

Second Session

Budgets, Ballets and Letters with Punch

Elmer Border, supt. of El Caballero CC, Tarzana, Calif., was chairman of this assembly which was devoted to administrative problems. On the platform with him were Leonard Berry of the International Consumer Credit Assn., St. Louis; Don Wright, supt. of Royal Palm Yacht & CC, Boca Raton, Fla.; William A. Northern, vp, Manncraft Exhibitors Service, Miami Beach; and Charles G. Wilson of the Milwaukee Sewerage Commission, who showed a film, "Tricks of the Trade."

Brainwashing by Letter

Leonard Berry, a credit man, interspersed his talk with a dozen examples of offbeat letters he has collected over the years. Several of them brought out the point that even though some people may be broke and can't pay their bills, they don't necessarily lose their sense of humor. The theme of Berry's speech was "Do the letters you write make people want to join the club? spend money? help you out?"

He then proceeded to outline how letters that get the attention of the reader are composed. The "Dear Sir" or "Dear Robert" can be dispensed with in most cases, Berry said, and a warmer salutation, such as "Hello Bob," substituted. Letters that get people to move usually are mentally composed before they are written, with the likes, dislikes, interests, etc., of the persons whom they are to be sent, kept uppermost in mind. Berry advised the audience to study words with the idea of using those that paint a picture or punch home a thought.

The word, "You," he declared, is too often neglected in personal letters. So, too, is the complimentary phrase or expression. Three out of four letters the average person writes are for the purpose of asking a favor or winning a concession, so playing to the ego of the recipients of your letters is an effective method of brainwashing. But it has to be subtle or your underlying motive is easily detected.

The Comprehensive Budget

Don Wright, one of the more accomplished of the younger men in the green-tending business (and an exceptional speaker, by the way), gave a detailed dis-

Moote Is Youngest Man to Hold GCSA Presidency

David S. Moote, supt. at Rosedale GC in Toronto, who is the president of the GCSA for 1964, represents the new breed



Moote

of greenmasters. Not only is he the youngest man to ever hold the president's post but he is believed to be only one who has had an advance degree in turf science. Moote received his bachelor's degree in 1951 from Ontario Agricultural College in Guelph in 1951 and then went on

to do graduate work at Rutgers. He is the third Canadian to be elected president of the GCSA.

Moote is a past president of the Ontario GCSA and has been a director of the national organization since 1961. His green committee at Rosedale insists that he play golf at least once a week and he shoots around 80.

Other officers of the GCSA are R. L. (Bob) Shields, Woodmont CC, Rockville, Md., vp and Edward Roberts, Fairmont CC, Chatham, N.J., secretary-treasurer. Directors are James W. Brandt, Danville (Ill.) CC, John Spodnik, Westfield CC, LeRoy, O., William R. Riley, Essex Falls (N.J.) CC, Walter R. Boysen, Sequoyah CC, Oakland, Calif., and George L. Lanphear, Thunderbird CC, Palm Springs, Calif. Roy W. Nelson, retiring GCSA president, also is a member of the board.

cussion of how to prepare a budget and then sell it to the grounds committee. Wright divides his request for funds into 20 different categories that include everything from salaries to capital expenditures. The latter, he noted in passing, is often overlooked when the original budget is drawn up and may put the supt. in the uncomfortable position of later having to ask for a supplementary allotment when a piece of equipment breaks down. Four out of five green committeemen will wonder why this wasn't covered in the first place and it usually results in the supt. being downgraded in their estimation.

"The surest way of getting the money