

Techno-Supt takes to the field on his morning rounds. His Motorola two-way radio is nestled in the beverage holder of his converted golf cart/maintenance vehicle.

Clipped on his hip is a Bell South beeper set on pulse mode. And on the seat next to him is his latest gadget, his Novatel Mark IV Trans-Stellar Intergalactic cellular phone and coffee maker.

Our modern-day communicator can keep tabs on the crew, the family, and the stock market while scouting and mapping mole

cricket colonies on the back nine. If the superintendent doesn't have a secretary to take messages, he can hook up an answering machine or subscribe to voice mail to log those formerly missed calls while out in the field.

Ten years ago, the two-way radio proved a great timesaver by allowing the superintendent to locate his key staff members without chasing them around some of our new sprawling course layouts. It still remains an indispensable tool to discover and report emergencies, contact crew leaders, and relay information to the pro shop, starter, and rangers.

With the increasing role of superintendents in the course management business, it became beneficial to wear a beeper to get notice of important calls that needed prompt attention. I know of a couple of superintendents who took to wearing them as their wives entered the final weeks of pregnancy, so they could be summoned directly by mom for the blessed event.

Now the nineties have hit us with the

omnipresent cellular phone, a device that initially made the traveling sales person more productive. It soon started showing up in executives' cars so they could work 24 hours a day and keep the profits and stress levels up. No sense wasting all that driving time, but I wonder how attentive the driver can be while engrossed in a conversation that may be very important to his business. More and more, I am also seeing these phones show up on the golf course. And some superintendents have started using them as well.

While these phones do allow a convenient way to stay in contact with the office, there needs to be some common sense, courtesy, and etiquette involved in using these new devices. It used to be a matter of common golf etiquette that you remain quiet while your playing partners or others on the course are in the process of making a shot. I have witnessed golfers carrying on heated discussions over the phone while nearby golfers are trying to tee off. Or the phone rings while play is in progress.

If the phone allows some harried businessman the chance to get out and enjoy the outdoors, I'm happy. But I see it more as an intrusion... another interruption in an already fast-paced world. Golf wasn't meant to be played as "shots between deals."

Players on the course aren't the only ones being interrupted by these phone abusers. Seminar attendees are increasingly being annoyed by the beeping and ringing of these communication devices. The height of insensitivity is when the phone rings, the person answers, and carries on a conversation while the speaker gamely tries to go on and ignore this rude behavior. I was at a seminar recently where one gentleman received three calls during the

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Are our
techno-toys
REALLY
progress?

Green Side Up



for anyone to see they are international in scope — the result of international accords, treaties and protocols — as part of the “new world order.” The HMTA was revised in 1990 under President Bush also. The new system, HMTUSA (Hazardous Materials Transportation Uniform Safety Act), is the United Nations

system that all “first world” nations must adhere to under the “new world order.” HMTUSA as HM181 in this country takes full effect this October.

The young manager faces a regulatory nightmare the remainder of this decade, and because our “information society” has neglected to inform us of these new and revised rules, we will find living with regulations in the 90s a very difficult task indeed, as the Clinton Administration turns to enforcement and penalty collection as a solution to the deficit.

The way for this took place Nov. 5, 1990, when President Bush signed FOBRA into law. FOBRA, the Federal Omnibus Budget Reconciliation Act of 1990 (Read My Lips) amended Section 17 of the 1970 OSHA Act raising penalties to \$7,000 per violation and gave

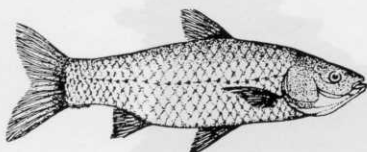
OSHA a penalty-collecting quota for its contribution to the national deficit. It’s happening today.

Quota-minded inspectors are citing absurd little errors as serious violations and cashing in on the opportunity to impress their superiors. It has altered the image of OSHA as concerned about worker safety to an OSHA trying to impress the President’s budget director.

As if all this isn’t enough to disturb a young manager, within a very few short years, ISO will take over. What is ISO? Tune in next edition. It will stun you. Meanwhile, you’d better get started catching up with the rules that submerge you before they drown you.

Larry Coffman is president of Compliance-Masters, Inc.

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It may just be a status thing

72 ➔ presentations. I began to wonder if he should have been there at all if there was so much going on that needed his attention.

These phone and communication junkies need to find out the proper way to use their devices. There are beepers that pulse or vibrate rather than give off that loud beep alarm. Use it when you’re in a seminar or other indoor function. If you don’t have that type, upgrade and get one. Phone owners, turn your ring volume down, excuse yourself as if going to the restroom and make your call from the hall outside the meeting room. And

tell your office not to call unless it is a dire emergency. After looking at the agenda, you can tell them you will call at the breaks and lunch.

When these new devices are used properly, there is no doubt that they can enhance a person’s flexibility and productivity. Maybe I’m missing something. Maybe these people aren’t trying to be more productive. It may just be a status thing. Bottom line is these techno-toys can be used as effective tools or abused to the detriment of others on the road, in a meeting, or on the course.

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