

Start to Cultivate Yourself

As a reader of TurfGrass TRENDS, you are among the elite in the industry. While many of you have advanced degrees in ag chemistry or agronomics, it is unlikely that you've studied much public relations.

But it is time you began a soft-sell campaign with management, pointing out the good things that you and your staff accomplished over the past couple of months.

It's a pretty safe bet that most of your face-time with the boss falls into one of two categories: either there have been some complaints about the quality of the greens on 16 and 17 or you are asking for five-grand for a new self-propelled mower. Neither is exactly the kind of positive meeting that endears you to the powers-that-be.

Yet, there are many opportunities each week to spend some time with the head honcho and push what a good job you or your crew is doing. It can be small things, like Fred's willingness to show up early and work on an irrigation pump (demonstrating



Curt Harler
Managing Editor

worker loyalty). Or, asking the boss to share an "attaboy" with the two new workers who are starting to show some promise on the job.

Never miss an opportunity to point out how you or your crew saved the organization money. If you've made an adjustment in spray schedules that will save one or two sprays per season, figure out what that means in dollar terms. Forget the chemical-speak. Tell the boss how many dollars you saved. Or, dig out

some machinery maintenance figures from a few years ago and compare them to today's numbers, showing how well the in-house mechanic is doing.

At the end of each meeting with your boss, there should be at least one thing that leaves the impression, "Those people are doing a good job."

We know you'll do the best you can at keeping the grass green. Be sure to do just as good a job highlighting the positive things you and your team are doing on the job. Otherwise, someone new will be brought in next year and get the credit for all your hard work.

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