

National Mower Joins GCSAA Golden Tee Club

The Minneapolis-based National Mower Company is the newest corporate member of the Golden Tee Club, the grassroots support organization for the Golf Course Superintendents Association of America (GCSAA) Scholarship & Research (S&R) program.

The company contributed \$1,000 to GCSAA S&R's campaign to help fund research into the effects of long-term pesticide exposure on superintendents, golf course staff and golfers. According to company official Stan Kinkead, the gift was made on behalf of National's customers nationwide.

"We feel that it's critically important to support your profession's future and the future of this industry," Kinkead said. "We're happy to be a part of this research program."

The firm will be among those honored for their contributions at the 1993 Golden Tee Reception on January 29 during the GCSAA International Golf Course Conference and Show in Anaheim, Calif.

The gift came on the heels of an October visit to GCSAA headquarters by Kinkead and a group of Minnesota GCSA members. The trip, which was sponsored by National Mower, allowed members to see the association's headquarters operations firsthand and learn more about the association's activities. Senior GCSAA staff members outlined the functions of each department during a half-day presentation.

Negotiating for Success

Negotiations are an important part of our everyday lives. Virtually all interactions we have with others include possibilities for negotiations. The value in successful negotiations comes from the philosophy to create a "win-win" situation. That is both parties perceive they have hammered out an agreement that fulfills their concerns and real needs. Each emerges feeling like a winner!

Can you think of a recent situation that you have negotiated a deal and won or lost? Winning or losing an agreement is determined by the amount of planning necessary for discussing any proposal. Negotiating on several key issues about a subject will result in more favorable responses than focusing on only one key point. Therefore, in any negotiation . . . never, never negotiate on **only one** issue!

When establishing a good negotiating proposal, one requires a firm action plan. A series of steps can be useful for organizing your thoughts on developing a persuasive argument. They are:

1. Develop a case
2. Justify the need
3. Provide the facts
4. Offer a resolution.

Should the process break down or fail, then one needs to obtain more information concerning the subject. It is estimated that planning may represent approximately 90% of the entire negotiation process. So it is vital to consider in detail strategies and a clear concise plan for presenting your ideas.

So the next time you begin to negotiate an idea, implement an action plan that illustrates several issues on "what's in it for me" and "what's in it for them". The end result: a successful win-win event that provides satisfaction to both parties.

—John Turner, *The Bull Sheet*



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