

Questioning —

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message? Here are some tips for effective talking (as opposed to questioning):

- Talk with people, not at them.
- Allow others to talk. "Communication is a two-way process," says Cliff Kraft.
- Ask yourself, "What is this listener trying to learn from me?" If you understand the listener, you'll have a much better chance of reaching him on his own wavelength.
- Ask yourself, "What am I really trying to say? Am I saying it?"
- Vary your delivery. A monotone is deadly, as is an overly slow or speedy delivery. And it's difficult to pay attention when a voice is consistently squeaky or gravelly. (Many community colleges offer basic voice and diction courses that can help you improve the way you sound.)
- Use silence (in moderation). The pause that refreshes is more than an old advertising slogan: it's a useful speaking concept.

—Northern Ohio Turf

Steve Young Joins Plaisted Companies, Inc.

Plaisted Companies has announced the addition of Steve Young, CGCS, to its sales team. Steve's duties will focus on serving golf course needs relative to construction materials, topdressing materials and other agronomic needs.

Steve brings with him over 20 years of golf course experience in areas of maintenance, construction and clubhouse management.



Steve Young

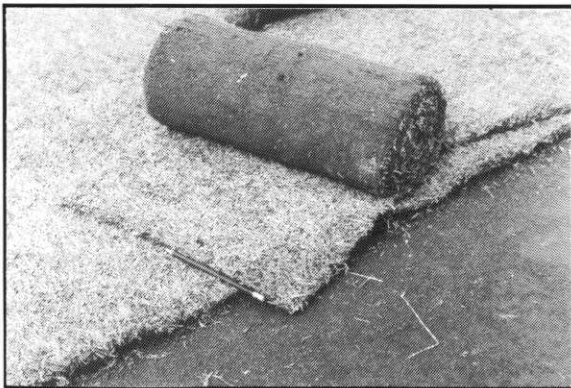
"Steve's background fits nicely with us," according to Todd Plaisted, president of Plaisted Companies. "As we expand we want to assure continued customer contact and

support. With Steve on board we are better able to achieve this."

Steve started with Plaisted Companies September 20, 1993.

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