

A supplier's quote may differ greatly from your own for several reasons. Let's state a hypothetical case in which the vendor was an irrigation supply house and their quote did not include the copper pipe, copper fittings, or booster pump station because they weren't a supplier of it. Maybe the quotation originated from the

nursery and one species wasn't supplied because it wasn't in stock or available.

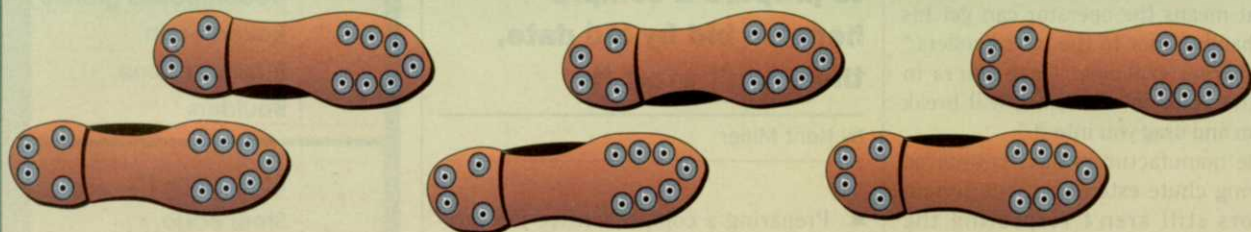
Margins today do not allow for errors or omissions. If you don't have the time to prepare a comprehensive bid by bid date, then don't start it. It is much easier to walk away from a bid date than it is to finish a bad job.

We jokingly say that a bad job only gets worse.

All joking aside, bad jobs cost money and typically originate from poor estimates.

—The author is vice president of *The Groundskeeper, Inc.* in Tucson, Ariz.

GOLF TURF MAINTENANCE IN HEAVY TRAFFIC AREAS



■ Here's some advice for curbing the ravages of heavy traffic on greens, tees and fairways from Randolph P. Russell, groundskeeper for the city of Austin, Texas.

Defining "heavy traffic" is elusive in itself, says Russell. Amount of wear-and-tear depends on the region, predominant weather patterns, and—perhaps most importantly—the varieties of grasses being used.

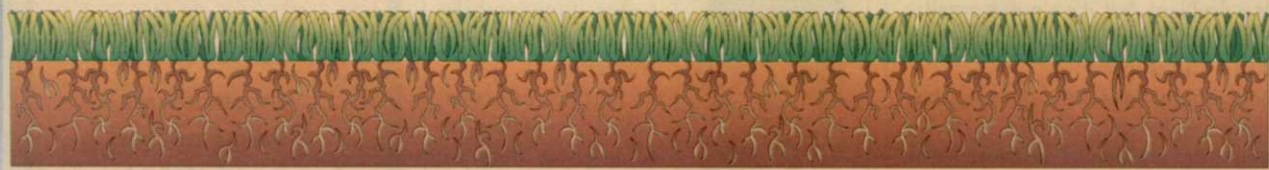
Generally, Russell says he notices that at least 45,000 rounds per year qualify a course for the "heavy traffic" category.

Avoiding the pitfalls of stressed out playing surfaces can be accomplished from tips learned at the "University of Experience:"

- Experiment with nitrogen levels, and don't be afraid to go beyond the norms. Greens recover better from

injury, and thatch build-up is not a problem.

- Consider a one-to-one nitrogen/potassium ratio.
- Resist the temptation to use extremely low cutting heights, especially on putting greens, during periods of heat stress.
- Raise fairway cutting heights as winter approaches. This will improve root depth and not adversely effect playability if done thoughtfully.
- Consistent aeration is a must.
- Minimize verticutting done to thin ryegrass, especially in spring. Close mowing and occasional double-cutting can be more effective.
- Look at all chemical applications from a new perspective, testing where possible under present traffic conditions.



Marketing for small businesses: do-able concepts

'Marketing' is not a jungle of theory and insatiable devourer of time. It's a way to increase profitability.

by Adrienne Zoble

■ You don't have to be a marketing wizard with endless unscheduled hours in order to improve your marketing efforts.

An objective look at your business will almost always reveal already existing marketing opportunities. Here's how to diagnose and perform successful marketing tactics:

1) An analysis of current customers and your relationships with them will likely reveal several opportunities.

Do you discuss the job with the customer after its completion? Doing so will reveal strengths on which you can capitalize and weaknesses on which you can improve. In addition, it may well lead to



Adrienne Zoble: Marketing is 'do-able.'

additional business.

Do you make regular sales calls to existing customers? Don't presume a customer will call you. Sales calls to existing customers cost about 10 to 20 percent of what a sales call to a prospect costs.

Do you schedule strategic lunches or dinners with key customers? Such meetings can strengthen relationships, lead to new business and generate referrals. The