

Now that we have our feet well-planted into 1975 it might be a good time to take a look at what the next 10 months have in store for the Green Industry businessman.

While what many economic experts are predicting as the worst U.S. recession since the Depression is taking its toll among even the strongest businesses, inflation and unemployment are accumulating at either end of the economic spectrum.

The inflation rate climbed to a new peak of nearly 13 percent last quarter, closely following last year's agricultural failures and the preliminary price testing as price controls expired. Analysts predict the unemployment rate will hit 8 percent before topping out.

Experts continue to forecast business activity at its lowest ebb before spring and then picking-up considerably during the summer and fall months. Business should be back to near-normal and rising by 1976.

But what do we as Green Industry businessmen do in the meantime to lessen these effects? What appears to be the most


popular strategy is to cut back, sit tight and try to hold on to remaining accounts. That's no solution. We didn't get into this business because we were pessimists. We aren't successful because of defensive actions. And we certainly won't improve our lot by boning-up on the rules for tax treatment of losses.

Business is an opportunistic proposition. We have to continue the practices that made business successful and not sit on our heels waiting for the situation to ease.

James A. Fischer, director of marketing for the turf products of Toro, has an excellent article on this subject on page 56. He suggests becoming a better business manager by more efficient allocation of resource inputs for production of useful outputs.

Now our individual style and methods of management are uniquely our own, but the key is action — actively pursuing business as if business were going to continue on tomorrow. And it will. So why just react to the situation? Take control of the situation, replace that needed equipment, advertise your products or service and keep an optimistic outlook. REY

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