

Off The Fringe

Business briefs

Briefs continued from page 14

Lesco sales optimistic

Cleveland-based Lesco anticipates a 10 percent to 12 percent increase in sales in the second quarter over the 2000 level of \$158.3 million and a modest increase in second quarter 2001 earnings compared to the \$10 million net reported in last year's second quarter. The company says it will report higher earnings for the full year compared with 2000.

Tee-2-Green, Turf-Seed Announce Joint Venture

Hubbard, Ore.-based Turf-Seed was assigned marketing rights for Penn A-1 creeping bentgrass by Tee-2-Green.

Continued from page 14

I spent three hours in the interview. I took the committee on the course and showed them the problem areas and told them how to correct them. I convinced them they needed to buy new equipment, raise the budget, pay me more than they were offering and have confidence in my ability. I got the job. Mr. GQ was unemployed for two years.

My experiences (slightly embellished) prove that knowledge, skills and ability will get you further than appearance. Your appearance enhances your image, but you shouldn't try to be someone you're not. I'm a strong believer that my employer not only likes me for my ability, but also for who I am. If wearing a suit and tie fits your personality, do it. If you think wearing a suit will make people look at you as more professional, you and I will disagree.

Mike Hamilton, certified superintendent at Foxfire CC in Naples, Fla., prefers to work in Hawaiian shirts and shorts. To receive a longer version of Hamilton's essay, contact him at mikeham@mindspring.com.

some serious GREEN

A recent survey asked superintendents if they planned on shelling out serious cash in 2001 and, if so, what's on their shopping list?

| | |
|---|-----|
| Buying new maintenance equipment (tractors, mowers) | 82% |
| Improving irrigation system | 42% |
| Improving drainage | 40% |
| Constructing new maintenance facility | 19% |
| Retrofitting course to make it handicapped accessible | 13% |
| Resurfacing greens | 10% |
| No clue/No answer | 2% |

SOURCE: GCSAA
ILLUSTRATION: DAN BEEDEY

Golfdom Partners With ASIC

The American Society of Irrigation Consultants (ASIC) has selected *Golfdom* magazine as the professional organization's "Official Publication" for the golf industry.

According to *Golfdom*'s publisher/editorial director Pat Jones, ASIC will work in partnership with *Golfdom* and its sister publications, *Landscape Management* and *Athletic Turf*, to "ensure that we offer superintendents and other readers the finest possible coverage" of irrigation issues. "Effective irrigation design and performance is probably the most critical issue faced by golf courses in this country," Jones said. "We're thrilled that we now have the expertise of ASIC's membership on our side."

ASIC President Brian Vinchesi said the relationship will "allow us to reach out to superintendents, architects, owners and others and build an appreciation for the critical role that professional irrigation consultants play in the success of a golf course construction or remodeling project."

To learn more about ASIC or find a consultant in your area, visit www.asic.org.