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FRONT COVER:

St. Louis is famous for its arch. The GCSAA International Turfgrass Conference and Show is famous for its size. We hope it is the best yet.

VOLUME 54 NUMBER 2

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Clippings

Brief bits of news from in and around the golf business. . .

In what was probably one of the worst cases of bad manners on the golf course, Thomas Shortridge of Bedford, Ohio, pleaded guilty to felony when he struck a golf ball that hit Carol Rothgery, 62, in the mouth and required 2 and one-half hours of surgery and 22 stitches to repair. Mrs. Rothgery and her husband were on the green preparing to putt when Shortridge hit onto the green. Mr. Rothgery, 70, knocked the ball from the green and Shortridge pushed him to the ground. Mrs. Rothgery was preparing to tee-off from the women's tee of the sixth, 25 feet in front of the men's tee where Shortridge hit from. Shortridge could get six months to five years.

Scientists with USDA-SEA, in cooperation with the Texas Agricultural Experiment Station are experimenting with punch planting perennial grasses in the Southern Great Plains. The conventional practice is to seed about 1/2-inch deep and cover. Punch planting puts a seed in a small diameter hole left open to the atmosphere. Under drying conditions, five different grasses produced satisfactory stands, but few or none with conventional planting.

The U.S. average price for all types of gasoline was \$1.006 in October. This reflected a monthly change of 0.8 cents, compared to the 3.7 and 3.1 cent increases of August and September, respectively. Released by the Bureau of Labor Statistics, the figures show prices of leaded regular gasoline to have averaged 98.2 cents in October. In the 28 cities for which gas-

oline prices are published, prices of all types of gasoline averaged highest in Honolulu, Chicago, and Anchorage. Prices averaged lowest in Dallas and Houston.

The American Society of Golf Course Architects says that, generally speaking, there is an acute shortage of municipal golf courses in the U.S. Market. Research by the NGF indicated a municipality can seriously consider the development of an 18-hole facility anytime there are 20,000 to 25,000 persons in a given area not served properly by a daily fee facility. ASGCA President, Jack Kidwell notes that about 150 acres are needed to build a regulation 18-hole course, but many excellent municipal courses have been built on less. Irregular-shaped tracts can be used, and in many cases, provide for more interesting design and play, he adds.

The City of Edinburgh in Scotland will establish a link between their Muirfield and Muirfield Village in Dublin, Ohio. Since 1744, the City of Edinburgh has presented three Silver Putters to the Honourable Company of Edinburgh Golfers to mark their long association. The Council decided to present a similar putter to the U.S. Muirfield this year. In a cablegram to Jack Nicklaus, the City of Edinburgh stated, via its Director of Administration Malcolm Duncan, that in making the presentation to Muirfield Village, it would also recognize "the outstanding contributions which you, the President and architect of that course, have made to the game of golf."

Robert J. Youngblood is acting

executive director of the National Sporting Goods Association following the death of G. Marvin Shutt, executive director for over 30 years. The Board of Directors has established the criteria by which the vacated position will be filled. NSGA President John Monetta has asked that all interested applicants contact and forward resumes to Mr. Robert J. Youngblood, National Sporting Goods Association, 717 No. Michigan Ave., Chicago, IL 60611, 312944-0205.

Golf Course Architect Ronald Fream has moved his office from Los Gatos, California to Santa Rosa, just north of San Francisco. Recent increases in the number of golf course architectural projects received by Fream prompted the move to larger quarters. An office is being established in Singapore also to provide local service and attention to the several projects which the firm has in Indonesia, Singapore, Malaysia and Thailand.

Porter Brothers, Inc., based in Shelby, N.C., has been named 1979 "Distributor of the Year" by Weed Eater. Porter Brothers was selected from 55 Weed Eater distributors.

The Colgate-Palmolive Company has reached an agreement in principle to sell Ram Golf Corporation to the Hansberger Corporation, a company owned by the Hansberger family from whom Colgate acquired Ram Golf in 1974. Ram sales in 1978 were approximately \$20 million, compared with an overall \$4.3 billion for the Colgate-Palmolive Co. Ram is expected to show a loss in 1979, as compared with a slight profit in 1978.

The turf for the Rose Bowl and Super Bowl was Derby perennial ryegrass. The Orange Bowl was Derby mixed with Highlight Chewings-type fine fescue.

The Toro Company has been awarded the 1979 Honored Company Award from the Harvard Business School Club of Minnesota. Selection is made on the basis of the company's financial results, social responsibilities and how it has met the challenges of its marketplace. The 250-member Harvard Business School Club of Minnesota is an association of area Harvard Business School alumni.

The Sensation Corporation has announced five new distributors. Cherokee Sales, Arkansas City, Kansas will distribute throughout Kansas and Oklahoma. Wiggert Brothers in LaCrosse, Wisconsin will cover southern Wisconsin. C. Bunde

Company in Toledo, Ohio will distribute in the surrounding area, and the Green Thumb Lawn Equipment Company will distribute in the Columbus, Ohio area. JAYCO Distributing, Inc., will handle Sensation for the states of Oregon and Washington.

Porter Brothers also announced the promotions of Hugh E. Graham to manager of warehouses, Charles D. McKee as assistant manager of warehouse, and J. Haskell Bell as director of purchasing. All are based in Shelby.

Rain Bird has named two new district managers. Dick Kneip will be responsible for the geographical area of Oklahoma, Kansas, Arkansas, Missouri and southern Illinois. Dick Schaeffer will cover Michigan, Ohio, Indiana, northern Illinois and Kentucky. Carole Reed Allaway has been named communications manager for Rain Bird. She will be responsible for implementing advertising and public relations programs.

C. Robert Staib has been promoted to Product Manager—Turf and Horticulture for Boots Hercules Agrochemicals Co. Staib joined Hercules in 1959 as a nitrogen products technical sales representative. He later became a turf specialist for the company and most recently served as account supervisor for agricultural chemicals in Des Moines, Iowa. Staib will be in Hercules headquarters in Wilmington, Delaware.

Scott D. Prueter has been appointed Product Manager for Polaris E-Z-Go Textron. His responsibilities will include the development and implementation of product marketing plans for their golf car and GT-7 turf vehicle, among others.

Excel Industries has announced several promotions and additions to the staff. Promotions include: Paul Wiens to Turf Sales Manager from Marketing Manager; John Harrison to Marketing Manager from Distribution Manager; David Welfelt to Advertising and Promotion Manager from Product Manager; and John Austin, to Service Coordinator from service technician. New staff includes Randy Hagen as Sales Order Supervisor and Vance Truskett as Service Parts Manager, a new position.

The Toro Company's Irrigation Group has appointed Robert Emmerich and John MacLaughlin to newly created positions of regional sales managers. Emmerich is now Eastern region sales manager. MacLaughlin is Western Sales Manager.



Arnold Palmer will promote Lofts Pedigreed Seed during 1980. Peter Loft, Chairman, Palmer and Rich Hurley, Lofts Research Director pause during shootings for a commercial at Palmer's La Trobe, Penn. course.

News

Injuries, illnesses must be posted

Firms with 11 or more employees are required to post the total count of job-related injuries and illnesses that occurred in their establishments during 1979. This must be posted during the month of February of this year.

Employers need only post the last page or right hand portion of OSHA Form 200, "Log and Summary of Occupational Injuries and Illnesses" to fulfill the requirement. It must be posted by Feb. 1 in the place or places where notices to employees are customarily posted, and must remain in place until March 1. The form must be posted even if there were no job injuries or illnesses, with zeros on the total lines.

Employers with 10 or fewer employees are exempt from this requirement, as they are from other OSHA recordkeeping rules, unless they are selected by the Labor Department's Bureau of Labor Statistics for a statistical survey or are subject to certain state recordkeeping regulations. However, all employers are required to report within 48 hours to the nearest OSHA office all accidents which result in one or more fatalities or in hospitalization of five or more employees. OSHA is now considering reducing the reporting time to eight hours.

Container labels regulated in Calif.

California has adopted regulations regarding the labeling of service containers which are containers other than the original labeled one that are used to hold, store or transport pesticides or pesticide dilutions.

The new regulations require that service container labels include the identity of the person responsible for the container, the identity of the pesticide byproduct or common name and concentration, and the signal word which describes the toxicity of the pesticide. In addition, the regulations require that a copy of the registered label be present at each mixing and application site where service containers are used. This regulation is being adopted to implement legislation that went into

effect January 1, 1979.

You can get a copy of the adopted regulation by contacting the Department of Food and Agriculture, Pam Ringhoff, Room A-170, 1220 N St., Sacramento, CA 95814, or telephone 916/322-5032.

Tax credits available for hiring disabled

The Targetee Jobs Tax Credit provides tax credits to private employers for hiring job-ready workers in certain targeted groups. The credit can mean a tax savings totaling as much as 50 percent of wages up to \$6,000 for each eligible employee in the first year of employment. In the second year, the tax credits amount to 25 percent of that amount.

The paperwork for the program is pretty straightforward. An eligible worker is given a voucher informing potential employers that he or she is a member of a "targeted group". When the person is hired, the voucher is endorsed by the employer and returned to the state Employment Security Department. There are no other obligations or restrictions. Employers receive the tax credit directly through the Internal Revenue Service.

Targeted Jobs Tax Credit is a national program available in all states. Information is available from the state Employment Security Department or the local office of the Internal Revenue Service.

Fertilizer transport needs improvement

A U.S. Department of Agriculture task force studying methods to improve commercial transportation in the U.S. has recommended that fertilizer, agricultural limestone and soil conditioners be exempted from the Interstate Commerce Commission's trucking regulations.

The Rural Agricultural Administration Task Force also recommended that states which do not enforce a U.S. rule requiring trucks to weigh 80,000 pounds be pressured to meet this rule and that shippers begin establishing long-term contracts with railroads to carry their goods in the cars.

The task force, made up of private industry and government representatives, came up with 30 recommendations for improving truck and rail transportation. The group's report, which is available

from the transportation department, also suggested the federal government provide long-term guaranteed loans to the railroads to fix their tracks. For trucking companies, it recommended that more information on the prices paid for commodities be made available so that truckers faced with higher gasoline prices could make their trips more profitable.

The Agriculture Department's statistics say that the average cost of fuel for truck owner-operators has jumped from 58.6 cents per mile in 1976 to 92.9 cents per mile last year, and probably much more this year. Railroads will not provide an alternate source of transportation. The availability of rail cars in the Midwest is scarce since they are being used to haul the record crops of grain and cotton.

SE turf conference set for mid-April

The 34th Annual Southeastern Turfgrass Conference will be held in Tifton, Ga., on April 14 and 15th

of this year, according to Glenn Burton, Research Geneticist at the University of Georgia. The program format will be similar to that in previous years with an examination of turf research plots and new machinery on the afternoon of April 14 and a speaker discussion session from 8:30 a.m. to 4:00 p.m. on April 15.

OMC Lincoln to add new warehouse

OMC Lincoln is building a 102,000-square-foot parts warehouse at its manufacturing complex in Lincoln, Nebraska, according to Division Manager Herbert Jespersen. The addition of the warehouse will allow all in-process parts storage to be consolidated under one roof. The new facility will increase manufacturing capability by freeing approximately 27,000 square feet presently committed to parts storage in its main assembly plant, and by opening up assembly capability in other buildings at the complex.

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Superintendent's image

By Jim Converse



Jim Converse is one of America's leading botanical artists. His paintings and drawings have appeared in numerous national publications, and his weed and grass identification

books have become standard tools of the trade. Jim is far more than a botanical artist, however, with years of practical turf experience. Before assuming turf management responsibilities at O M Scott & Sons Company, more than 20 years ago, he worked as a golf course superintendent. After tours in Scotts Research and Retail Training areas, Jim was transferred to the ProTurf Division where he headed their training and educational programs. He is currently concentrating his talents in the area of visual communications.

Professional involvement

Many volumes have been written about turf maintenance and from a technical standpoint very little has been overlooked. Turf maintenance has developed into a truly fine art. Unfortunately, the skills of applying this art are never etched in stone, nor fixed in concrete. There are very few rigid rules and never a chance for preserving perfection, for turf is a fickle master. It not only changes from day to day, but quite often from hour to hour. The good manager must administer all of the things that he knows are right for his turf and then anticipate and react to all of the things that can go wrong. It's a full time business and must appear amazingly simple to everyone who doesn't bear the responsibility.

In recent years, science and technology have greatly improved the competence of the turf professional. This is especially true of the golf course superintendent. Today's golfer expects little less than perfection on his golf course. Fairways should be wide, give a good roll and a good lie. Roughs should never be too rough and

greens should be as true as a billiard table—seven days a week. On most course, it's a standard that the superintendent achieves with remarkable consistency.

Unfortunately, there are a number of golfers, and not necessarily new golfers, who have little awareness, or knowledge of turf maintenance. They might play golf several afternoons, or evenings during the week, then Saturdays and Sundays. They very rarely see the usual maintenance operations. They have never heard of phythium, rhizoctonia, nitrogen solubility, or wet wilt. As long as playing conditions remain good, they're happy. When things are wrong, they lash out at the invisible "block-head" who seldom does anything right. For them, a little knowledge could make many conditions, or situations, more understandable and tolerable. The golf course superintendent is the one person who has this knowledge and a complete awareness of everything that is happening on his course. Thus, it's more than a sad situation when we realize that many golfers have never seen nor talked with this man.

If the golf course superintendent seems invisible it's because his entire effort has been designed to be as inconspicuous as possible. It starts with the equipment building, which is almost always located in some obscure place on the course. And it follows with daily maintenance, which remains inconspicuous by avoiding the flow of golf. This is generally accomplished by working when the golfers are sleeping. Unless the superintendent makes a special effort to become better acquainted with the membership and the officials of the course, his role can become even more inconspicuous. The training, the skills, the intricacies of his profession become lost. In the eyes of many members, his position represents little more than the man who is in charge of mowing and watering. It's a situation in which everyone loses.

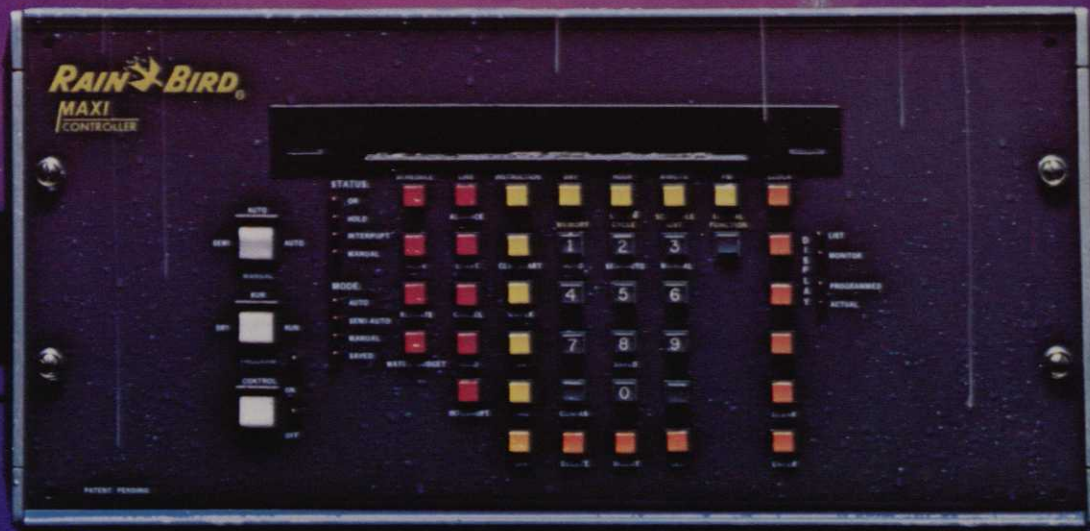
Every phase of the golf course operation benefits when the superintendent becomes involved. But one of the best ways is through golf itself. He should be encouraged to play the game and not at what might be considered a "discreet time". He should play on a busy weekday with the most avid golfing members. If he isn't a

golfer, he should be encouraged to walk the course with golfers. Most of all, he should view each and every shot, or situation, from the view of a golfer. He should hear the questions that every golfer asks. "Why do you do this? Why do you do that?" It's a great opportunity for an exchange of thoughts and information. A golfer should have some idea of why certain practices are necessary on the golf course and the superintendent must have complete understanding of what is acceptable and desirable for the golfer. Only through a timely and free exchange of thoughts can these goals ever be achieved.

Today's golf course superintendent is no longer a grass cutter, or the farmer who lives down the road, and it's a sad golf course that pictures him as such. He is a man with a tremendous number of skills. In addition to a superior knowledge of turf and turf maintenance, he must be an expert in mechanics, irrigation, chemicals, business relations, managing people, government regulations and everything else that might become a part of his daily operation. Very few professions require such strong capabilities in so many areas of endeavor, and the list isn't growing smaller. There are many trade organizations, schools, and publications that can keep him abreast of his skills and technical information. And, if he doesn't keep pace, he can be expected to fall by the wayside. Unfortunately, these sources of learning do very little to teach him how to improve his own image.

Since so much of the superintendent's professionalism is never obvious, he must make a concerted effort to make certain there is more awareness of the "superintendent". This doesn't have to be done with a bugle and bravado, or a loud voice that says "Listen to me!" But, it must be done in a quiet, positive way if he is to rise above the average. Golf and the golf course are a part of his profession and even though his work is designed to be inconspicuous, he cannot place himself in that same position. He can learn to become better acquainted with the golfer. Until he has gained the full support and the understanding of the person who plays the game, his profession will never receive a full recognition.

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that really maneuvers.”**



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Then, the three-wheel, wide track design gives the Turfcats great stability on slopes. And the foot-operated hydrostatic drive lets you steer and maneuver while changing speeds or going from forward to reverse.

How about hill climbing? It's a breeze with the power delivered by the husky 18-HP Kohler overhead valve engine. And you can expect a long engine life filled with good fuel economy.

Plus, the Turfcats are quiet. All controls are within easy reach. And it might very well be the most comfortable riding rotary in the world.

Ask your Jacobsen distributor for a Turfcats demonstration. And have him explain about the many fine features that customers want.

The more you listen to what he has to say, the more you'll know we've been listening.

We hear you.

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TEXTRON

Jacobsen Division of Textron Inc.

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Replacement parts: Part II

A Roundtable discussion

This is the second of a three part series reporting the results from a roundtable discussion among manufacturers, distributors, superintendents, and educators on how to make the system work better. In the first part (January issue), some of the manufacturers discussed how their system works. This second part will further that discussion and get into some of the reasons a part may not be available as quickly as you would like and what some of the possible solutions may be.

Keep in mind that this series is mainly food for thought and not really a program that will be immediately instituted, though we hope that some ideas will persist and soon come to pass. One of the keys that was brought up in the first of the series and is echoed in this second part is communication. The key to having your best shot at getting a replacement part quickly in an emergency "down" situation is communicating the urgency to the right person immediately.



Reed LeFebvre:

"Can I ask the major manufacturers what arrangements they have with their subsidiary dealers for getting replacement parts so they can get them back to us?"



Ben Johnson:

The Kohler Co., Kohler, Wisconsin: Let me answer that question. "I'm speaking as an air-cooled engine manufacturer. Kohler, Briggs and

Stratton, and Tecumseh use basically the same network of distributors throughout the country. Kohler has 40 central distributors in North America. These central distributors utilize a three-step distribution system: Central distributor to a service distributor

to a service dealer. I don't see any change in the distribution system at this time, although I do see some service distributors getting stronger, and there will be fewer but bigger and better ones.

"Some of our major OEM accounts, such as Toro and Jacobsen, have provided us with lists of their dealers nationwide. We utilize these lists and give our central distributors stocking lists of the parts required for a specific manufacturer's engine specifications. Jacobsen would have different specifications for their equipment than would Toro. We give them lists of parts that their service distributors and service dealers should stock. With the dealer lists and parts stocking lists, the central distributor would see that his service distributors and dealers are stocking sufficient quantities of spare parts to ensure adequate field service and support.

"As a result, I think there is a more conservative, more sophisticated effort being made by the engine manufacturers to get suggested parts down to the lowest level. We allow each central distributor one big monthly order. You can come in with any quantity of parts. We also allow them a weekly order where they know what we will ship. Let's say the distributor's day happens to be Wednesday. They know we pick parts on Monday, so if they send us their order and we have it Friday, we pick Monday to ship Wednesday. This never changes.

"We also have an emergency system where, if you call us by 10 o'clock in the morning and it's a true emergency, we'll ship that afternoon. If we got it after 10, it would have to go out the next day.

Editor's note: We've now heard how the major manufacturers handle parts requests. All have an organized routing plan that a request would follow. There are only two reasons an urgent parts request cannot be met. One is if it gets to the top and the part is simply not available. The other reason would be because of a failure in communication. No matter where the conversation ranges, it always gets back to this recurring word: communication.



Steve Ferguson, International Harvester: "Basically, you never talk to the salesman again. If something happens to the piece of equipment, the first thing you

do is go to the dealer and the first person you see is his parts manager. We talked about parts and service and I think all of us as manufacturers have pretty sophisticated systems as we know today to keep these high-priced pieces of equipment running.

"I've seen a lot of good distribution systems for any company whatever, criticized unmercifully because the communications were never generated to the right people. I think the point we've got to make as a manufacturer is that everybody is made well aware of the situation and to make sure that our systems are working to the fullest extent. I don't care which manufacturer it is, I think we all have our systems in place to give you our response.

"But the urgency usually comes because the piece of equipment sat there for three weeks before anybody or everybody that really is going to jump on the bandwagon was involved. Usually it is the unexpected, something the engineer didn't anticipate, that goes wrong, the field failure, manufacturing problem, a defect. Some of the bigger problems that you face today aren't necessarily that fast moving part that we as a distribution system have in our system because we can get you that part pretty quick. It's one where the field demand is now such that we never anticipated because this product is simply breaking when we didn't anticipate it."

Reed LeFebvre: "I think the ideal situation I ran into and it wasn't with a mower, but when the salesman came out with a piece of equipment, the service manager came out also and we went over the thing together and irregardless, it doesn't change your mind about whether you want to buy this piece of equipment or not, but he told me right then the strong points and the weak points of that piece of