

## “Sorry I Haven’t Written Sooner”

My association with the newsletter began shortly after I was elected to the Board of Directors in the spring of 1995. My interest in being involved with Rich Lavine, CGCS, who served as the editor at the time, was to contribute valuable, useful information to the membership on issues and events affecting our Association and Industry. When I accepted the editorship this past spring my desire to pack the newsletter with information became even stronger. After all, it’s the only means by which we can communicate directly to each member 12 times per year.

My goal was, and still is to rely on, in part, the general membership and affiliates for newsworthy bits of information. Those of you who have responded I am thankful for your contributions. Those of you who lie in waiting, please don’t hesitate to fax me an idea or an article. I have been around long enough to know this desperate plea has been made before. Perhaps I’m naive, but I’m hoping this time maybe it will be different. I hope all of you are aware that there is some financial incentive as well. \$500.00 to be exact. As a previous recipient I can honestly say that was one trip to the bank I didn’t mind standing in line for. Whether your motivation may be financial, or you just have something to say, at least give it a thought.



Tom Jackson  
Don Naumann  
Ron Seibel

510 Salmar Avenue • Campbell, CA 95008  
(408) 374-4700 • (800) 827-TURF • Fax (408) 374-4773

## Is Perfection A Realistic Goal?

One of, if not the greatest causes of stress and burnout in the golf maintenance profession is a superintendent’s relentless desire to attain perfection. The often prescribed remedy is to set realistic goals, settle for less than perfect now and then, and develop balance in your life. Imagine my surprise when I stumbled across this short article which suggests perfection is really where it’s at.

Customer satisfaction is the bottom line of the quality movement. It might seem, during the stress and bustle of a typical working day, that one little mistake made here or there doesn’t really matter to the bottom line. That if on the whole, your customers are pleased with your product, it’s okay not to strive for perfection every single time.

We may think that our work doesn’t have to be “perfect.” How could one little error every now and then make much difference? In an article entitled, “99.9% Right Isn’t Good Enough,” author Jeff Dewar says that if things were done right 99.9% of the time in the United States it would mean:

- Two unsafe landings at O’Hare International Airport each day.
- 16,000 lost pieces of mail per hour.
- 20,000 incorrect drug prescriptions per year.
- 500 incorrect surgical operations performed each week.
- 50 newborn babes dropped at birth each day.
- 22,000 checks deducted from the wrong accounts each hour.
- 5 missed putts, per golfer, per round (just kidding of course).

## Quick Quotes

*“Most of my ideas belong to other people who didn’t bother to develop them.”*

*Thomas Edison*

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