

Understand that Jack Baker has 48 years with H. V. Carter Co., and Bert Graves is contemplating on making him a permanent employee. Good Luck, Jack.

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We have a couple of articles from JACK Baker, H. V. Carter Co., Oakland
Thanks Jack and keep up the good work.

PROFESSIONALISM IN ACTION - Our dictionary defines "PROFESSIONAL" as having great skill or experience in a specific field of endeavor, one who has an assured competence in a particular occupation. Too often we tie this label on athletes but we should broaden the base and see how it applies to our Profession - Golf Course Superintendent.

Some years ago our Association upgraded us from "green or greenskeeper" deciding our training, skills and competence entitled us to become "Golf Course Superintendent." Many are actual working Superintendents while others because of certain educational and administrative abilities oversee, direct and supervise the many and varied tasks involved in creating the beauty of today's golf courses.

To borrow a phrase from an article in the University of California Cooperative Extension Service letter, "a supervisor can't take a good job for granted." It is well to keep the Club management fully appraised of the daily work program and any project being planned and/or developed, log the work for each day so the crews will be aware of what is expected of them and how their particular and individual skills are being applied.

Motivating people to get done what you want to accomplish is a measure of the successful Superintendent and the special talent of the "Professional Superintendent" and brings about the desired result. While it might seem quicker to invoke a "put-down" without taking time to explain in a constructive way how to correct a mistake, it tends to make for unpleasant relations and bitterness. The Professional Superintendent establishes harmony with all parties concerned by exhibiting his "PROFESSIONALISM" in his daily contacts. only YOU can be a "PROFESSIONAL SUPERINTENDENT."

WATER - The "American Heritage Dictionary" defines this "priceless" necessity as a clear, colorless, nearly odorless and tasteless liquid as "essential" for most plant and animal and human life.

With today's ever-present drought all about us Water becomes more precious to the human and anything that grows than the most costly of

commodities including gold or silver and yes, even diamonds. Preservation of what we have available and conservation methods are challenging the best of our scientific experts and we are trusting that out of the mystery of it all a shining light will provide an answer - but nothing appears on the horizon thus far.

If we have learned some lessons and adopted some of the more practical water-conservation practices in our homes and on our jobs - then we may be better able to cope with the situation. Sharing what we have in greater abundance with those less fortunate is vitally important and confirms the so called old fashioned American Spirit that has been lying somewhat dormant these past several years of plenty.

With all our modern technology and advances in scientific discoveries - no one has yet been able to completely harness and/or control the weather so what is the solution? Might I offer a suggestion? How about universal prayer for showers of blessings to once again fill our dams and reservoirs to heal a dry and thirsty land of grass, trees and flowers - it's an idea who's with me?

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M. DOUG CARLSON, Elanco Area Representative, has accepted a new assignment as Marketing Associate, Marketing Planning-New Products, Agricultural Chemicals in the home office in Indianapolis. He and his family will be making their home in Zionsville, Indiana.

He is introducing Mike Edminister, 1975 Cal Ploy graduate who has been working for a Santa Barbara Elanco distributor for the last 2 years.

A California licensed pest control advisor, Mike will be Area Representative for the Pacific Northwest handling Spike Industrial along with all other "green label" specialty and tech products. Mike will be living in Lafayette, California

Ray Ford has been named Evansville District Manager, Agricultural Chemicals. Ray was Western District Manager, Specialty and Tech Sales and is moving to Indianapolis.

Good luck Doug and Ray on your new assignments.