



# THE ASSOCIATES' CORNER

by JACK KOLB  
TURF SUPPLY COMPANY

The concept for Turf Supply Company was spawned by an idea Jerry Commers dropped on the writer while following him on his rounds of fertilizing greens at Minneapolis Golf Club. The gist of the comment implied that it was easier to sell fertilizer than to spread it, especially when you are looking at advanced stages of aging.

Turf Supply Company was incorporated January 1, 1970. It is an enigma of small business growth in an industry which seemed already crowded with four other golf course service companies.

Being on both sides of the industry does give one the advantage of understanding not only the technical or agronomic problems of the industry, but also how it feels to stub one's toes. Turf Supply Company is dedicated to empathy with the Superintendent and has devoted its whole existence to the success of the golf course superintendent.

The two most frustrating words in a superintendent's dictionary are "budget" and "committee". Andrew Bertoni always said, "God so loved the world that he did not send a committee." How often have you seen a fellow superintendent in jeopardy of his job only because he is operating his golf course within an inadequate budget? Instead of asking questions the writer is supposed to explain the operation and philosophy of his company. There isn't much more that can be said except that a successful operation has to have friends and support. One of the genuine pleasures in business is the friendships that are developed with clients and competitors. Turf Supply Company is grateful for those friendships.

## Ya gotta know the territory.

We all know there is plenty of water in this part of the country. But finding potable water, drilling a productive well and maintaining a strong, steady flow takes special knowledge and equipment.

When you need a new well, or your pump needs repair or replacement, call the experts at Bergerson-Caswell. You get 35 years of experience in municipal, industrial and residential service, exclusively in the Upper Midwest. We know the territory.

Call for a free estimate on any of these services:

- Well drilling, up to 42" casing
- Well and pump maintenance
- High-velocity jetting
- High energy rate development
- 3-D well photo surveys
- Byron Jackson pumps

24 hour  
answering

**(612) 479-3121**

**Bergerson-Caswell, Inc.**

5115 Industrial Street • Maple Plain, MN 55359

