

Midwest Voices

On Course welcomes your letters on subjects covered in the magazine, matters of green industry interest and topics pertinent to the MAGCS/GCSAA. While each submission must carry a signature and identifying information, we will consider on a case-by-case basis withholding an author's name upon his/her request. Please note that the opinions expressed herein are those of the author(s) and not necessarily those of On Course or the MAGCS.

Dear Editor:

Hi! My name is Art Scheister. I'm currently head of a new agribiological chemvestment company out here on the Coast. My plans are to come to the Midwest with the plan to purchase several local distributorships and really bring your area up to speed in terms of corporate distributorship mentality. My company seeks to acquire these firms to help our Wall Street portfolio. We are looking for existing distributorships with good people. In time, we will indoctrinate these wonderful people with our corporate mindset and rid them of any latent beliefs in customer service. You see, we are movers and shakers! We are corporate minds! The big boys of business. We know how to turn a profit. We don't reduce our profit statements by utilizing normal business practices such as maintaining inventory, making sales calls, having delivery schedules or even bothering with a sign outside our warehouse. Our idea is to sell whatever snake oil we can get our hands on, as fast as we can, in the biggest quantities imaginable. And you know what else is great? We don't even have to be competitive with our pricing because there are fewer and fewer manufacturers of these products now, so the pricing is done by "agency agreement."

Jim! Jim! Wake up!

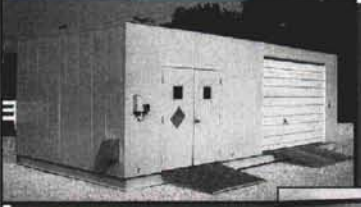
Wow, what time is it?

It's February, of the year 2000.

Oh, what relief. I must have been having a bad dream. It was back in 1998, and I was a golf course superintendent in the Mid-




west. It was a tough year but we as golf course superintendents had many friends that we could go to for help and advice. There was a great network of distributors in the area. Even though they competed with each other, they employed great people who were dedicated to solving our problems. We had built many lasting friendships with these people. They would go out of their way to service their accounts and support our industry. And then...well, let's hope this was just a dream.

Snoozing Jim McNair, CGCS
Orchard Valley G.C.



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