

# THINKING GREEN

The Masters Golf tournament is over and another GREEN jacket has been awarded. While we might not have the talent to win a green jacket we certainly have the capability to THINK GREEN when considering your supply chain initiatives and the decisions you make while golfing. Visualization on the golf course is often overlooked by the mid-handicapper. The average golfer has a tendency to get wrapped up in swing mechanics causing paralysis by analysis. Visualization frees a golfer up physically by creating positive mental images of the desired result. Try and visualize the flight of the ball and watching it land softly on the green close to the pin and leave those swing thoughts at home or for the practice range. THINK GREEN



In comparison, visibility of your supply chain is imperative when critical decisions must be made that will reflect production issues or delivery to a customer. Having ZERO visibility of your supply chain is a remedy for disaster and leaves your company at risk for the many situations that will create additional expense throughout the year. THINKING GREEN in business has created the need for both large and small corporations to create sustainability teams to reduce their carbon footprints. Visibility and GREEN thinking are here to stay both at work and on the golf course.

In addition, golf courses are purchasing fertilizers and pesticides that are less harmful to the environment. Companies are ridding themselves of plastic water bottles at the work place and taking a more responsible approach when it comes to the environment. Everyone can do their part at home and at business to create a greener supply chain and a greener world for generations to come.



So my challenge to every member of the Logistics Institute and SCL is to vision the green when golfing and think green when considering both your supply chain and personal practices. It should be another great day on June 8<sup>th</sup> so please attend a great golf event that's has been proven to be a lot of fun year after year.

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