

## TGIF — 'ON CALL' FOR YOU!

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**T**HE MOST IMPORTANT and powerful reference tool in the turfgrass management industry is the Turfgrass Information File, or TGIF. Why, then, don't more people tap this resource? The most frequent explanation we hear is that people don't know how to use it. They are wrong! Everyone who knows how to use a telephone knows how to use TGIF. To prove this, read the following transcript of an actual TGIF call made from the Mid-Continent office. The initials TGIF stand for Pete Cookingham at the Turfgrass Information Center. My end of the conversation is identified with USGA.

**TGIF:** Turfgrass Information Center, Cookingham.

**USGA:** Hi, Pete, this is Jim Moore with the USGA.

**TGIF:** Hi, Jim.

**USGA:** How are you doing?

**TGIF:** Pretty well. What can we do for you?

**USGA:** Well, I'm working with a fellow who has a little problem on his golf course.

He is wondering if some of the trees on his course could have been damaged as a result of herbicide use. I told him about TGIF and that you could do a search of the database to see what has been written on herbicide effects on trees. Is that something you could do for us?

**TGIF:** No problem.

**USGA:** What is the fastest way to get back the results on something like this?

**TGIF:** Unless you tell us otherwise, everything goes out Priority Mail, so you should have the information within the week.

**USGA:** Sounds good, but is there a way to get it even quicker? This is a hot topic at the club right now.

**TGIF:** Sure. We can ship it overnight or even fax it, if necessary. When someone is in a real bind, we can usually have it to them within six hours.

**USGA:** That's great.

**TGIF:** Do you know if he is worried about a particular herbicide?

**USGA:** No. Let's gather up everything we can find on the effects of herbicides on trees so he will have a good cross section of information.

**TGIF:** OK, can do.

**USGA:** Do you need my address?

**TGIF:** No. Since you are a subscriber, we have everything we need here on file. We will get it going right away.

**USGA:** OK, we'll be looking for it. Thank you.

**TGIF:** OK, see you later.

This entire conversation took less than two minutes, and the only high-tech instrument involved was the telephone. Don't miss out on this tremendous tool because you think you need a computer or have to know about databases. All you have to know is one of these numbers: 1-517-353-7209 or 1-800-446-8443.

TGIF — give us a call!

