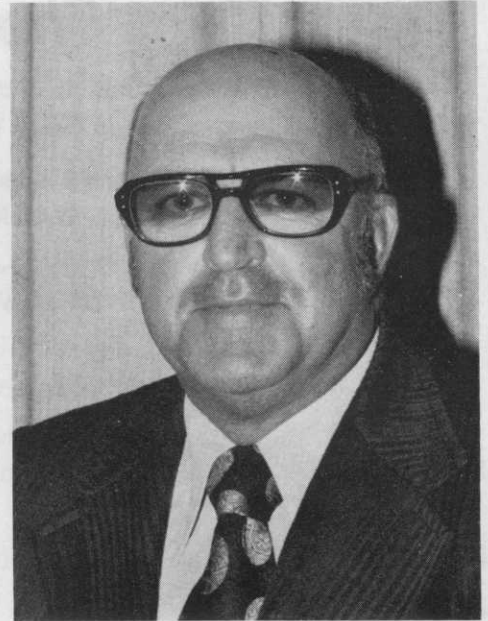


## President's Message



Communication — the act of passing along; transferring; a giving of information by talking, writing, etc.

The failure to communicate properly, or even more simply, the lack of good communication is probably one of the biggest creators of, or contributors to, problems which we all face every day.

Were the instructions given to the crew explicit enough to make them aware of the need to do a certain job in a specific manner?

Do the members of your club know that you will be aerifying the greens next week?

Did we get all of the facts pertaining to an issue or a decision that was made by others with which we disagreed before we arrived at our conclusion or were critical of that resolution?

Did we prejudge someone's guilt because we were not privy to all of the facts?

Did the citizen voice an unpopular condemnation of golf course irrigation practices simply because he was not informed of the unique demands of our circumstances?

Did the instructions mean we should turn left or right at the junction?

Did the teacher's homework assignment include the entire chapter?

Do we know why the bomb was dropped?

One could go on and on with example after example, from the ridiculous to the sublime, of situations which develop needlessly simply because we fail to communicate properly. Either we do not get our point across or we flunk the test by not grasping the essence of the information presented to us.

Recently I had the pleasure of attending a meeting comprised of golf course superintendents, a distributor's representatives, and a major manufacturer's representatives at which the dialogue was one on one and dealt with the present and future needs of our industry. This was excellent communication performed in an atmosphere of mutual respect and open minded consideration of each other. All three parties contributed and all three parties received. Communication at its finest — more of this is needed.

There can be no mutual understanding without communication between people. This is a challenge we must all strive to conquer. Certainly, above and beyond our daily routine, the contributing to and the absorbing of the wealth of information in this publication is a good place to start.

*Bill Wagner*