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(Turfgrass Info. cont'd.)

I hope that you can see the long range implications if this service is lost to our industry. As responsible members of the Turfgrass Community, we cannot afford to let this happen.

Danny H. Quast, Chairman

- Yes We want access to turfgrass information. Send us our subscriber's packet and start our subscription to the Turfgrass Index and the SWARD.
- Yes We are also interested in using our computer for direct online access to TGIF. Send us what we need to activate our online use of TGIF.
- Enclosed is my \$75.00 individual subscription fee.
- Bill me later.

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MAKE CHECK PAYABLE TO: Turfgrass Information Center.
Mail to: Library W-212, Michigan State University, East Lansing, MI 48824-1048.

Communication — A Foreign Language?

by Tim Scott, Asst. Supt.
Lake Shore Country Club

La maquina esta quebrada! No puede prenderla! How many of your workers are Spanish speaking? If you work in the Chicago area, one will find that a good percentage of the workforce is Hispanic. Therefore, the ability to communicate with your Spanish speaking employees is becoming ever increasingly important.

In 1991, it was estimated that ten percent of the United States population was Hispanic and will be the fastest growing segment of the American labor force. Currently, eight percent of the labor force is Hispanic and it will grow to at least ten percent by the year 2000. The majority of these workers immigrate from Mexico, and make up sixty-three percent of the total Hispanic population, with another twelve percent from other Central American countries. The Chicago area is one of the ten most populated areas with Hispanic workers in the United States.

The ability of a person in a management position to communicate with the Hispanic workers is becoming more and more important in the American workforce. For a person that is bilingual, in English and Spanish, the opportunities for job employment and advancement gets better each year with the increasing population of our Hispanic society.

(cont'd. page 6)

(Communication cont'd.)

In the Chicagoland area, a large percentage of the Hispanic workers are employed by golf courses, landscape companies, lawn care and other agronomic businesses. As a manager or superintendent in these businesses, one must be able to manage, and the single most important part of management is communication! Communication between management and its employees is the lifeblood of the company. Without it, a company will not run efficiently and could fail, especially one that has language barriers. There are many ways to bridge the communication gap in a company with language barriers, and some include the following —

- 1) Hiring management personnel that are bilingual.
- 2) Hiring workers that are English speaking and/or bilingual.
- 3) Employment of only English speaking workers.
- 4) Provide education in the Spanish language for management personnel.
- 5) Provide English as a second language for the Hispanic workers.

Spanish as a second language is offered at many of Chicago area universities, junior colleges and extension centers. By checking with educational institutions in your area, one will be able to obtain the type of classes offered to start or further your understanding of the Spanish language. For those that would like to begin taking Spanish classes, I suggest enrollment in a conversational Spanish class. This type of class is for those that want a basic understanding of Spanish in short period of time, usually once a week for eight to twelve weeks. Non-credited Spanish courses are less expensive than those taken as college credits and are offered in the evenings for working adults. But, if you already have a basic understanding of the Spanish language, I recommend an entry level Spanish class for college credits. They offer a greater understanding and in depth look at the structure of the language.

When registering for classes, there are a few cost factors that should be noted. First, look at schools that are located in your local district because nearly all institutions will charge higher fees to out-of-district students. Secondly, if you choose an adult continuing education course, an admission fee will not be charged. But, if it is a college credit course, an admission fee will be charged to new students.

Not all managers or superintendents have time available for enrollment into Spanish courses. This does not mean that you still can't learn any Spanish pertinent to your field of employment. Many agronomic or horticulture companies sell English-Spanish phrase books that will help the landscape manager or golf course superintendent with basic everyday phrases for the workplace. The ability to communicate with your employees is a necessity to keep the management of the business running smoothly.

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