

On MARCH 8, 1979 at Orinda Country Club all of those members of the Golf Course Superintendents Association of Northern California, who have been members 25 years or more, will be honored. Invitations have been sent to all those who the Association records show are in this category. If you have not received your invitation and believe that you were a member prior to 1954, call Myrtle at 209 523-7141 so she can check the records.

The Association is indebted to this group of members who have supported it over these years. Plan to attend this very important meeting.

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"WE'RE LISTENING" by Jack D. Baker, Vice President
H. V. Carter Co., Inc.

One of the large equipment manufacturer's theme in current national advertising uses the phrase: "WE HEAR YOU." Not a bad idea. It's time the producers had better communication between manufacturers and users. The results should be beneficial to all concerned.

We can take a step further and supplement an earlier article submitted on the subject of communication - a two-way street. The better informed we are the better job we can accomplish, so everyone benefits. This should take place at all levels from the trenches to the greens so to speak.

Knowing your job and what is expected of you enables one to perform better. Operating a business and/or maintaining a golf course requires an equal exchange from administrator or manager to superintendent or professional to worker. All phases should be made perfectly understandable and clearly defined so as to leave no areas where confusion may exist. Directives should be spelled-out and properly supervised to leave no margin for error.

Communications with manufacturers should be constructive as well as instructive so that the end result will be helpful in producing not only the type of equipment that can be used with the greatest efficiency but economical as well. Let's keep the lines of communication open.

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+ THRU THE GREEN EDITOR OFFICE +
+ Stanley Burgess-Clairemont Country Club GCSA of Northern California +
+ 5295 Broadway Terrace 1233 Kansas Avenue +
+ Oakland, CA 94618 Modesto, CA 95351 +
+ DEADLINE DATE FIFTEENTH OF EACH MONTH +
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