



# Opinion

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## Readers' Viewpoints

### Quality, professional services hard to find

Several years ago, the Ocean County Observer ran a feature article about Paw-Ferred Pet Sitters and Marsha Nitko, proprietor. I hired Nitko's services at that time for the care of my pets while I was on vacation. Being satisfied with her services, I relied on her business from time to time.

I have not needed her services nor spoken to her for a year, yet I found myself in dire straits recently and called two days in a row at the last minute. On both days I found everything in the same order as had been in the past — animals fed, toys strewn about with contented bodies greeting me upon my return, a lengthy note left explaining activities of each pet and the outside lights illuminated for my convenience. This repeated professionalism gives me a comfortable feeling about Nitko's services. Don't you wonder how she managed to do the same good job after a 12-month waiting period? Yet, why is she one of very few business people who perform their services in such a professional manner?

That same week, the Observer printed a "For Better or Worse" cartoon about paid services within the family. The daughter and friend need money to go to the store, so they agree to do sev-

eral household chores for the price of \$5; however, the father offers them more than the agreed amount if they do a truly good job. The kids decide to settle for the \$5. To me, this cartoon reflects the attitude of the majority of people today — do an adequate job for an adequate pay. Why not a great job for more pay and get a better, reliable reputation for services done?

Today's society seems to reflect the attitude of incompetence or mediocrity for the sake of earning nothing more than money — not responsibility, quality, nor future job possibilities due to outstanding work. When was the last time you could understand a businessperson who answered the phone? When was the last time a cashier looked you in the eye when beginning to ring up your order or handing you the change? How many times have you heard, "The computer is messed up" when the error could be detected with common sense? Yes, incorrect information can be placed in the data bank, but that does not prevent one from seeing an error quickly in lieu of saying, "I don't know what's wrong."

As the saying goes, "You get what you pay for." This can also mean, "You earn what you deserve."

A 10 percent tip for a waitress's

service doesn't seem enough these days. Perhaps 15 percent? A good waitress who smiles, looks you in the eye, speaks clearly, and treats you as a person will get more than 15 percent. The lawn-service man who does a quick, sloppy job gets nothing, especially if he makes the same mistakes each week.

I'd like to say these bad services come from today's youth, who are in a hurry to finish a job without regard for the above professional services; however, courtesy doesn't seem to be in anyone's vocabulary. I'm convinced turn signals on cars must not have been invented before 1950, thus the reason why most senior citizens never use them. Does this mean young people are not taught to be courteous, to have a good work ethic, to be professional in their business transactions? Does this mean older people are apathetic to being polite or just senile?

The past 10 months have proven Americans can be civil, compassionate, alert and astute in protecting our freedom. Can we not also revive competence, quality service and some professionalism in our business practices, too? With all the above said, thank you PawFerred Pet Sitters for a refreshing service call.

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