

Protecting Your Assets

Washing equipment; it's a task that thousands of businesses in Minnesota do every day. Maintaining expensive equipment is a lot easier if the equipment is clean, not to mention that the appearance of our equipment says a lot to our customers about our organization's maintenance philosophy.

What about our environmental philosophy? "A picture is worth a thousand words" strikes very close to home in the golf business. Aesthetic appeal is near the top of the list when it comes to why golfers return to a certain course time and again.

Superintendents and other management personnel can talk 'til they're blue in the face about environmental stewardship. Statistics can be quoted ad nauseum about pesticide application, fertilizer use and the overall care in which chemicals are handled.

However, all it takes is one instance of a golfer or passerby (especially a passerby with an agenda) witnessing what he interprets as environmental callousness. Though unwarranted, we know that much of the public (especially non-

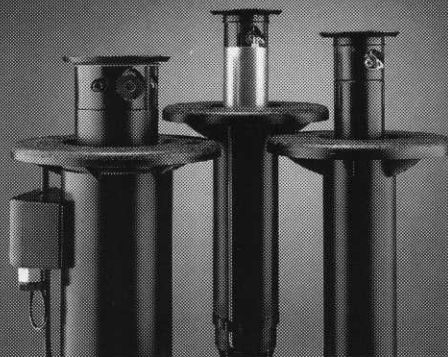
golfers) hold the industry in low esteem environmentally.

How many times have you seen equipment washed-off near surface water? It doesn't take close inspection to see an oil sheen floating down a lateral hazard. It's hard not to notice areas around a maintenance building that are stark in comparison to the adjacent fairway. It just doesn't look good (or smell good) when clippings are left to compost in a haphazard manner in areas that are close to foot traffic.

With all the time that is spent by the golf industry to maintain the beauty and playability of the course itself, it might be a good idea to do something as simple and as inexpensive as installing a curbed or trenched concrete washpad.

Not only will this look good, but it will let the staff know that there is now a *place* to wash equipment, or mix and load, or do routine maintenance. And now you are in control. The risk of accidental discharge or bad publicity has just been dramatically reduced. For one-third the price of a new mower you get twenty years of peace-of-mind.

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