

Worse Than We Realize

Discussing the future of free enterprise in U.S., Dr. Ernest L. Wilkinson said that it is being strangled and not too slowly, at that. Income taxes, special privileges, special bounties, the belief that debt is the status quo of our times, he declared, are steadily sapping whatever strength and initiative we have left.

Tracing the history of the income tax, Wilkinson opined that the legislation that enacted it will be remembered as the most significant of this century. Originally, it was intended to limit the tax to two per cent in peacetime and five per cent in wartime. "The specter of rates that might someday range from 20 to 91 per cent," the Brigham Young president stated, "would have scared pre-World War I congressmen and senators out of even thinking of taxes on individual incomes. The confiscation that we know today was not what they had in mind."

Wilkinson outlined the following five-point plan that he declared is our only hope of salvation: Reduction of federal government dominance of the individual and business; Complete repayment of the national debt; Elimination of handouts to farmers, shippers, educators, businessmen, etc.; Abandonment of the double standard that holds businessmen liable for fixing prices, but doesn't indict union leaders for fixing wages; Reformation of school curricula that neglects teaching of free enterprise and offers hardly any courses in economics.

Second Session

Audience Ignited at Public Relations Meeting

Major Fred Bove, supt. of Brentwood CC in L.A., was the meeting's chairman. The theme was "Public Relations at Work." Bove introduced Tom Leonard, supt. of River Oaks in Houston; five members of a San Diego Toastmasters club, Fred Schwartz, Cy Campbell, William Loerke, Howard Gray and John Williamson; two golf industry speakers, John C. Norman of Toro and Warren McCleary of B. Hayman & Co., Los Angeles; and finally, Joseph E. Burger, public relations director for H. W. Nootbaar Co., Pasadena.

The audience may have gotten the im-

pression that Tom Leonard anticipated the White House suggestion to get out and walk because much of his speech was wrapped up in an anatomical dissertation on pedal extremities. But the personable Texan deftly tied this into the point he was trying to make: A supt's attempt at public relations can't be just haphazard, but must have a reliable foundation. If not, said Tom, a fellow can quickly contract what is widely recognized as an occupational malady in the p.r. field — hoof and mouth disease.

Leonard advocates two things that every supt. would do well to keep in mind if he is serious about advancing his favorite cause — his own. The first is to always be prepared to speak, whether to an individual or to a group of people. "You're not cheating," the Houston turfman said, "if you memorize two or three verbal gems just in case the meeting chairman or the toastmaster happens to call on you."

Tom's second piece of advice is to develop slides or film, or both, that can be shown to persons who are interested in turf. "Many people," he stated, "discover that course maintenance is unusually interesting work upon being exposed to how it is carried on. If you're going to further the cause of our craft, you'll go out of your way to show them how it is done."

How to Build A Speech

The Toastmaster quintet, composed of young San Diego businessmen, gave a detailed description of how a speech is organized, analyzed and criticized. To any person who has trouble in getting untracked when he is called to the lectern, they offered these helpful hints: Outline the speech and stick to the sequence; Memorize the opening and closing sentences; Practice as much as you can in front of a live audience even if it is only composed of your suffering wife.

Don't Play It By Ear!

John Norton, Toro's sales and advertising manager, said that most industrial and commercial public relations campaigns fail because they are poorly organized. "A company may take great pains in setting up its advertising program," he stated, "but too often it may play the p.r. campaign by ear. It's no wonder that the latter falls on its face. If the publicity program for the year is carefully planned, it can not only be highly effective in its

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Convention (Continued)

own right, but helps to give the advertising effort more punch."

Toro, Norton said, tries to win public acceptance by concentrating on five things in its p.r. program: Letting people know that it is primarily service minded; quality conscious; and civic spirited. It plugs attention to its research whenever possible and, finally, the Toro firm tries to impress the customer that it realizes it has an obligation to build the best possible product.

Salesman Best P.R. Man

Practically the entire public relations effort of B. Hayman & Co., said Warren McCleary, the firm's turf equipment director, is channelled through the sales staff. "We think," McCleary stated, "that we're being more realistic that way. The fellow who is out visiting golf courses every day is our eyes and ears and, in many cases, a large part of our brains. He hears all the complaints and, in that rather rare instance, the good things that are said about us.

"The salesman," McCleary continued, "can usually tell us when there is need for improvement in our products and when, perhaps, a new product is either needed or wanted. Finally, and probably most important, he is building goodwill for us. Sooner or later that leads to acceptance of the thing we're selling, and that is what people in business are striving for."

Perseverance Makes the Sale

The second most talked about actor in the GCSA educational drama (right behind the reformed Russian) probably was Joseph E. Burger, the finalist of the public relations program. Mr. Burger, gentleman, is an old podium pro. Like most of them he is touched with brimstone around the edges, but down the middle he burns with a true white flame that quickly gets an audience ignited. He had the greenmasters on the edge of their seats all the way even though, according to the clock, he sneaked in about six extra holes. But nobody seemed to mind.

The gist of Burger's remarks was that every man is a salesman whether or not he wants to be. Definitions of what a salesman is probably are as numerous as salesmen themselves, but Burger tried to restore order to all these speculations in this way: The first requisite of a salesman is character; next is industry; then comes

ability; No. 4 is courage; and, finally, a fellow has to have a taint of personality. Enlarging on these points, Burger said that statistics prove that 46 per cent of all salesmen back out the door without scoring on their first call, and that 60 per cent of all sales are made on the fifth.

Maybe the moral is the grubworms won't get the hell off your property until you give them five passes with the spray boom.

Third session

Uclans Tell of Studies in Turf Technology

John Madison, assistant turf specialist at the U. of California, Davis, introduced a group of UCLA professors who, dwelling on the advances in turf technology, discussed water resources, plant responses and slo-release fertilizers. These speakers were Warren A. Hall of the water resources center, Victor B. Youngner, assistant professor and turf specialist, and O. R. Lunt, associate professor in the agronomy school. At the conclusion of the meeting, the Bell Laboratories' weather film, "The Unchained Goddess," was shown.

The water situation in the West is critical, according to Warren A. Hall, because much of the water now available is too salty for human and agricultural consumption. Historically, federal usurpation of states' rights hasn't done much to alleviate the overall condition. There is no guarantee that things won't get worse before they improve because the supreme court traditionally upholds the right of the federal government to intervene and divert water resources to its own use. California, the UCLA expert said, is presently contemplating spending \$1.7 billions to improve its agricultural and recreational waterways, but it has no guarantee that Washington once again won't step in and exercise total or partial jurisdiction over the improvements.

The federal government isn't the only one that has been guilty of unwise handling of the water problem, Hall continued. Forty or fifty years ago, and even more recently, states, local governments and even individuals staked out reservation rights that were in too many cases inequitable. The result is that a precious resource was grossly wasted. More beneficial use of water is being made today, but the