

Stress on the golf course affects all levels of employment. For this reason the superintendent cannot afford to overlook the need to curb "summer stress" of his/her staff.

Delegate responsibility along with authority to your assistant.

Properly train summer staff - spend the extra time.

Rotate job assignments - avoids boredom and discontent.

Rotate weekend and overtime shifts - prevents "burn-out".

Recognition - goes hand in hand with constructive criticism.

Mid-summer mini-vacation (4 day weekend) for full time staff - reduces summer absenteeism.

Summer crew party - great moral booster, save and cash in aluminum cans to cover cost; frees club of expense and responsibility.

July and August can be the two longest months of the year. If a superintendent learns to recognize and makes an attempt to deal with physical and mental summer stress, it just may give him that necessary extra edge on environmental summer stress of the turf.

ASSOCIATES' CORNER

by GREG SHAUGHNESSY
Long Lake Ford Tractor, Inc.

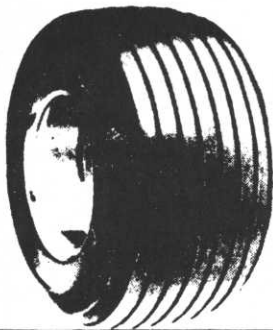
From Farm Pastures to Golf Courses....

Bud and Jerry Shaughnessy started their business in Long Lake in 1951 with a handful of employees in an old rented building. At that time the Ford line consisted of one tractor, the Model 8N Ford. They sold tractors and equipment to the surrounding farms. In fact, the original name at that time was Long Lake Farm Supply. They sold their first 8N Ford to Leo Feser of the Orono Golf Course.

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The metropolitan area was growing and it wasn't long before the farm pastures became golf courses. In 1956 when they needed more space they built a new building just a little west on Highway 12. They also expanded their employees to twelve.

In 1972 Ford's equipment line was expanding and they were offering more tractors and equipment to light utility users like the ever growing golf courses. Bud and Jerry needed to expand one more time. They built their present building in 1972. This enabled them to supply the needed equipment and services for the golf course business.

Long Lake Ford Tractor now is employing a total of thirty people; 10 mechanics; 2 service managers, 8 sales people and a complete bookkeeping department. They sell a complete line of equipment ranging from lawn and garden equipment, nursery and golf course equipment, skid loaders, excavators, wheel loaders and backhoes in all sizes. They also carry a complete line of trailers.

The building facilities cover five acres and can supply the equipment, parts and service to handle all Ford owners.

Thank you for giving us the opportunity to serve you. We sincerely appreciate your business.

EDITOR'S CORNER

by DOUG MAHAL
Chairman
Editorial Committee

It looks as though we may finally get some warm weather. Much of the Poa annua I saw in May didn't grow at all. Mother Nature certainly can be unpredictable from year to year or even day to day. What makes the superintendent's job a real challenge is coping with the unpredictability and still maintaining a predictable golf track. The turf managers in Minnesota do this as well as anyone in the world. It's a great accomplishment! Keep those channels of communication with the pro, manager and committee chairmen free and open. It can only improve your management tasks.

It was a beautiful day for our monthly meeting at Hastings Country Club. Steve Schumacher had the course finely tuned and in great shape. It was a real pleasure to play. Thanks to Steve and the entire club

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handy.
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save you
time
and
money.**



Mike Redmond
Executive Technical Representative

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