

Lesco Releases New Irrigation Catalog

A new irrigation Products Catalog is now available from LESCO, Inc., Rocky River, Ohio.

The catalog features many new and improved items for golf course, horticulture and residential use. Included in the 40-page book is information on impact, rotary pop-up and residential sprinklers; electric, manual and quick coupling valves; controllers; backflow prevention devices; drainage equipment; pumps; pipe, wire and hose and accessories.

A new MC Plus Series Automatic Controller featured in the LESCO Irrigation Catalog is available with 8, 12, 18 or 24-station capacity. The solid-state, fully programmable microcomputer can run four independent programs concurrently.

To protect controller units, LESCO offers new and improved heavy gauge steel control-guard enclosures with locking doors to prevent vandalism and fluorescent lighting for easy nighttime programming.

Also featured in the LESCO Irrigation Catalog are improved impact drive rotary pop-up sprinklers, a new series of pop-up sprinklers for residential applications, new electric valves and drainage equipment supplies.

To receive a copy of the catalog, write: Irrigation Catalog, LESCO, Inc., P.O. Box 16915, Rocky River, Ohio 44116. ■

SELLING

By: Russell J. Bateman

Every day, we are required to sell an idea, project or ourself. Dale Carnegie's book, Five Great Rules of Selling, is excellent reference material. His method is easily grasped, but must be practiced.

The following simplified examples describe the five rules: 1) ATTENTION: "Gentlemen, we have played on an inferior #4 green for the past 20 years." 2) INTEREST: "This fall, we examined the soil profile and discovered a layer of slag 14" below the soil surface." 3) CONVICTION: "The slag was tested by the University of Maryland and was determined to be extremely acid and also contained enough salt to be detrimental to bentgrass roots." 4) DESIRE: "The fourth green has always been a eyesore to the club. We all want good greens to putt on; shouldn't we solve the problem and make the course one to be proud of?" 5) CLOSE: "This is what we must do to accomplish that goal. Let me explain..."

Try to talk in terms of real interest to your members on items such as safety, better playing conditions, faster play, less expensive in the long run, etc. Talk of ideas rather than the project itself. Use charts, slides and drawings to get your message across clearly and concisely. List all solutions with the pros and cons while guiding the reasoning process to your conclusion. Remain neutral about the issue and make certain that the cause, not the symptom, is addressed. DO NOT make exaggerated claims of great improvements resulting from the project. Remember the story of the veterinarian who acted as though every animal brought to him had a very good chance of dying; then if the animal lived, the vet was a hero, and if the animal died, he had predicted that.

CREDIT: Mid-Atlantic GCSA Newsletter

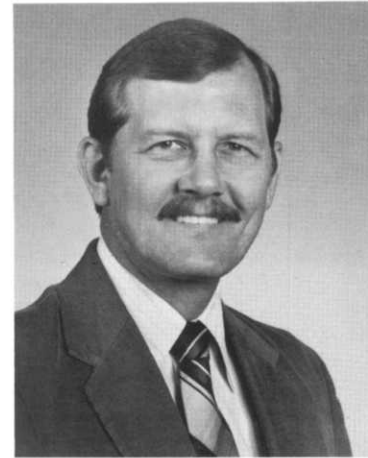
Jacobsen Names New Field Service Specialist

RACINE, WI — Fred Gieschen has been promoted to the position of Field Service Specialist for Jacobsen Division of Textron Inc., according to John Oldenburg, Manager, Customer Relations.

In this new position, Gieschen will act as a service liaison between the company, its Turf Distributors and Commercial Products Dealers, and customers.

"Strong aftermarket service support is essential," said Oldenburg. "Our full time field service professionals provide faster and stronger solutions to field problems."

For the past two years, Gieschen served as Warranty Analyst for Jacobsen. Prior to that, he was International Field Service Representative for J.I. Case Company. ■



THE "CORONARY AND ULCER CLUB" LISTS THE FOLLOWING RULES FOR MEMBERSHIP

- 1) Your job comes first. Forget everything else.
- 2) Saturdays, Sundays and holidays are fine times to be working in the office. There'll be nobody else there to bother you.
- 3) Always have your briefcase with you when not at your desk. This provides an opportunity to review all the troubles and worries of the day.
- 4) Never say "no" to a request. Always say "yes".
- 5) Accept all invitations to meetings, banquets, committees, etc.
- 6) All forms of recreation are a waste of time.
- 7) Never delegate responsibility to others; carry the entire load yourself.
- 8) If your work calls for traveling, work all day and travel at night to keep that appointment you made for eight the next morning.
- 9) No matter how many jobs you already are doing, remember you can always take on one more.

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