

commitments, and I would appreciate it if someone who attends it will write an article about the program, and his impressions of the meeting. This will be helpfull in the Planning of similar meetings in the future.

I would also like to get articles for this newsletter from superintendents who have the 100% sand greens on their course. I am sure that all superintendents would like to learn first-hand about the problems or lack of problems encountered with these greens, and how they stack up against the more traditional greens. If you plan to write, give facts and figures. If you feel you are no literary genius, I'll be happy to give you an assist. I am no genius either, but that does not mean that I do not want to help anyone develop and interesting story.

I would also ask anyone who is interested in doing this type of reporting, to seriously consider offering his services for the editorship of this newsletter. I love to do it, but my time for doing this is getting more and more non-existent. I have done this now for two and one half years, and it is time someone else takes over.

Lee Huang

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A SUPPLIER SPEAKS TO THE INDUSTRY -- by Jack D. Baker

After some 40 plus years actively engaged in furnishing the many needs of the golf courses in the territory served, the writer has assumed the guise of a realistic visionary making certain observations that are felt important to share with the membership. As a major supplier one should always strive for perfection in service to the customer and in these days when demands are so heavy and day-by-day constantly increasing one is obliged to give time and energy watching inventory-turn, not only of the equipment but the parts stocks, so that the end-user is given the best and most prompt attention to his requirements.

Other important phases involved in selling today calls for:

1. Being completely honest with the customer
2. Having knowledgeable trained sales people who know their products
3. Furnish quality equipment that will give the best possible service
4. Maintain a service program to give the equipment operators the instructions not only in the proper use of the machinery, but also how to take care of it and eliminate costly maintenance.
5. Have adequate stocks of replacement parts to eliminate any down time
6. Be willing to help the Superintendent in justifying his equipment needs with his principals
7. Be ever alert to the new products being offered by the many manufacturers and making certain such items are thoroughly field-tested and proven acceptable, also that such producers are adequately financed.

--- Jack D. Baker