

No News Would Be Good News



**GREEN SIDE UP
BY JOEL JACKSON**

The old saying, “No news is good news,” might apply to our media outlets these days. It’s pretty easy to become jaded about our news outlets these days knowing full well they tend feed on controversy and misery to make their headlines.

I was told as much once by a reporter a couple of years ago who was going to interview me on the MSMA and arsenic topic. He was doing a story on the battle between cat and bird lovers over how to address the feral cat population and their impact on birds and other small animals. I said something naively about presenting the facts from both sides and let the chips fall where they may. He said, “Oh no. You’ve got to have controversy!” Boy was I looking forward to that interview.

And now headline after headline, telecast after telecast it’s nothing but gloom and doom over the economy. No doubt we’re

in a front page Wall Street recession. And there’s no doubt that construction workers especially in the housing market and manufacturing workers in the auto industry are feeling the pain which trickles down to shopkeepers of some specialty shops and other marginal ventures that were just hanging on anyhow.

All this with home mortgages included was built on bad loans with little or no federal oversight and lots of greed bordering on criminal action like using false information on loan applications just so the financiers could get their fees. We won’t even talk about CEO salaries, bonuses and golden parachutes.

If the media really want to do something then stay on the trail of the CEOs and hound them till they break and keep pounding Congress to finally get some backbone and enforce regulations and plug up the loopholes in existing laws. That would be positive news for those of us who played the game by the rules, pay our taxes and make modest livings doing our daily work.

I wonder if the media get out of their newsrooms and studios. They must lead normal lives too. What I see on a regular basis is crowded food courts at the mall, a full Starbucks with folks still buying \$4 cups of coffee, bustling restaurants (even if was a chain like Applebee’s) on a Friday night, lots of cars on the road on the weekends, jammed parking lots at Downtown Disney, and so on.

Are all these people in denial? Or is the media just doing its usual blood and bad news lead stories? I think

the latter is more the case, and quite frankly I’m getting mad as hell and I’m not taking it anymore.

We have never been extravagant spenders. I guess having parents who were kids during the Great Depression and young adults during World War II helped instill a certain respect for saving for a rainy day. Sure we clip coupons and check out sales. We’ve even started buying staple items like canned foods, paper products, etc. from Wal-Mart where we can save 50 to 75 cents on a half-gallon of V-8 juice over the Publix price. That’s just common sense and good stewardship of our money.

But like any of you out there with IRA investments in mutual funds, we also took a big hit. Yes, we’re diversified but when the Dow Jones goes from 14,000 to 6,000 we all feel the pain. The media just keeps poking at the wound making us feel worse. One friend told me he doesn’t open his financial statements from his brokerage. He just puts it in the shredder. So to him no news is “good” news. Well it’s not good, but he knows it won’t do any good to fret over something he can’t control.

And that my friend is the lesson of the day. We can choose how face each day, with the knowledge that these recessions come in fairly predictable cycles and it will pass. I’d like to close by paraphrasing some thoughts from Luke Cella, executive director of the Midwest Association of Golf Course Superintendents: “In the meantime we can go about our lives knowing we are not alone, your fellow professionals share knowledge and are willing to help and

ADVERTISER INDEX

Aerification Plus.....	10
Agrotain International.....	11
Almar Turf Products, Inc.....	32
Arysta.....	24
Beeman’s Nursery.....	17
Brandt Consolidated.....	25
Classic Greens.....	32
Coastal Equipment Syst.....	27
Country Club Services.....	14
Crop Production Services.....	29
Dow AgroSciences.....	33
Emerald Tree.....	29
Florida Turf Support.....	9
Golf Agronomics Supply.....	30
Golf Ventures.....	Ins Cvr
Green-Way.....	35
John Deere WW.....	11
Kilpatrick Turf.....	Ins Cvr
Phoenix Environmental.....	15
Pike Creek Turf Farms.....	24
Pine Island Growers.....	Ins Bk Cvr
Plant Food Co.....	13
Precision Laboratories.....	21
Ragan Technical.....	30
Ridge GCSA.....	3
Rymatt Golf.....	8
Show Turf.....	Back Cvr
SMR Farms.....	20
Sod Solutions.....	35
South Florida Grassing.....	26
Southeast Partners.....	23
Spread-Rite.....	30
Suncoast GCSA.....	5
Syngenta.....	31
Team UGA.....	7
The Andersons.....	12
TifEagle Growers.....	Insert
TifSport Growers.....	Insert
Tifton Physical Lab.....	34
Tom Burrows Turfgrass Svc.....	17
Toro Distributors of Fla.....	18
Upstart Products.....	21

your associations are also a resource for information.

“Be a positive leader and make yourself indispensable to your facility. Treat your staff well and ask them for ideas on saving costs in the daily routine. Turn 'doing more with less' into 'doing the best you can with what you have.' Realize what you’ve got, be thankful for it and take care of it. And finally, help others. Share your successes and failures with those around by attending a chapter meeting, call a fellow member, network and share.”