

One final note: Don't risk success by starting with anything less than the best available plants. Make arrangements early with someone who handles quality materials.

Starting with good quality plants and being aware of the four keys to successful flower gardening can make it easy for almost anyone. The flower beds at your club are a reflection of your expertise and a critical embellishment throughout the grounds. Those colorful gardens at your club just may result in that sought after phrase, "The course looks great!"

GUIDELINES FOR EFFECTIVE PR

- 1) TO KNOW ME IS TO LOVE ME. This simple maxim lies behind every public relations program, good, bad or ridiculous.
- 2) IT IS NOT ENOUGH TO DO THE RIGHT THING. Simply doing a good job will not get you eternal fame and glory. You have to tell people about it.
- 3) PEOPLE ARE INTERESTED FIRST IN PEOPLE, THEN IN THINGS AND LAST IN IDEAS. That's the secret behind the success of modern television. If you want to promote an idea, first sugar-coat it with a human interest story.
- 4) PEOPLE, LIKE CATS, ARE FASCINATED BY MIRRORS. If people see themselves in your story, they will be more likely to pay attention to it.
- 5) PEOPLE GENERALLY ACT ONLY WHEN THEY EXPECT TO GAIN. Appeals to ideals or altruism sometimes work, but it's better to tell people how they will benefit.

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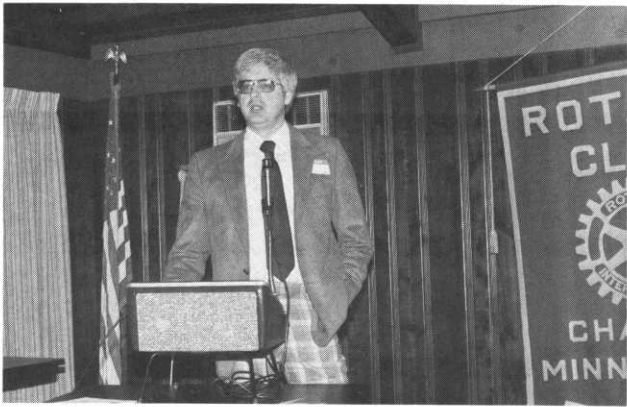
6) FAINT HEART NE'ER WON FAIR REPUTATION. How will they know if you don't tell them? And, for that matter, what can you lose? The worst that can happen is that no one will listen.

7) THE LANGUAGE OF ACTION IS PLAINLY HEARD. Take positive action to dramatize your point. Actions are much more convincing than words alone.

8) REPETITION IS ESSENTIAL. Your vocal cords may be worn out and you may be tired of your message, but that doesn't mean that everyone has heard it. Keep talking.

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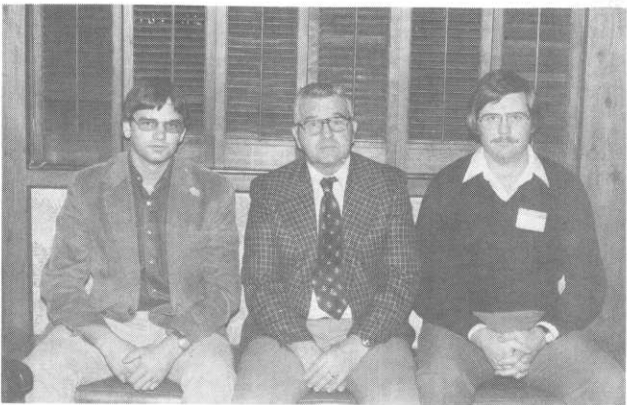
MORE MINI SEMINAR



SPRAY MAN. Dr. Ward Stienstra spoke on fungicide programs for the summer.



PACKED HOUSE. President Hendrickson welcomes large crowd of eager learners.



NEW MEMBERS. Accepted were, left to right, Walter Braunig, Russ Hadden and Doug DeVries



NEW CONCEPT. Ron Bowen spoke on Prairie Grasses and Wild Flowers on the golf course.

**We're seen in all the
right places.**



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MANKATO C.C. HOSTS APRIL MEETING

By Irv Fuller, Jr., Host Superintendent

The Mankato Golf Club was established in 1919 with the construction of a 9-Hole golf course and a clubhouse. The major highlights of the Mankato Golf Club history include: 1) destruction of the clubhouse in 1929 by a tornado; 2) arrival of Irv Fuller, Sr. as greenskeeper in 1932; 3) rebuilding of the clubhouse after the tornado in the 1930's; 4) expansion to 18-Holes in 1951-52; 5) hosted the M.G.A. State Amateur Tournament in 1959; 6) hosted the State Open Tournament in 1965; 7) construction of a new clubhouse and subsequent demolition of the old one in 1971-73; 8) hosted the State P.G.A. Tournament in 1976; 9) hosts the annual Mankato Golf Club Loren Krugel Invitational Tournament in July of each year; 10) proposed host of the 1982 Minnesota Women's Golf Association State Amateur Tourn.

I arrived at Mankato Golf Club in June 1975 after a 17 year career in teaching. At the time my father was preparing to retire after 43 years of service at the Mankato Golf Club. In addition he was also very active in both the state and national associations. We currently maintain an 18-Hole golf course, a swimming pool, two tennis courts, two tree nurseries and two sod nurseries. We are currently undergoing a three year program of renovation on our greens and tees with guidelines being determined by the U.S.G.A. North Central Greens Section. Agronomist Pat O'Brien who works out of the Mid-Atlantic region visited our course in September 1980 to assist us in setting up this program.

Mankato Golf Club is located one mile north of the Mankato city limits on Highway 22 north. I would personally like to invite all members of the M.G.C.S.A. to visit our course on April 13 for the business meeting, lunch at \$6.00 per person and golf. I would also be willing to discuss any portion of the U.S.G.A. program we are embarking on for any of you who might have an interest. A direction and location map is provided below:



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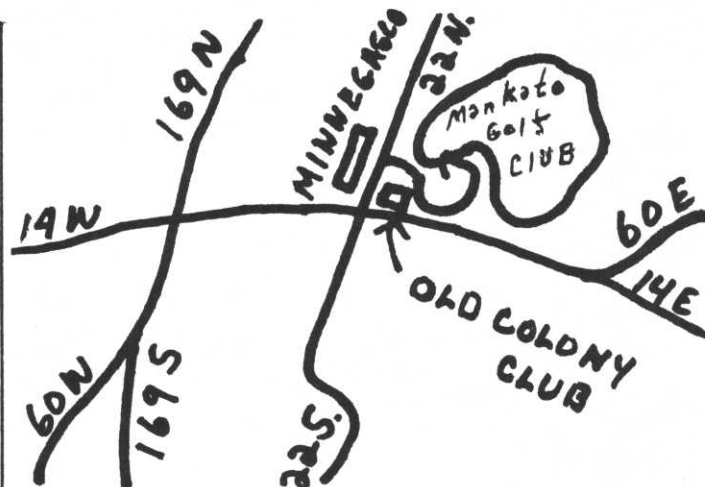
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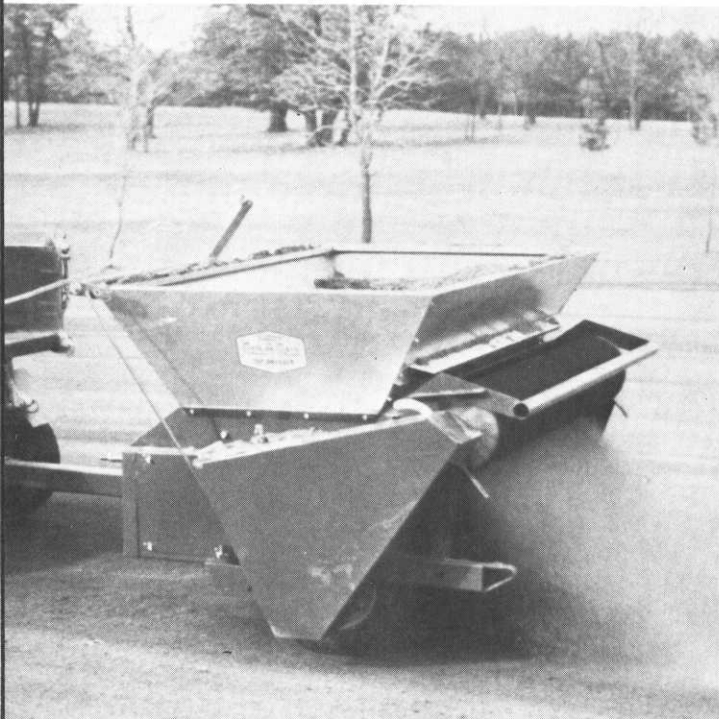
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