

MANAGEMENT LETTER

Vol. 17-June 15, 1983

Cautious optimism... continues in most quarters for the next decade on the economic front. Inflation 5%-6% perhaps in a couple of years, but 4% for current year is estimate. Business is "lean and mean" with many of them to simply survive. Wage boosts will be very moderate and gradual. Productivity up.

Mobile telephone, paging devices... are really going to skyrocket because of technology. Interstate mobile phone conversation will be very common and automatically switch calls to unused frequency when you drive! Paging devices that can be used around the house for disabled persons and so forth. Soon word pagers that will fit in the pocket are coming on the market. They display messages, not just numbers-to-call. Electronic revolution underway.

Don't try to talk to people who are angry. It is best just to listen and let them blow off steam. Genuinely try to understand their feelings, find a way to reopen talks a bit later after they cool down.

Using your business card... can be very helpful. Give your card to numerous people whom you meet. However, to avoid looking overly pushy, ask them for their card first! They consider that a compliment. Then it makes it easy for you to offer yours in return. Might be helpful to make a notation on the back of the card you receive as to the date and the event and a reminder of what you jointly discussed.

Prompt payment of your accounts receivable... is mighty necessary these days. But it is also good business for all times - both now and in prosperity. Aggressive collections are the key. Make a habit of the following:

Pick the phone up more frequently when a bill is overdue...don't wait until 60 days over.

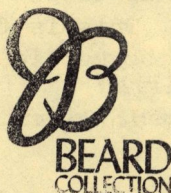
Run a study of your accounts receivable weekly and not just monthly. You'll pick up trouble spots a lot sooner and it also means more prompt payments.

Assign one individual a certain time period each day to work on delinquent accounts.

Make a service charge or interest charge on bills not paid over 30 days by printing on your statement a notice similar to those appearing on consumer credit card statements. Even though the collecting of interest might be difficult, the simple including of a charge on follow-up invoices is a useful message as to how serious you are about collecting your accounts receivable!

Analyze the types of customers which may be chronically slow payers and proceed accordingly.

(OVER)



American Sod Producers Association
Assn. Bldg., 9th & Minnesota
Hastings, Nebraska 68901
Phone (402) 463-4683

If you use direct mail advertising, you have a minute to get the job done, studies show. It takes 15 seconds to open the letter, 15 seconds to see what it is all about, and another 15 seconds to find if your product will meet the reader's needs, followed by 15 seconds more to find the information wanted.

Hiring low-income 16-17 year olds...can get you a tax credit. It applies to summer jobs with credit up to 80% of the first \$3,000 in wages and a maximum credit of \$2,550. This is for young people who are certified by the local federal-state job service offices.

Want to show your charitable nature? IRS has invited voluntary donations to pay on the government debt. About 2920 either dedicated or guilt stricken individuals have coughed up \$247,238 toward reducing the debt. The debt is only near 1.3 trillion.

1982 IRA contributions still okay...if you filed for an automatic extension on Form 4868 for your 1982 taxes. You have until August 15th to make your 1982 contribution.

Tax Freedom Day gets special and regretful attention. May 2nd marked the day this year that the average U.S. worker finished paying the taxes he will incur for the full year if every cent he earns starting on January 1st went to the government. It is heartwarming to know that one minute less work in each 8-hour day is required to satisfy the tax collectors. On the average, two hours and forty minutes of each 8-hour work day goes to the tax man.

Tax refund slow? IRS will not respond to inquiries about refunds until 10 weeks have elapsed after the taxpayer's return has been filed. The only possible exception is in cases of hardship.

Deductible personal meals...will be allowed without verification up to the amount of \$14 per day if not reimbursed. You must be away from home on business and if you are gone more than 30 days to one general location, the allowance is \$9. If you deduct more, you must have written verification such as receipts, etc.

MAKE YOUR PLANS NOW TO ATTEND THE GREAT ASPA INTERNATIONAL SUMMER CONVENTION & FIELD DAYS AT RESORTS INTERNATIONAL HOTEL CASINO IN ATLANTIC CITY, NEW JERSEY ON JULY 11-13!!! PROGRAM, REGISTRATION FORM AND HOTEL CARD WERE SENT EARLIER... DON'T DELAY IN GETTING THE REGISTRATION FORM FILLED OUT AND MAILED TO: ASPA, 9th & Minnesota, Hastings, NE 68901. (Remember the special pre-registration fee until JUNE 24TH deadline.)

SEND ROOM RESERVATION DIRECTLY TO: Resorts International Hotel Casino, North Carolina Avenue & Boardwalk, Atlantic City, New Jersey 08404 BY THE JUNE 26TH CUTOFF DATE TO ASSURE ROOM AVAILABILITY AT THE SPECIAL ASPA CONVENTION ROOM PRICE.

SEE YOU ON THE BOARDWALK IN ATLANTIC CITY!

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Note: This monthly newsletter is compiled and published under the auspices of the ASPA Business Management Committee to serve as a helpful business update for all ASPA members. We invite your comments and recommendations.

AL GARDNER, Chairman
Business Management Committee

