

One final note: Don't risk success by starting with anything less than the best available plants. Make arrangements early with someone who handles quality materials.

Starting with good quality plants and being aware of the four keys to successful flower gardening can make it easy for almost anyone. The flower beds at your club are a reflection of your expertise and a critical embellishment throughout the grounds. Those colorful gardens at your club just may result in that sought after phrase, "The course looks great!"

GUIDELINES FOR EFFECTIVE PR

- 1) TO KNOW ME IS TO LOVE ME. This simple maxim lies behind every public relations program, good, bad or ridiculous.
- 2) IT IS NOT ENOUGH TO DO THE RIGHT THING. Simply doing a good job will not get you eternal fame and glory. You have to tell people about it.
- 3) PEOPLE ARE INTERESTED FIRST IN PEOPLE, THEN IN THINGS AND LAST IN IDEAS. That's the secret behind the success of modern television. If you want to promote an idea, first sugar-coat it with a human interest story.
- 4) PEOPLE, LIKE CATS, ARE FASCINATED BY MIRRORS. If people see themselves in your story, they will be more likely to pay attention to it.
- 5) PEOPLE GENERALLY ACT ONLY WHEN THEY EXPECT TO GAIN. Appeals to ideals or altruism sometimes work, but it's better to tell people how they will benefit.

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6) FAINT HEART NE'ER WON FAIR REPUTATION. How will they know if you don't tell them? And, for that matter, what can you lose? The worst that can happen is that no one will listen.

7) THE LANGUAGE OF ACTION IS PLAINLY HEARD. Take positive action to dramatize your point. Actions are much more convincing than words alone.

8) REPETITION IS ESSENTIAL. Your vocal cords may be worn out and you may be tired of your message, but that doesn't mean that everyone has heard it. Keep talking.

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