

# The Grass Roots



April, 1978

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AN OFFICIAL PUBLICATION OF THE WISCONSIN GOLF COURSE SUPERINTENDENT ASSOCIATION

## President's Message

This publication would not exist if it were not for the advertiser's support and the articles contributed by those willing to share their experiences. Most of the advertisers have been helping the WISCONSIN GOLF COURSE SUPERINTENDENTS ASSOCIATION, collectively and individually, with their valuable assistance and service for many years.

Occasionally, when purchases are made we forget the dependability and service of our local distributors. An example is a salesman representing a

purveyor who offers a drum of material at a cost per gallon less than we have been purchasing it for. The product sheet states that the material will cure all turf problems while offering relief from arthritis at the same time. A purchase order is issued by the buyer and the salesman's order is signed.

Finally, after many phone calls and delays, delivery of the order is received and the buyer learns that the product is not the same formulation that he has been using. Two quarts of

this product will be required to apply a lb. of active ingredient when only 1 quart of material, furnished by the local distributor, was used to apply the same amount of active ingredient. The few dollars saved definitely cost the buyer in the end.

In the confusion of the sales pitch, the buyer did not think to ask how many pounds of active ingredient were formulated per gallon. In addition, he did not specify any concentration in the purchase order.

The salesman and the purveyor he represents are what I refer to as "FLY-BY-NIGHT" types [Traveling Medicine Shows]. They are, in fact, here today and gone tomorrow.

The local suppliers, who have been doing business with the buyers throughout the state over the years, are respectable, legitimate businessmen. They do not make any attempt to deception nor do they take advantage of high-pressure pitchmanship or buyer ignorance. They know they will have [or should have] re-orders on the equipment, materials and services they offer. The local distributors fair practices, honesty and loyalty to the Golf Course Superintendent is highly commendable and demonstrates their devotion to the buyer, in contrast to the "Fly-By-Nighter" who is down the road looking for another pigeon.

## Dues - Please

Your membership dues for 1978 must be in the hands of the Secretary-Treasurer no later than April 10, 1978 in order to avoid the 50 per cent late payment penalty as stipulated in the WGCSA by-laws.

In addition, all membership update cards must be returned to Jim Belfield no later than the above date. Failure to either make dues payment and/or return your card will result in exclusion from our 1978 membership directory. REMEMBER -- APRIL 10th.

**DUES:** Jeff Bottensek, CGCS  
Secretary - Treasurer  
WGCSA  
1330 Ware Street  
P.O. Box 274  
Waupaca, WI 54981

**Cards:** Jim Belfield  
Director  
WGCSA  
5032 W. Good Hope Road  
Milwaukee, WI 53223

WAYNE OTTO