

The Voykins Have No. 4

Shortly after returning from California Paul Voykin called and notified the Bull Sheet that his wife Donna had just given birth to their fourth baby daughter. They have named her Shannon Beth. Congratulations.

The Midwest Buys Tape Recorder

At the last Board meeting the Educational Chairman was authorized to buy a tape recorder. It was felt that the Association would benefit in many ways by this new piece of equipment. Talks could be recorded and then reprinted, motions could be recorded for the minutes, questions and answers could be recorded, talks of interest could be played back to our members and many other helpful things could be accomplished. This is just one more way in which the Association is attempting to help the membership.

One of the fine presentations heard at San Diego outlined the five most important points in selling. The talk was presented by Joseph E. Burger, Public Relations Director of the H. W. Nootbaar Company, Pasadena, California.

These points were given in the order of importance.

1. Character; This is the priceless ingredient. This is what you are in the dark (Sincerity)
2. Industry; Work, Work, Work.
3. Ability; Plan your work and work your plan. Knowledge is power. Keep it simple, stupid.
4. Courage; 46% of the salesmen call on a customer once, 24% call twice, 14% will call three times, 12% call four times and 4% will call five times. It has been proven that 60% of all sales are made on the fifth visit or attempt. So you need courage.
5. Personality; Use your eyes, ears, and big mouth and Smile, Smile, Smile. You must be a good listener. Listen with your eyes. Use your big mouth and keep it shut.

He likes to use these letters TNT. TODAY, NOT TOMORROW.

One of the greatest reasons for failure is disappointment.

Don't ever set a goal, set a purpose.

NEW PRODUCTS

Is There a Future For "COATED" FERTILIZERS?

Slow-release fertilizers — granules that free nutrients as the plants need them — may someday own the market. That's the opinion of researchers who have found a simple way to "train" fertilizers to spoonfeed plants.

One of the most interesting "slow-release agents" is a plastic coating around the granule. It's much like the polyethylene coating inside a "Mr. N" Ammonium Nitrate bag, except that *this* coating has breaks in it. So soil moisture can reach the granule and gradually dissolve it.

The advantages which researchers figured a "fertilizer pill" would possess have all been borne out in their trials.

The end result should be a higher yield, because of greater efficiency of fertilizer use, and less loss of nutrients through leaching and fixation in the soil.

There is at least one disadvantage at the moment — cost. Researchers believe coated fertilizers will become

inexpensive enough for general use with mass production, but some old-time fertilizer peddlers aren't so sure.

It is possible, though, that the price is *already* in the ball park for specialty fertilizers. Turf specialists, always in search of slow-releasing nutrients, might pay a premium to cut out split applications. Lawn owners and lovers of ornamentals could be close behind. *Trials indicate that coated fertilizers keep a lawn blue-green all season without burning.*

A product manufactured by Eli Lilly and Company is now on the market.

While in San Diego we noticed many new pieces of equipment that might be worth mentioning. One is a new top dressing machine manufactured by the Ryan Landscaping Equipment Co. It is self-propelled. It utilizes the concept of double agitation in the hopper, plus additional agitation on the distributor which enables the unit to spread material at a uniform thickness even when material has a high moisture content. Special tires will not mark up the turf. This machine looks like the machine we have all been looking for. Now that we are able to purchase ready mixed top dressing materials it looks like top dressing is on its way back as part of routine golf course maintenance.

Another piece of equipment which looks promising is the new MC-2 Vertifier by West Point Products Corp. It is a vertical puncher that will core holes in a golf green at the rate of 5,000 sq. ft. in 30 minutes. Simple clutching arrangements permit fast transportation between greens. This of course is done with the punching mechanism disengaged.

Do You Have an Assistant?

In dealing with an assistant your oral communication should be directed largely to keeping him posted on plans and developments, criticizing privately and constructively, explaining your delegations clearly, counseling him after performance review toward his own self-improvement, and backing him up when he deserves it. Encourage him to speak up by giving him a chance to think for himself. Make him feel free to ask for more responsibility, and get him to give you progress reports orally as often as necessary. Encourage him to explain the status of his work, problems, difficulties, and his plan for meeting these situations.

When you have to criticize, plan your approach. Begin with questions rather than allegations. Control yourself against emotional outbursts. Prior to this, of course, be sure you get the facts as fully as possible in order to rid yourself of any prejudgements. Do these things and you will have a top notch assistant.

JIM RAINES

Representing



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