

by Bruce F. Shank, executive editor

## Large buyers want same deals as municipalities and military

Equipment and chemical manufacturers to the Green Industry have made very few exceptions over the years to the dealer/distributor network. One exception has been special prices and direct selling to government buyers. The bid process often required in selling to the government has made this exception necessary.

Now, managers of large landscaping and lawn care companies want equal consideration when they buy. Bruce Wilson, president of Environmental Care Inc. of Calabasas, CA, thinks manufacturers will have to give large buyers as much attention as the government in the future to get the business. "We make our own tree nursery bid for work our construction division does," says Wilson. "Competition is critical within our firm and the same is expected to apply to our suppliers. We buy as much as many government agencies during a year and should receive the same consideration."

## American Golf leases equipment to speed growth, watch cash flow

American Golf Corp., Los Angeles, is adding golf courses monthly to its contract maintenance and operation service. This rapid expansion could easily get out of hand if management at AGC didn't insist each course support itself.

One of the secrets, says AGC regional superintendent Mike Heacock, is equipment leasing. In the past six months the company has leased more than \$250,000 worth of equipment for its family of 40 golf courses nationwide.

"Our operating capital is the same as a daily fee course, greens fees and clubhouse income," Heacock told *Weeds Trees & Turf*. "In the long run it may be cheaper to buy all the equipment needed to maintain a course, but, when you're leasing the course, the long run is uncertain. Equipment leasing allows us to manage our debt as we manage our income, month-by-month or year-by-year."

## Briggs keeps tough stance while settling long strike

The four-month-old strike by workers at Briggs and Stratton in Milwaukee was settled in November. The fact management stood firm on its offer to the union and that they kept one out of a dozen production lines open throughout the strike, is a message to workers at other U.S. engine manufacturers that competition against foreign companies is a greater threat to their jobs than robots and work assignments.

In the future, management will be forced to consider international competition equal to union concerns. The survival of the company must be of higher importance than wages or individual job security.

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