a Company • Understanding and Utilizing a Company • Developing a Buy or Sell Strategy • How to Recognize an Opportunity • Determining a Price

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- Chicago — January 23 - 24
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Advance registration: To register, mail the registration form below or call PLCAA at (404) 977-5222.

Arrangements for Attendance: Lunch is included in the registration fee for each full day of the seminar. All other meals and housing are the responsibility of each individual attending the seminar. Travel and lodging information will be provided upon receipt of registration form.

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- □ Baltimore (Feb. 10-12)
- □ Chicago (Feb. 19-21)
- □ Detroit (Feb. 26-28)
- □ Sturbridge, MA — March 3-5

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- □ Atlanta (Jan. 20-22)
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Seminar fee: $595 ($495 if PLCAA Member).
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On keeping your job

True or false: if you can keep your golf course green and playable, you will also keep your job.
False.

So says Stanley Zontek, and Stanley Zontek should know. In 15 years as a director for the USGA Green Section, he has visited nearly 3,000 golf course superintendents.

"Today, growing grass is way down on the list of reasons I see superintendents lose their jobs," Zontek told Ohio superintendents last month.

At the top of the list, he says, are personal conflicts between supers and their bosses and the inability to get along with people. Club politics ranks next. Grass-growing and complacency round out Zontek's list.

"Growing fine, playable turf is almost assumed any more," Zontek says. "The only job security you have is your knowledge of the profession, how well you do your job, and your reputation and image."

Among young superintendents, there is also a tendency to "oversell yourself," which sometimes creates problems.

"You try to slay the dragon right away," Zontek observes. "You want to plant 250 trees the first year, but you don't tend to the details of moving the holes and cleaning up the garbage in the parking lot. Build your reputation first, then you can proceed to tear up the course."

The modern golf course superintendent's job is built around professionalism and communication, Zontek notes. Methods for implementing both might be suggestion boxes for members, bulletin boards with news and notes from the superintendent, and involving club members in test plot administration.

Zontek's other attributes of a competent superintendent are attention to small details, enthusiasm and avoiding club politics.

So you want job security? Learn to get along with people—especially your boss.

Jerry Roche, editor
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