

# ASSOCIATES' CORNER

## Reed's Sales and Service

The image of a bearded man, trekking across the prairie with a gray whetstone carried on his back, comes to mind as Harvey Reed describes the way his father started in business 30 years ago.

"He was sort of a modern version of the guy who went around sharpening knives," Reed said. "But instead of carrying the sharpening stone on his back, my dad had his tools in the back of a truck."

Lloyd Reed was a dedicated worker, traveling door-to-door in his truck offering to repair broken engines or equipment, always ready to put a keen edge on any blade, from a pen knife to a lawn mower.

As his business outgrew the truck and garage, Reed moved into a little shop in 1956 and then people started bringing their lawn mowers to him. In the next five to six years the repair business grew steadily and Reed added an additional 225 sq. ft. of space to his shop and put an employee or two on the payroll. In 1961 son Harvey joined the business, followed the next year by the other son, Dan. In another year Reed was able to add a major manufacturer's line to the business, and with the addition of Lawn-Boy mowers on the floor, the once door-to-door traveling repairman became known as Reed's Sales and Service.

The growth has steadily continued, making the total space today exceeding the size of the original shop by a thousand square feet. The business Lloyd Reed began nearly three decades ago is now owned and operated by sons Harvey and Dan. The employees number 13 and the business still operates with its founding principles: provide quality service and fill the needs of customers in Minnesota.

Dale Walesheck is the new on the road in store salesman. Dale calls on golf courses, cemeteries, cities and parks and corporations. Dale sells R&R products, Lawn-Boys String Trimmers, Kaye Corporation Products...almost everything under the sun to keep you going. Dale believes in fast and dependable service. Charles Brooks is the

heart of the company, working in engine parts. Charlie handles Briggs and Stratton, Kohler, Tecumseh and various other lines, providing quality service to accounts. Keeping everything together is of course our secretary Merance Peiffer who has been with Reed's for 13 years.

Reed, who began his career with the business by repairing lawn mowers back in the early 60's, is a firm believer in the service schools that manufacturers have set up. It is there that Reed employees get some of the most valuable training they ever receive in repair and servicing.

While lawn mowers account for a big share of Reed's profits, he readily admits that, "We couldn't make it just selling and repairing only lawn mowers." Another aspect of the business, managed by brother Dan, centers around industrial and automotive tool distribution.

Still, Reed's Sales and Service had its beginnings with lawn mower sharpening and repair, and that continues to be its mainstay.

"After being in business as long as we have, we've built up a good reputation in the community," Reed said. "A lot of our customers knew my dad 20 years ago and they keep coming back. The people who know us tell others and we keep getting customers coming in from farther and farther away."

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than you, it is only human that this will make you feel just a little bit better. There are no secrets in the art of Greenkeeping - but it is an art, not an exact science, with each turf manager operating just a bit differently than the guy down the road. So your neighbor's routine might be a revelation to you. No one man knows it all, but collectively, all the answers are there if you keep looking.

If planning and thinking are giving you the yips... try going to the course - alone - just before dusk. The turf always looks better at sundown, the golfers are gone or going, and there is no one to say, "Phone for you," or, "What do you want me to do now?". Put a clipboard on the seat of a golf car and ride the course the way a golfer would play. Write down whatever comes to mind - put your brain in neutral and let it think freely. I did this once, picked up the pad and wrote, "This course SUCKS." It gave me a chuckle the next day. You can take this ride at dawn too, but it is not the same, the day is ahead of you, and you will eventually be frustrated by the daily routine and the golfers.

I have written of stress as I know it. Most of it is mental and certainly a lot of it is self-induced. If you think there is a problem, then it is a problem. You always have the option of deciding you will do your best and it is not a problem - then it won't be one.

The stress of a major tournament must be overwhelming, yet I had one of the top men in the country tell me he hated it while it was going on and sort of missed the commotion after it was over. The experts in the field of human emotions say that a certain amount of stress is good for you. Personally, I don't need it, and can live very well without it, thank you.