

# Shifting Gears

by Mark Merrick, MAAGCS Social and Benevolence Chairman

"Do you have an appointment?" and "I don't have time right now," are two phrases sales people hear most often when visiting golf course superintendents. This is understandable. With the fast pace and high stress of being a golf course superintendent, there is rarely time to converse with anyone. Who would want to be interrupted by a mere salesperson?

Let's step back for a moment and gaze upon exactly what these salespeople are doing. They work for businesses associated with the golf industry. These firms support that industry in numerous ways. In the Mid-Atlantic area alone, thousands of dollars are donated each year by vendors to join, contribute and share in the responsibility of being part of the golf course industry. Donations are also made to the Golf Course Superintendents Association of America for scholarships, research, publications and technical support. Much time, effort and money also goes into protecting the environment. All of these things go into the spirit of that salesperson who is visiting the golf course superintendent.

He or she is in partnership with the superintendent, working toward the same goal: to provide quality to the golfing community.

Has anyone ever lent you a piece of equipment for that special tournament? Salespeople have helped many superintendents in this way. Many committees and owners have been shown demonstrations of equipment to help superintendents purchase much-needed equipment. This time and devotion by salespeople is usually unnoticed. Count how many times you have been helped in this way.

Seminars and educational

sessions, usually free of charge, help improve the quality of superintendency. Golf course personnel have been trained in maintenance and use of equipment. Pesticide seminars introduce new and improved chemicals for use on the golf course. Many seminars acquaint you with safe handling and usage procedures, or even qualify a superintendent for that all-important applicators certification. All

these things help reduce cost and time—thereby saving money.

So the next time a salesperson comes in to give you that old pitch, remember that sign in the parts department of a well-known company in Westminster: EN-GAGE BRAIN BEFORE PUTTING MOUTH IN GEAR.



## Revised 1993 Golf Schedule

*Due to several scheduling problems, the revised golf schedule will apply for the 1993 season.*

April—Points Tournament, all members & guests

May—Supt.- Pro Tournament, Class A,B,&G members only

June—Two-man Team Championship, members only, no guests

July—Net-Gross Tournament, Class A members only, limited to 60

August—No formal play, Annual Picnic

Sept.—Supt.- Greens Chairman (club official) Tournament, limited to 72

Oct.—MAAGCS Championship, Class A members, limited to 60

Nov.—Four-man Team Championship, members & guests

*Please mark your calendar for tournaments and read monthly newsletter for exact details for each event.*

**Note:** May, June, September, November will be shotgun starts.



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