



# The Florida Green

FALL 1986

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FT. MYERS, FLORIDA  
HOLE NO. 3, PAR 4



# The LESCO 300 Greensmower



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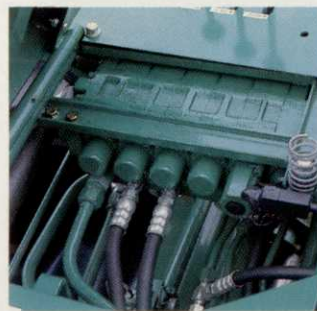
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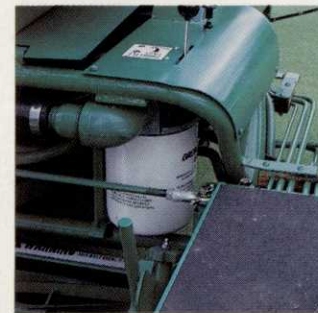
- For added power, less vibration and longer life, features an 18-horsepower, twin-cylinder engine.



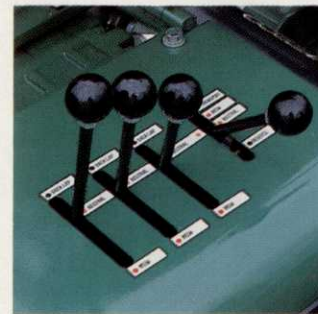
- For better maneuverability — without cables — equipped with power steering.



- For easier servicing, features access to valve spools without removing valve bank.



- For minimized downtime and increased life of hydraulic components, features 10-micron oil filtration system.



- For added convenience, specially engineered hydraulic system allows backlapping of individual reel units while on mower.

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Name of Course/Club \_\_\_\_\_

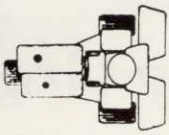
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The Official Bulletin of the Florida Golf Course Superintendents Association

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## ABOUT OUR COVER

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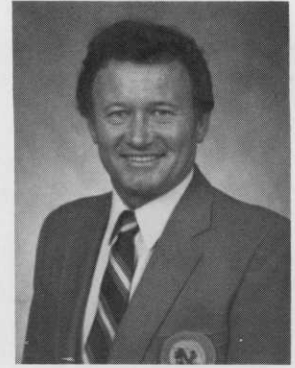
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# President's Message



Professionalism of the Florida Golf Course Superintendent has evolved from the 50's through the 80's and is now ready to take on the 1990's.

Florida golf in the 50's and early 60's was a game of leisure for a very few. There were far less than 100 courses and the golfing season was 2 or 3 months at most. Budgets were a few thousand dollars; equipment, chemicals and fertilizer varieties were few. Courses were maintained by Greenskeepers with low salaries and there were few demands from the golfer.

During the late 1960's, 70's and 80's, retiring snowbirds came to Florida by the thousands, many because of golf. Today there are nearly 900 courses and golf is recognized as one of Florida's leading economic industries.

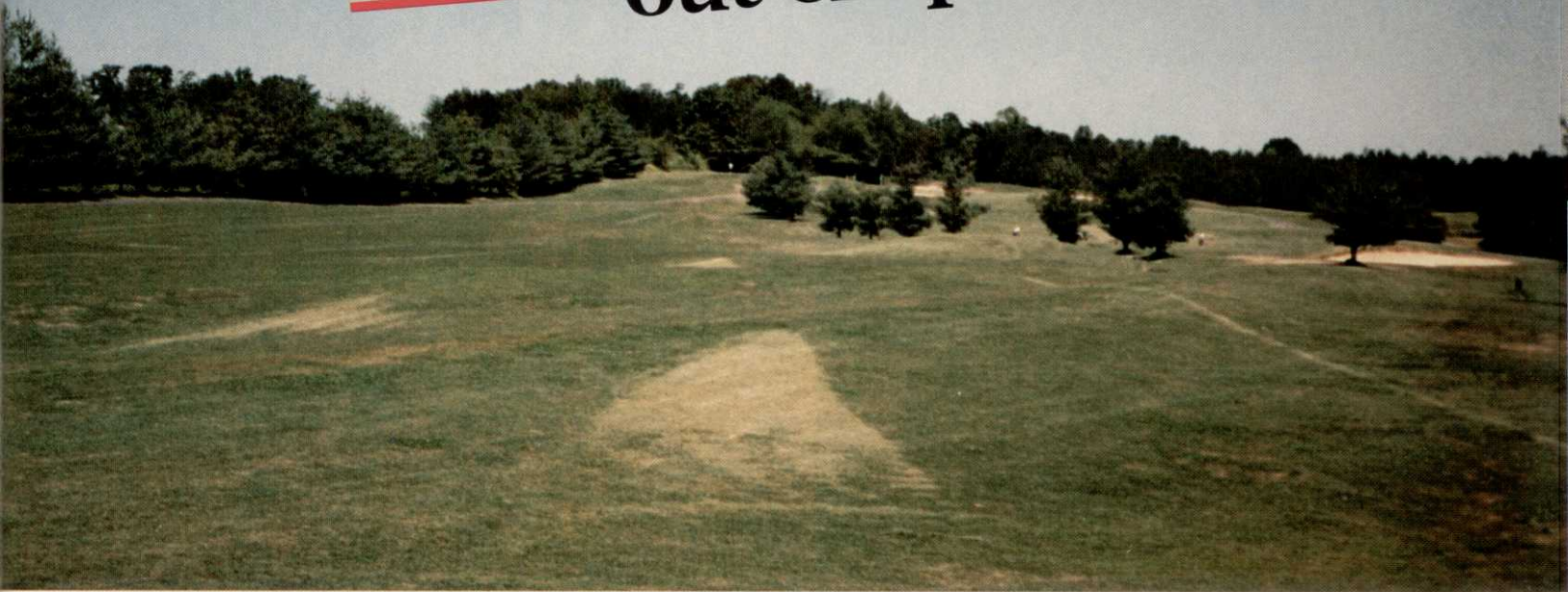
The demand for top quality golf courses began and persists today throughout the state. The "Greenskeeper" evolved into the "The Golf Course Superintendent" and then on to "Golf Course Manager." His responsibilities included care of multi-million dollar golf courses with budgets in excess of 1/2 million dollars annually. Old maintenance barns evolved into highly organized maintenance complexes. The low maintenance practices of years gone by changed to high maintenance, highly-groomed golf course facility for a non-stop, twelve month season. The golfer's demands became many and management salaries rose accordingly.

Today's Professional Golf Course Manager operates a highly organized maintenance operation in compliance with the demands of golfers and owners, various federal and state regulatory bodies, such as OSHA, EPA — Water Management Districts — and his own professional trade organizations. He met these demands by his own professional desire to achieve and by constantly furthering his education by attending seminars on management, accounting, computers, budgeting and forecasting, golf rules, communication techniques, turfgrass, golf cart operations, negotiating, plant nutrition, irrigation, business writing, pathology, and on and on.

Today's aggressive golf course manager is unquestionably a member of a learned profession. ■



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## Letters To The Editor

Dear Dan, Well, it's nice to be back in Florida and I hope you and your family have a great 1986.

Many, many thanks to you and the other members of the GCSAA Communications and Awards Committee for the Special Recognition Award presented in San Francisco on Thursday, January 30, 1986. It is truly a great professional honor which will be treasured always and thanks for your friendship.

I have a lot of fun writing the continuing series "Something Old — Something New" and look forward to writing it for many years to come. It's been exciting visiting other superintendents all over the country and learning new ideas about golf maintenance perfection. We are really true professionals.

Dan, again, thank you very much and am looking forward to seeing you in Florida real soon.

Have a good day.

Kindest regards,  
R. Terry Buchen, CGCS  
Golden Eagle Golf Club, Inc.

Dear Dan:

I would like to take this opportunity to introduce myself to you with the hope of *The Florida Green* highlighting our Club in one of your issues.

I have been assigned as Public Relations Director for El Conquistador Country Club here in Bradenton and aside from the fact that we have one of the best courses on the west coast of Florida, I would like to do a good job for the Club in projecting our image. I have read your magazine and I believe we have a story to tell. Just for your information, I am enclosing a copy of a press release recently issued detailing our new irrigation system. Our course has never looked better, we have a great Greens Superintendent and I think you'll find us interesting!

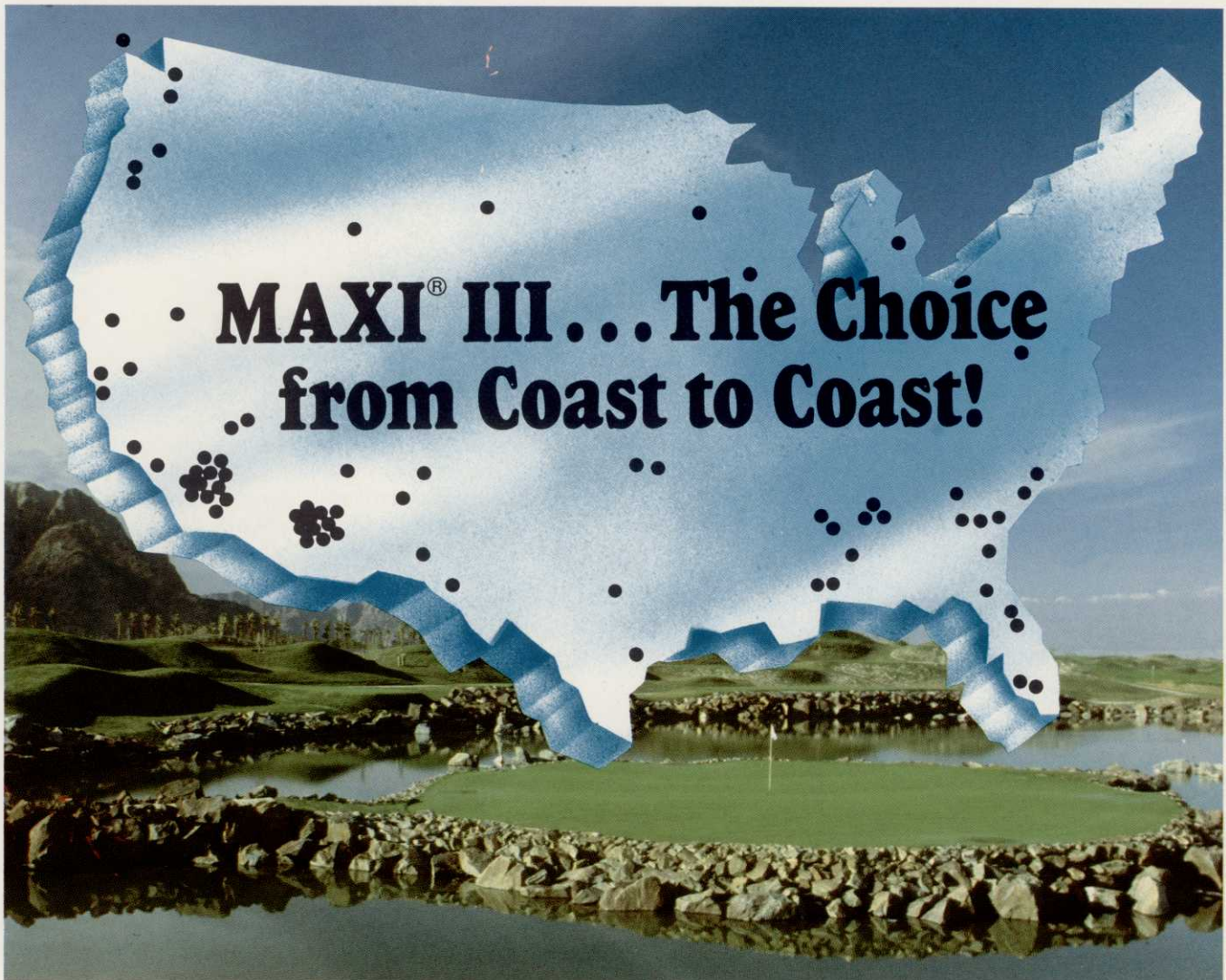
I would really appreciate the opportunity to talk with someone regarding the possibility of doing an interview/story and if there is anything on my end which needs to be done, please let me know.

You've got a great publication and I look forward to hearing from you soon.

Thanks!

Sincerely,  
Sara J. Moniz, Public Relations Department  
El Conquistador Country Club, Bradenton, FL





Stadium Course, PGA West

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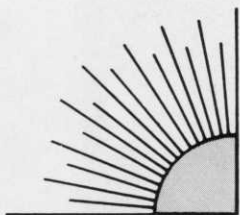
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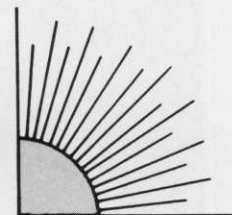
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# South Florida Sunshine



By George Jones, Golf Course Manager  
Earl Morrall's Arrowhead C.C.

## The Professional Attitude

A responsible, organized, caring manager of people will reflect a winning attitude. It will show in the way responsibility is handled, how the daily task of record keeping is controlled, and the attitude of the manager toward all employees.

Let's take a closer look at the following three points of a Professional Attitude:

1. Being Responsible
2. Organization
3. Caring

### 1. BEING RESPONSIBLE

We all want the freedom to control our own destiny. In the work place freedom cannot be separated from responsibility. The more responsible a person is for their actions, the more freedom they obtain. Many times people want freedom to do things their way, but don't want to take responsibility for their actions.

Being a leader means helping your people understand there are responsibilities that go with basic freedoms. These are work, commitment, fairness, and consideration of others. We all have a responsibility to follow the basic rules of the company or organization. In no company can a person have unlimited freedom without responsibility. People must be willing to take complete responsibility for their work and the results of it.

As a manager you have the same freedoms and responsibilities as your people. But along with these freedoms comes the total responsibility for what happens. The heaviest responsibility falls on your shoulders as well as the best rewards.

Accept blame for mistakes and don't make excuses. The only thing you accomplish when you make excuses is to lose the respect of your people. When you make a mistake, take responsibility for it, and do what it takes to make sure it's not repeated again. Only when you are able to do that can you expect to ask the same standards of responsibility from your people.

### 2. ORGANIZATION

Haphazard management gives a feeling of uneasiness and insecurity to an employee. During the hiring inter-

view, give your new employee a one or two page list of your department Rules and Regulations. This should be a neatly typed copy giving the employee most of the criteria that regulates the work day plus the company policy and benefits, such as insurance, paid holidays, etc. Next, maintain basic daily schedules, such as job assignments. Use charts and graphs when needed for clarity. Take an inventory periodically for order and accountability. Daily logs are used for recording gasoline dispersment, checking tools in and out, etc. These written procedures not only tell you where you are, but, show your people an orderly, responsible operation (which they can be proud of).

### 3. CARING

Keep a positive attitude. Look at your position as your favorite project. Your enthusiasm will be carried over to everyone you deal with. Also, you can let your people know that you expect them to work on a positive attitude.

Give praise and recognition. Concentrate on people's strengths and not their weaknesses. Correct their mistakes, but, put emphasis on their good points. People love recognition. They love it even more when it's given in front of other people. To the people listening, it's motivation to do what it take to get praise for themselves.

If you must criticize an employee, be very careful. Probably, the best criticism is simply the lack of praise. When you show a person a better way to do something and stay on a positive mode, you have politely given criticism. And, the person will accept the criticism as a form of teaching and try to gain your praise.

Believe in your people. You have chosen these people to be working with you, and you should believe in them, just as you believe in yourself. Each person reflects not only their training, but the belief you have in them. And, they will respond with a like belief in you.

So, the Professional Attitude that a manager carries in every day work life will most surely be the measure that will mark him or her as a great manager or just mediocre. There is an old saying "What you see is what you get," but in Professional Attitude we must say "What they see is what you get." ■



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Fred Tucker, Superintendent  
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Gator also has excellent wear tolerance and will blend beautifully with other quality ryegrasses.



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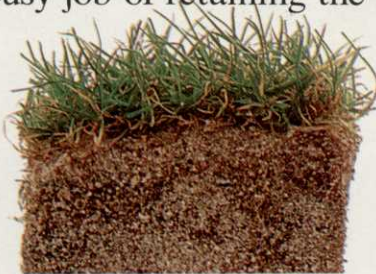


# How to grow a golf course where you're lucky to

Anyone who's tried knows that sustaining thick, healthy turfgrass in the state of Florida can be a real struggle.

The problem, of course, is in the soil. Or, more accurately, what's not in the soil.

Because, at best, most Florida soils do a lousy job of retaining the nutrients grasses need to thrive.



To make up for this deficiency, there's the new Grace Professional Turf Nutrition Program.

**Maintaining growth takes more than just the right fertilizer.**

Whether you're looking to improve the maintenance of your existing course, or setting out to build a new one, call us. But don't expect us just to send you a load of fertilizer.

What we will send you is someone who understands the complexities of Florida soils and knows how to deal with them.

Someone who understands the difficulties of nurturing the different varieties of turfgrasses.

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## **Fifty years of custom blending.**

If the solution calls for custom-blended formulations, we can supply them. In fact, Grace has been custom blending fertilizers for Florida soils for over fifty years.

But, chances are, we'll already have the formulations you need. From one of three standard Grace For Greens fertilizers, to the hundreds of Grace For Fairways blends.

It's a balanced line of nutrition products



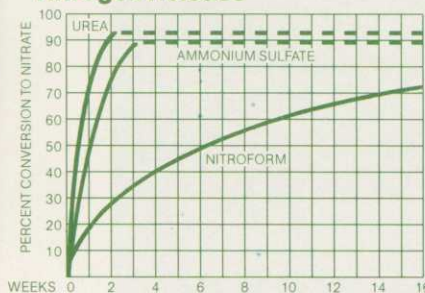




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Nitroform is an organic fertilizer containing 38% nitrogen. But less than one-third of this nitrogen is released through hydrolysis. Instead, it's released to growing plants through a slow and natural conversion by bacteria living in the soil.

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**Wesco Zaun. Backs You With the Best.**



# Watching Your Tees & Q's

By: John H. Foy  
Southeastern Agronomist  
USGA Green Section

By: Bud White  
Southeastern Director  
USGA Green Section



## What is Integrated Pest Management for Turf?

During the late 1960's and through the 1970's a great deal of concern was aroused in America about the quality of our environment. After decades of no concern and often times excessive practices, we began to realize that the long term effects of these practices were having a detrimental impact on the world we live in. Along with nuclear energy and industrial waste, the use of pesticides came under serious attack. All too often the attacks came from "Environmentalists" with a fanatical gleam in their eyes. These environmentalists were totally anti-chemical of any form and proposed that we live in a natural, all organic world. However, from the practical standpoint, we are aware that without the use of chemicals in agriculture there is no way we could hope to maintain our current standards of living. One tremendous benefit this turmoil caused was a realization that indiscriminate use of chemicals was not economically or ecologically sound. The result has been an increase in efforts to find and use alternative means of pest control. The term, "Integrated Pest Management" was coined to describe this new approach.

What is Integrated Pest Management or IPM? In its current form, IPM is a management strategy that blends sound production practices, (fertilization, irrigation and cultural operations) with biological control agents and chemical control intervention. This type of approach, however, is not something that is totally new. Many of the current practices were originally developed in the pesticide days before World War II. In the past decade, a great deal of university research has been conducted to develop sound IPM programs for the major agricultural crops such as cotton, corn and soybeans. As a result, there are numerous IPM programs currently in use in the field. Some examples are the insect scouting operations for cotton and soybeans, and also the "no-till" planting operations.

There are five basic fundamental areas or tactics that are considered as pest management strategies. They are:

1. Plant resistance
2. Parasitoids or predators of the pest

3. Diseases as control agents
4. Attractants, repellants and genetic control of the pest
5. Chemical pesticides

With the idea of using as many as possible of these tactics in the overall production program. One major downfall of IPM programs as they are practiced for crops that has limited their adaptation for golf courses, is that a certain level of damage is allowable. With cotton for example, the fields are scouted on a regular basis, but until there are a set number of pest insects per 100 feet of row, chemical applications are not made. I don't think too many superintendents would keep their jobs for long if the greens had an outbreak of a disease and they told the Greens Chairman that they were waiting for the right "economic threshold" to build-up before they were going to make a fungicide application. While many of the factors involved are well understood, to date sophisticated IPM programs for turf have yet to be developed. But, we should definitely not ignore the concepts in our overall programs or day-to-day operations.

A good turf IPM type program would incorporate:

1. Frequent observation
2. Accurate record keeping
3. Using the most adapted species (this may not be possible on an established course)
4. Sound management practices
5. Accurate identification of pest (insect, disease or weed species)
6. Understanding other stresses in relation to the pest
7. Incorporating any cultural or biological control techniques available
8. Wise use of pesticides

I know that after reading the above practices everyone will say that they are already doing these things in one form or another. By introducing a different mentality and reviewing the basics of this control strategy, hopefully you can approach your current practices from a new angle and improve their effectiveness. ■



# From Greenskeeper . . . . . . to Superintendent

by Lana Shevlin

It's rather insulting to refer to today's superintendent as a greenskeeper, for they do far more than just keep the greens. The profession of golf course superintendent has come a long way from the horse-drawn mowers and maintenance barns of years past. Today's equipment is specialized and constantly being updated. The equipment of the trade is not only the various mowers and equipment used to beautifully manicure the course, but often times it also includes Hi-Tech computers used in every aspect of skillfully running the golf course. Budgeting and weather tracking are only two of the areas in which computers help to advance the profession. Budgeting requires both business and financial knowledge — knowing where and how to spend the money budgeted to you for maintaining your course to the degree of excellence demanded today.

The maintenance barn is now a well equipped and functional building for the storage and maintenance of machinery as well as offices for management and employee areas such as locker rooms and lunch facilities.

The golf course superintendent is a part of the whole management team that runs the golf course and club. He has gained the respect of the membership, since through his knowledge they will be provided with not only a more pleasurable course upon which to play, but also for many a more attractive and progressive place in which to live.

The professionalism is passed down from the superintendent to his employees. Professionalism is transmitted in many ways: attitude, appearance, and respect for a job well done.

The golf course superintendent, through group associations such as The Golf Course Superintendents of America, has a voice in the betterment of his occupation. Through interaction with other golf course superintendents, he can compare his problems, share his results and come to many profitable conclusions. The seminars and courses provided from time to time help keep the superintendent abreast of new developments in his field, whether it be new and better machinery or newly developed products.

The irrigation systems of today are a far cry from the manual systems of yesterday. The pump house with its computer-controlled automatic watering system presents yet another learning experience for the superintendent. Placement, installation, maintenance and repair of the irrigation system are all of prime importance.

Safety is certainly not an area to be taken lightly. The

machinery is not only very expensive, but can be dangerous if not operated correctly. The superintendent must see to it that anyone operating machinery is well trained, made aware of precautions to be taken, and has a definite respect for the machinery.

With today's widespread availability of efficacious pesticides, protection for its applicators must be observed. Since there are three ways in which pesticides enter the body — inhalation, consumption and absorption, protective clothing is a must. We have become an environmentally aware people and in this profession, a *little* knowledge can be very harmful. Therefore, keeping up with licenses and educating employees on the effects of chemicals to themselves and the environment is a top priority.

Since the superintendent is probably his own worst critic, being knowledgeable about the game of golf itself is helpful to him. Although playing golf can be frustrating at times, this is a definite fringe benefit of the job. Next to talking about equipment, grass and mole crickets, I don't know a superintendent who can't talk at length on why he missed that putt! This is another way in which the interaction with fellow superintendents is very helpful because while playing each other's courses you can get a different view of the job.

The professionalism among superintendents is very important. When you can unify as a group, you can overcome obstacles much more quickly.

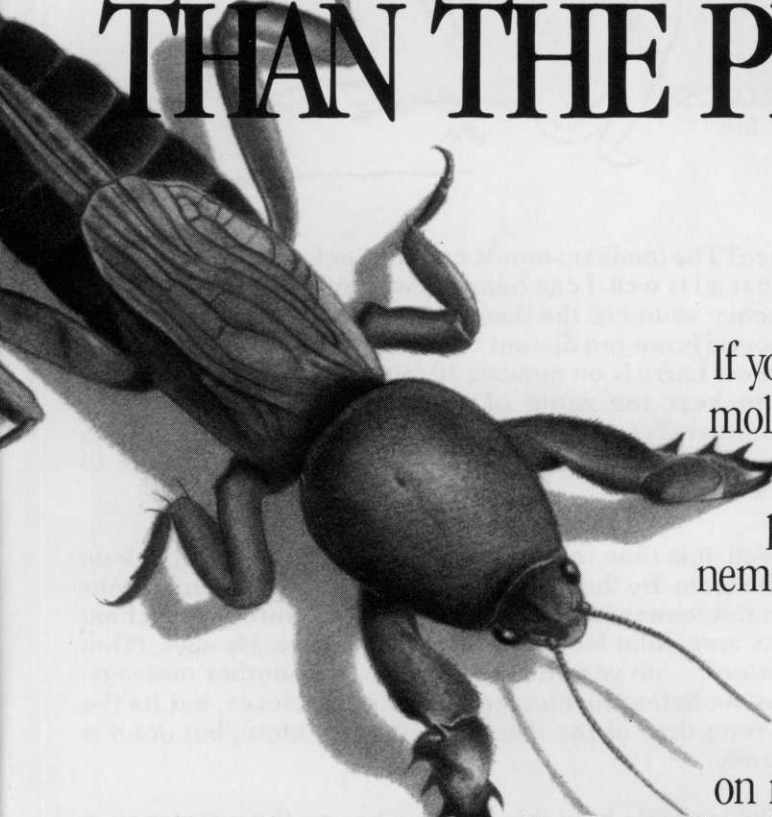
As you enter many of our fine golf courses, your first impression is made as you pass through the beautifully landscaped entry way. The breathtaking colors and placement of the flowers are a sign of the attentive professionalism reflected on the entire golf course.

Not only is the golf course superintendent constantly upgrading his own education through seminars, courses and periodicals, he sees to it that interested employees are aware of ways to become more knowledgeable in their field, and in return advance themselves in the profession. The superintendent's associations also provide scholarships to deserving young people to go to college so that they can get a good start on the road to a profession that has and still is changing for the better.

Through this ongoing search for knowledge comes the professionalism we now have among the golf course superintendent and his staff. After all, Webster defines professionalism as something done very well. ■



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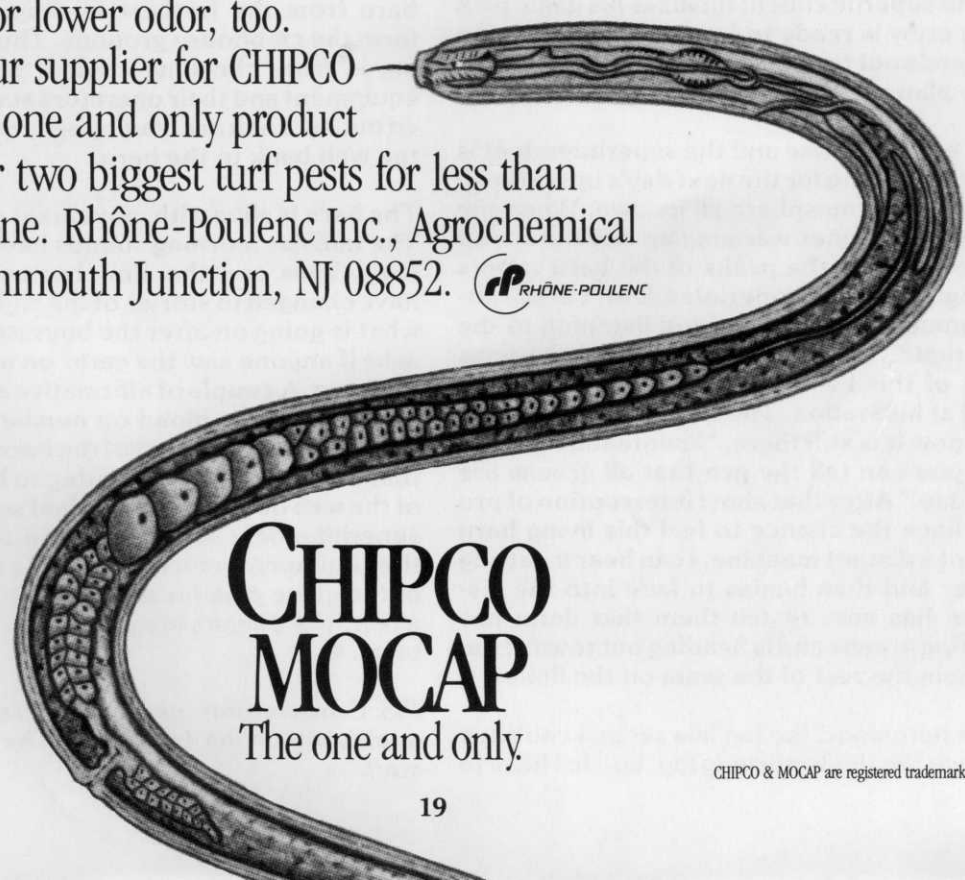


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# DIVOTS

By Donald E. Kooyer, C.G.C.S.  
Willow Lakes Golf Club



## The Superintendent and the Barn

At the beginning of the day the plan is to begin to prepare for overseeding and/or renovation. Or maybe it is to send the crews out to hook up the hose to the fire hydrant to mist the ice rinks for the resurfacing for the day's skating party. No matter what part of the country your facility is located in, the plan for the day begins at the maintenance barn. The building may be a new structure with an expandable computer maintenance program or an older structure with a roll top desk with pencils worn and dull from planning and recording activities and records. Whether your maintenance barn is one of these or somewhere in between, the game plan for the day starts at the barn.

The maintenance building, with the superintendents office strategically placed for daily operations, is the hub of the maintenance plan. All roads lead from the barn to the many different areas of grounds operations. The maintenance barn reminds me of the dugout at our ball park. After the game plan has been formed, the players leave the dugout and head to the field to play the game as a team. When the superintendent finalizes his game plan for the day, the crew is ready to leave the barn. As the crew (a team) heads out to the course, each has a part to play in the daily plan.

The crew is out on the course and the superintendent is back in his office planning for the next day's operations. The barn takes on an atmosphere all its own. When the pungent smell of the engines warming up and the sound of the engines echoing in the peaks of the barn rafters fade, it's quiet again. As the superintendent, I enjoy sitting for a few moments in the barn and listening to the sounds. What's that? The click of the time clock, it seems to be the heart of this living barn. Clang, oh yes, the mechanic is still at his station. The lifeline to the outside world let's me know it is still there. "Maintenance, may I help you? Yes, you can tell the pro that all greens are being mowed today." After that short interruption of pro shop anxiety, I have the chance to feel this living barn again. The hum of a distant machine, I can hear it getting closer and closer and then begins to fade into the distance. This barn has ears to tell them that John has finished the putting greens and is heading out toward the main course to join the rest of the team on the links.

As I look out the barn door, the fog has set in. I can't see my course through the thick morning fog, but do I have to

see? The familiar sounds coming back to the barn tell me that all is well. I can hear the whir of the reels under the heavy sound of the diesel pulling the fairway units. The sound is not too distant but not really close either. Now I know Larry is on number 10 fairway — good job, Larry. I can hear the rattle of the Cushman tailgate leaving number six green on the way to change another cup. This old building can tell you a lot if you just take time to listen.

Well, it is time to leave the barn to go out and check on the team. By the way, I talk to each of the players on our maintenance team every day. As I walk into the mechanics area John looks a little apprehensive. He says, "Don listen" — oh yes, the old barn has yet another message. As we listen the hum gets closer and closer, but its the wrong time of the day. Something is afoul, but John is ready.

The invisible hold this building has on the maintenance team was apparent to me one clear and sunny day. When we were hovering over the complex in a helicopter taking aerial photos, we could see that all roads lead to the maintenance barn — like the web of the spider reaching out and bringing the equipment and men back to the barn from the farthest fairway. Groundsmen head in from the clubhouse grounds. The irrigation man is starting in from checking control satellites. Small mowing equipment and their operators scurry from their appointed duties. Each are leaving separate points and following the web back to the barn.

The barn is alive with movement and sounds once again. The familiar morning sounds have long since faded. The foggy eyes and the slow but assuring good mornings have changed to stories of the night before activities, and what is going on after the boys work is completed. John asks if anyone saw the gator on number ten fairway this morning. A couple of affirmative answers. Russell asks if anyone saw the blond on number six just before noon. Unanimous! The heart of the barn seems to tell the team that the machines are waiting to head out on the fingers of the web once again. The dust settles. The barn and the superintendent are once again awaiting the sounds of the equipment returning with the team players at the end of the game plan for the day. It's quiet in the barn once again. The players are gone now. Thanks for a good job, team. ■

*P.S. Congratulations to our club manager, Jim Smith, on qualifying for the U.S. open. The grounds maintenance staff.*



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# Palm Beach Trade Winds



By: Mike Bailey  
The Falls Country Club

## How Professional is Professional?

It is relatively safe to say, "the image of the golf course superintendent has been drastically upgraded over the past twenty years, from the role model of a "greenskeeper" to that of a more current, up to date "golf course manager". I would like to dissect and elaborate upon the specific topic of "professionalism."

Our industry has been receiving resistance (over the past few years) for the progressive attitude of upgrading the greenskeeper image. Superintendents often hear of our courses being compared in regards to budgets, softness of the greens, number of sand traps, difficulty of play and so on. Recently, however clubs are comparing themselves to nearby clubs in regards to their superintendents. Our individual role model has many factors to evaluate; such as the type of clothing we wear, how much actual labor work we perform, the amount of time we spend at work, how frequently we play golf, and even the number of meetings we attend.

The most significant problem with this "comparison criticism" is the fact that our courses are truly different. Each course must be evaluated by other factors such as public versus private, developer versus member owned, 18 holes versus multicourse complexes, maintenance of common grounds, in house residences versus off property members, the admission of annual members versus equity, country clubs versus golf clubs versus resort complexes. We have just touched upon an array of unjustified comparison, yet the comparisons will continue.

I have discussed this problem of "Professionalism" with fellow superintendents and I would like to share this information with you. While attending a Sunday afternoon picnic at Harrold Campbell's home where a group of friends were gathered to honor Bill Wagner, I asked Bill the question, "Have you noticed much of a change in the image of the superintendent over the past twenty years?"

Bill's response was, "Yes, as for the image of the individual, we have made great strides towards becoming more professional," however in the same breath Bill explained that, "the responsibilities and the actual job requirements have not changed." He reinforced the issues by telling me that when he returned to his course after a stay in the hospital a member of his course scolded him for being observed mowing the rough one hot afternoon. Bill's response was "We're behind and the work's got to get done". Bill's devotion to the course outshines his concern for his image as a supervisor. In review, I believe Bill's priorities are: being a competent, conscionable superintendent, yet that attitude of self pride and professionalism are always present.

I believe that little story tells it all. We find ourselves truly caring about our golf course . . . probably more than any other individual associated with the course. The direction that I'm driving at is the fact that we are proud of our professionalism. Over the years, our image has improved, not only mentally, but physically. Most obvious, we have improved our outward appearance with better dressing attire. Has this developed into a problem? "Sometimes, how over dressed is considered too dressed?" I have heard comments like, "that superintendent was dressed up like a golf pro." Was that comment justified? Most of us would think that dress attire was quite appropriate. The superintendent managed a 36 hole private club of premiere standing, his responsibilities were 100% managerial. On the flip of the coin, "can we underdress?" Of course, dirty jeans, a greasy shirt and muddy shoes is not the proper attire for a professional image. So now the obvious question, "where is the happy median blend between the jeans and the golf pro image?" I believe that lies solely within the perimeter of your individual club. If you are the "working superintendent" of a smaller club where the work force is minimal, the economic situation strapped and no one else is there to get the job done, one's dress

(cont. on page 23)



(cont. from page 22)

attire will match the demands of the work load. This is not belittling the image of professionalism. Anything other than the working image would not prove to be successful. Now let's go to the other extreme: "the total managerial position." A position of high visibility, frequent meetings with owners, members and the staff. This would more often be the case for a complex of 36 holes or more and especially when the realm of responsibilities includes the common grounds. It is often in this role model that the golf club member generally lacks the understanding for the business and will sadly make the comment about ones' over-dressed image". What type of dress attire would be too elaborate? A coat and tie would be considered a bit too much on the course, however this is considered to be our standard image for chapter meetings and conferences. So is this considered too much? No. To the contrary this reinforces our image of being a professional turf grass manager.

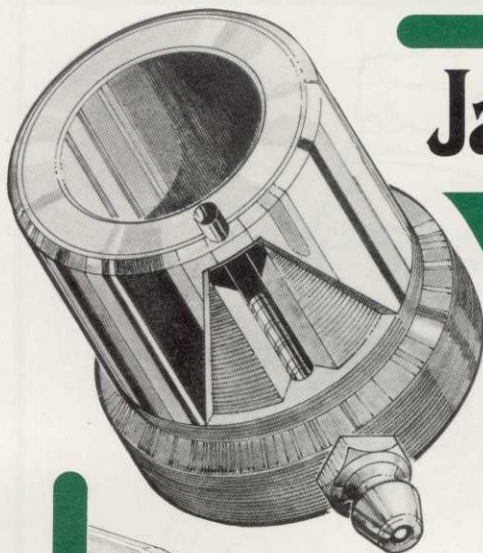
Once we overcome this stigma of overdressing the next topic we commonly hear is, "the superintendent doesn't put in enough time and he doesn't even work weekends." Here again we find many different situations and philosophy that we will review, yet one dominate fact prevails, "the superintendent actually puts in a great deal of time at work." Again, at the smaller club, where the superintendent is more or less a working superintendent, they are usually the individual that unlocks the gate at 6:15 in the morning and yet they also close the gate as the crew goes home in the afternoon, not to mention the other facets, such as opening flood gates late at night when a hurricane is approaching or coming out at 10 p.m. to double check the irrigation system to verify the 2nd cycle of the fairways

came on. And I'm sure we could continue on and on. It is these situations that so few will ever be aware of because if the golfer does not specifically observe you while they play their round of golf, it could very well be assumed "where is the superintendent today?"

Each course has its own structure or command, however, I believe that seldom will you find a situation where management is not on the property at least 40 hours a week and more often than not, that number hovers around 50 to 60 hours. Typically by 3:00 p.m. we have already put in a 9 hour day, yet often we are assumed to be "going home early at just 3 o'clock, (if we can be so fortunate). Then we get to the issue of not coming in for the weekends. After many years of training your staff to competantly handle decisions and managerial pressure, you let the assistants and mechanics take the responsibility and pride of opening the course for weekend maintenance. This I strongly believe builds depth to your staff. This fact is often overlooked or otherwise assumed, "as being the superintendent who doesn't care, because he doesn't even come in to check the course on weekends."

I believe, after years in the business, along with a competent staff, that the management should not be required to come in every weekend. After all, if we also put in exceedingly long hours, week after week, burn out will ultimately creep in, deteriorating one's drive to enjoy their work. This is one of the primary reasons I do not enjoy playing golf on the weekends, I think we need some time off for our family and for our own good. Then come Monday, we can be fresh for the new week.

(cont. on page 24)



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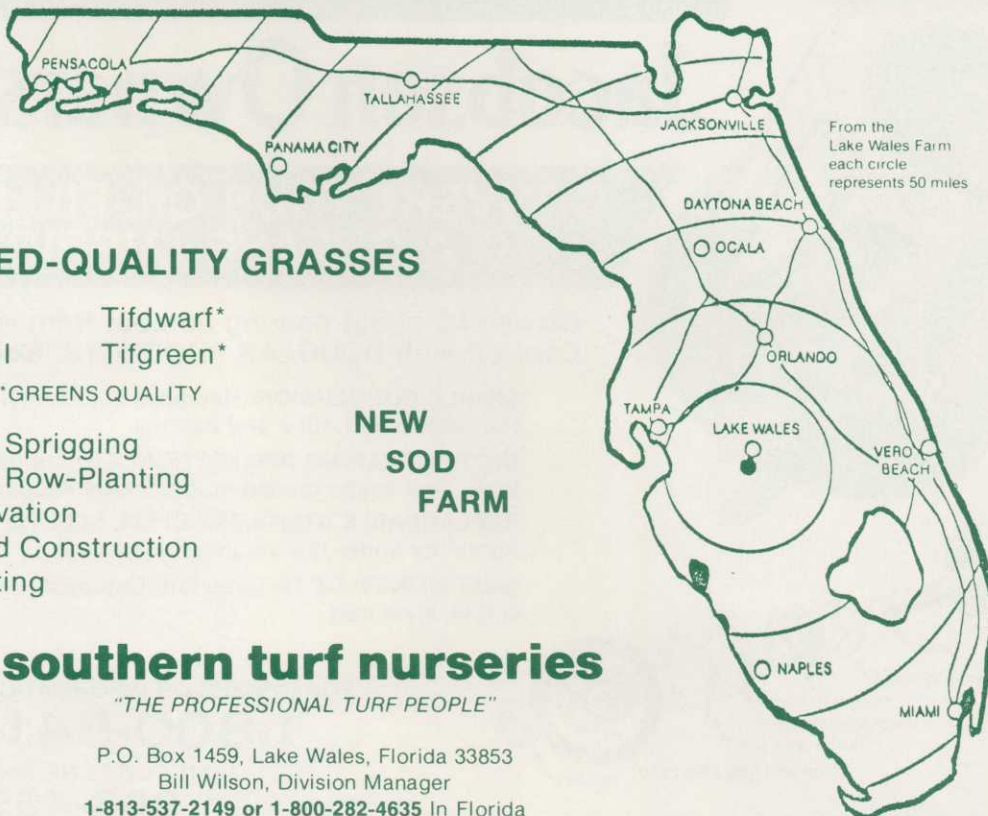
(cont. from page 23)

This takes me to the next topic. Golf — is it recreation or business? How often have we heard the comment “why is the superintendent out there playing our course?” To the contrary, who else can best critique the condition of a golf course than the superintendent? Obviously our club pro can best evaluate the course from a player’s point of view, however the superintendent can best evaluate the agronomic conditions to observe and determine the needs for verticutting, aerifing, topdressing, fertilizations and so on. The sad fact is the golfer seldom realizes that we are critiquing our course as we play. We, in the industry, regard playing golf as a type of inspection and self analysis, not necessarily just going out and playing a round of golf. Then we must ask the question: When is the superintendent to be considered as playing too much golf? First off, we must never play during prime time. Meaning the height of the season or early morning tee times. Obviously, that time should be reserved for our paying customers. I then ask this question: Would it be proper to play around 1 o’clock, after the crew is lined up for the remainder of the work day? The answer to that is “of course - yes.” By the time we finish our round of golf, we have put in approximately a twelve hour day. So is that round of golf to be considered relaxation or work? **PARTLY BOTH WOULD BE THE CORRECT ANSWER.** But, don’t kid yourself, there are many items a superintendent can take care of while playing a round of golf. We can determine if that sand is actually too compacted or that cup was set in the wrong location. No one is a better judge for critiquing a golf course than the host superintendent. Next, is it considered proper to play golf during our monthly chapter meetings? “Aqain, of course, yes.” I try to take the oppor-

tunity each month to play the course at which the meeting is held, this allows me to observe how someone else maintains their golf course. Even more importantly, it gives me the knowledge to become better versed with my membership should the discussion ever arise, “You should see the course I played yesterday, they had. . . .”

The last topic I want to touch upon is our participation with our Superintendent’s Association. How often have you heard the following, “Our superintendent was out yesterday playing golf at a meeting.” There are eight chapters within The Florida Golf Course Superintendent’s Association. Each local chapter conducts monthly meetings to develop communication within our business, giving us the agenda to discuss our business. Hopefully, for you to be absent one working day a month is never frowned upon by your club. Of course, if you are deeply involved with a project at work you will elect to skip a meeting periodically. More often than not, our attendance and participation with our association unifies our profession and we become better supervisors.

In closing, perhaps these comments sound as if I’m venting my frustrations about the complaints so commonly echoed by my fellow co-workers over the years. Were they justified? You decide. Are we steering in the wrong direction to be striving towards greater professionalism. That can only be answered by the club’s individual situation. Perhaps some clubs need just a “greenskeeper,” however where budgets exceed a half a million dollars, responsibilities are vast and the pressure is always demanding, only a “Professional Golf Course Superintendent” can fill those shoes. ■



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FTGA's annual conference and show scheduled for October 19-22 promises to be the highlight of the year with plans in place for the largest show of its kind in the southeast.

Featured speakers at this year's show will be the Rice Brothers. Seen on such shows as "Real People," "PM MAGAZINE," "ABC's 20/20," and several commercials, John and Greg Rice are the twin dwarfs carrying a big message regarding motivation. Their presentation will be uplifting, motivational, and "fun-spirational." "Think Big" is their philosophy and they have a personal commitment to excellence with their blend of personal magnetism and astounding drive to succeed.



The educational sessions are planned to bring the latest information to a wide variety of professionals. Three educational sessions include:

**GOLF TURF, LAWN AND COMMERCIAL TURF, and PRINCIPLES OF TURFGRASS MANAGEMENT.** Speakers at the educational sessions represent a blend of university, industry, and government. Some of the speakers include: Dr. Euel Coats, Mississippi State; Dr. T. E. Freeman, University of Florida, IFAS; Dr. Ken Lewis, Union Carbide Company; Dr. G. C. Horn, Gainesville.

Workshops, popular last year, have been expanded to four for 1986. The success of last year's workshops was due to their practicality and "hands on" approach. This year will be no exception as we bring you:

**TURFGRASS NUTRITION AND FERTILIZATION** — Dr. Jerry Sartain. A laboratory approach to turf nutrition. Topics will include soil factor which influence turf fertilization and choice of fertilizer materials; how to interpret soil test analyses; the importance of proper timing of fertilizer applications; and the interaction of turf nutrition with stress related problems.

**TURF NEMATODE IDENTIFICATION AND CONTROL** — Dr. R.A. Dunn. This workshop will focus on methods of sampling for accurate identification of nematode problems; extraction procedures for nematode species; and interactions of nematode problems with control methods.

**TURF INSECT IDENTIFICATION AND CONTROL** — Dr. Don Short. A "hands-on" approach to identifying harmful and beneficial insects of turf. Topics to be covered will include recognizing insect problems; identifying problem insects; and IPM approaches to insect control.

**TURF DISEASE IDENTIFICATION AND CONTROL** — Dr. Gary Simone. This is a repeat of the most popular workshop from last year. The laboratory approach will cover how to positively identify turf diseases using microscopic techniques; how to prepare specimens for identification; and the interactions of disease problems with environmental and cultural conditions.

The workshops will be offered on three days; October 20, 21 and 22 and will be limited to 24 individuals in each workshop. To assure your place, please remember to register early.

The trade show again promises to be the grand event as always. This year, we welcome over 130 suppliers of the latest turfgrass equipment and supplies for the professional turf manager. **NEW THIS YEAR:** On Wednesday, October 21 the exhibit hall will be open **FREE OF CHARGE!** This will be a great opportunity to bring employees, co-workers, assistants — even the greens committee! A total 13 1/2 quality exhibit hours will give you the opportunity to see everything. Hours are: Monday 10 AM-1 PM, 4 PM-7 PM; Tuesday, 1:30 AM-6 PM; Wednesday, 10 AM-1 PM.

The conference and show gets better each year and with our featured speakers, expanded workshops, and great education sessions, FTGA 1986 is the place to be. Don't miss it! ■





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# Professionalism — An Observer's Viewpoint

by Lynn Griffith

I grew up around the game of golf. My stepfather was a golf pro and a golf course superintendent. As a youngster, I spent many hours around clubhouses and maintenance barns rubbing elbows with "golf people" of all kinds. I'll never forget coming home with fifteen dollars in my pocket at the age of thirteen from my first "real job" as a caddie. I picked up range balls, filled the ball washers, and vacuumed the pro shop.

From all the activity, I learned at an early age to pick out which people were dedicated to their job and their love of the game, versus those who were the shysters in plaid pants. And today, in operating a service business to the turf industry, I'm still aware of professionalism as an extremely important factor in the golf industry. Everybody knows what professionalism is, but it nevertheless difficult to define. There is, quite simply, an air about some people that tells you they are serious and dedicated, and that they mean business. That subtle air of professionalism takes on many forms.

The job of golf course superintendent demands professionalism as much as any field of endeavor. For one thing, I can think of no other form of agriculture where the grower is directed, budgeted, reviewed, and judged by a panel of laymen. I'm talking, of course, about the Greens Committee. Tomato farmers do not have to go to meetings to be informed that their fruit is soft and that yields are down. But superintendents do! The golf course superintendent has to explain what went wrong, even if Mother Nature had control of the situation. This indeed requires professionalism.

The way a superintendent handles the members is of paramount importance. I've seen many a golfer's face beam when a thoughtful superintendent says, "Good Morning, Mrs. Rogers." I've also seen superintendents who snicker when Mrs. Rogers dribbles a forty foot tee shot out of bounds. Now, which superintendents is more likely to be on the hot seat next time number eight has a few brown patches on it? (Mr. Rogers is, of course, on the Committee.) Those who treat their member's enjoyment of the game with courtesy, concern, and respect will

always fare better in difficult times.

Dress should not be important, but it certainly is! Most golf courses are image conscious, and the appearance and demeanor of their superintendent (not to mention their fairways) is a big part of that image. Think now of the finest course in your area, and then picture their superintendent at work. I doubt that your image is of a rumpled, unshaven guy who looks like he just woke up. Your professional image is important to your members, as well as to your employees. The best superintendents just naturally have a change of clothes in their office in case of bad weather or equipment problems. Your wardrobe has no reflection on mastering the intricacies of turf management, but somehow people think it does.

It helps if your shop and office look, if not immaculate, at least organized at all times. If things are too perfect, people tend to wonder if this guy really does anything. Posted job orders and signs urging responsible employee behavior carry some weight. Seeing ancient, discarded equipment overgrown with weeds, and newspapers scattered on the desk is certainly a detraction.

It's also a nice touch if your golf cart is identified as belonging to the superintendent. It tells the membership that you are available, in touch, and in charge. Forty two different sizes of pipe fittings rattling around in the back really isn't necessary.

Doing a few little extra things for important tournaments goes a long way. It's the kind of thing people remember. Some well placed flowers and welcoming signs add as much to the impression that you prepared for the event as freshly detailed traps. Members are proud of their club, and such little touches are especially appreciated when guests are playing.

Encouraging golf etiquette on your course is a sure sign of professionalism. It shows an interest in the quality of play at your club, and while some members simply will never repair a ball mark or replace a divot, they still respect you for encouraging it. Those members that do care will feel that you are on their side. It helps not only to encourage good manners on the golf course, but to recognize it and show appreciation when it occurs. The professionalism of the golf maintenance staff can and often does rub off on the membership.

Superintendents should also encourage professional behavior from the staff. Members are impressed when a worker quickly and courteously shuts off an errant sprinkler head or retrieves a club cover. Some golf courses just seem to exude professionalism, but such attitude and performance must come from the top. Professional behavior on the part of the golf course superintendent is important to his club, his employees, his members, and his career, and should not be taken lightly. ■

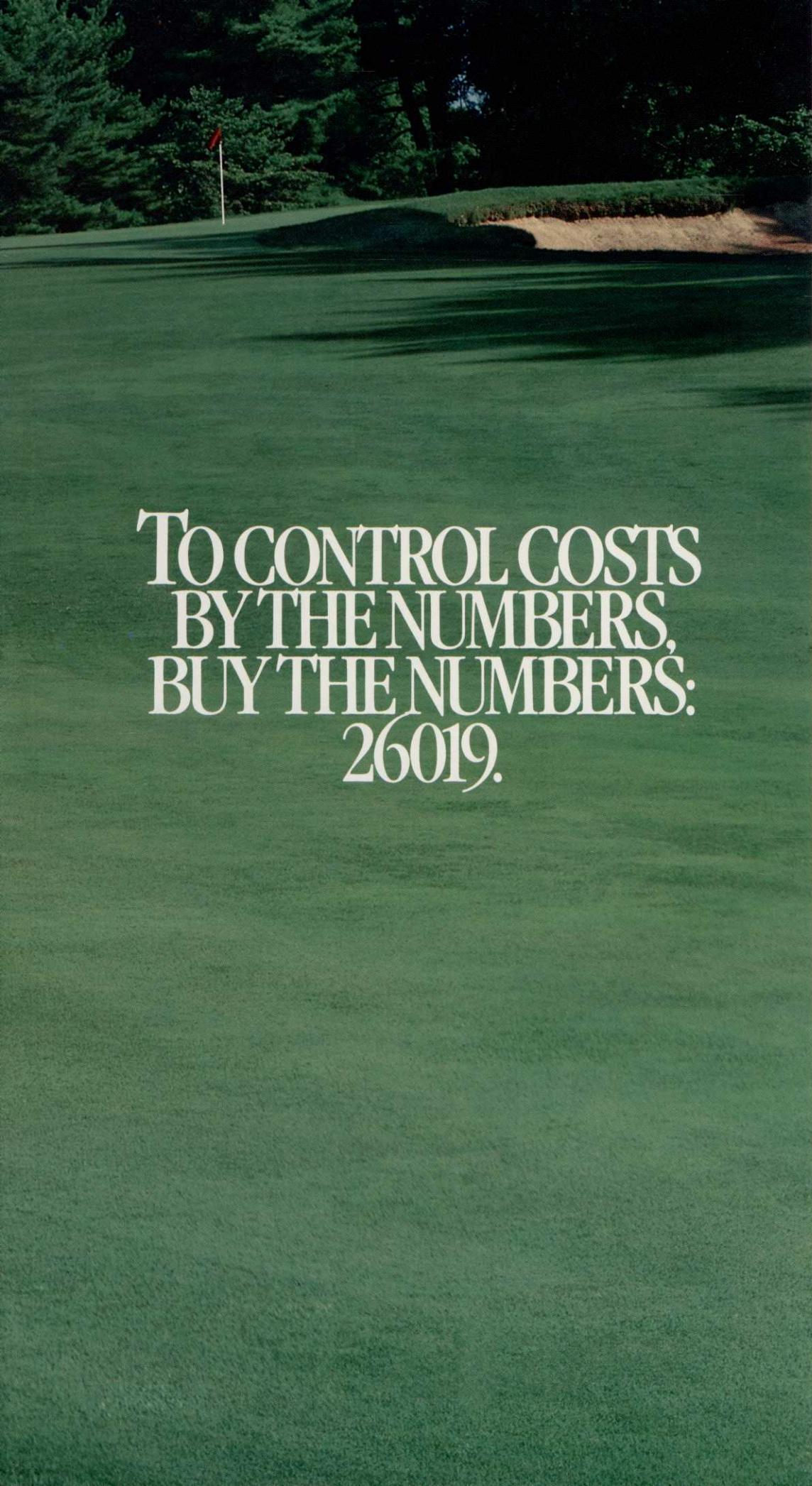
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BY THE NUMBERS,  
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CHIPCO® 26019 fungicide  
costs less  
because it works longer.

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You'd expect a premium product to cost more. But in the case of CHIPCO 26019 fungicide, its quality translates into greater cost-effectiveness than you'll find with any other product.

At the labeled spray interval of 28 days, you can protect your fairways for under 10¢ per 1000 square feet per day.

The cost alone might convince you to give it a try. But performance against turf disease makes CHIPCO 26019 the leading fungicide on the market.

A fairway disease prevention program based on CHIPCO 26019 will give effective, long-lasting protection against the major diseases: Helminthosporium Leaf Spot and Melting Out, Dollar Spot, Brown Patch, Fusarium Blight, Red Thread, Fusarium Patch, and Gray and Pink Snow Molds.

So if you want to economize without compromise, buy the numbers: CHIPCO 26019 fungicide.

Rhône-Poulenc Inc., Agrochemical Division, Monmouth Junction, NJ 08852. 

**CHIPCO**  
**26019**  
Taking care of business.





Larry, what makes Turf Growth Regulator Plus Fertilizer unlike anything on the market today? "Scotts®

Turf Growth Regulator Plus Fertilizer is the first product registered to regulate the growth of fine turf. Based on technology developed by Scotts and tested at field stations and golf courses throughout the South since 1982, Turf Growth Regulator Plus Fertilizer not only slows the growth of grass, it reduces the amount of nutrients necessary to maintain dark green turf. The result is prolonged and enhanced greening, well beyond what fertilizer alone can achieve. And mowing requirements during the control period will be reduced by up to  $\frac{2}{3}$ ."

**How does it help reduce mowings and clippings?**

"Turf Growth Regulator Plus Fertilizer is a combination of Scotts Fairway Fertilizer and a unique growth regulator.

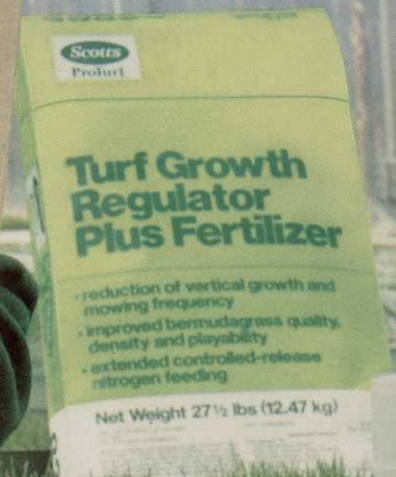
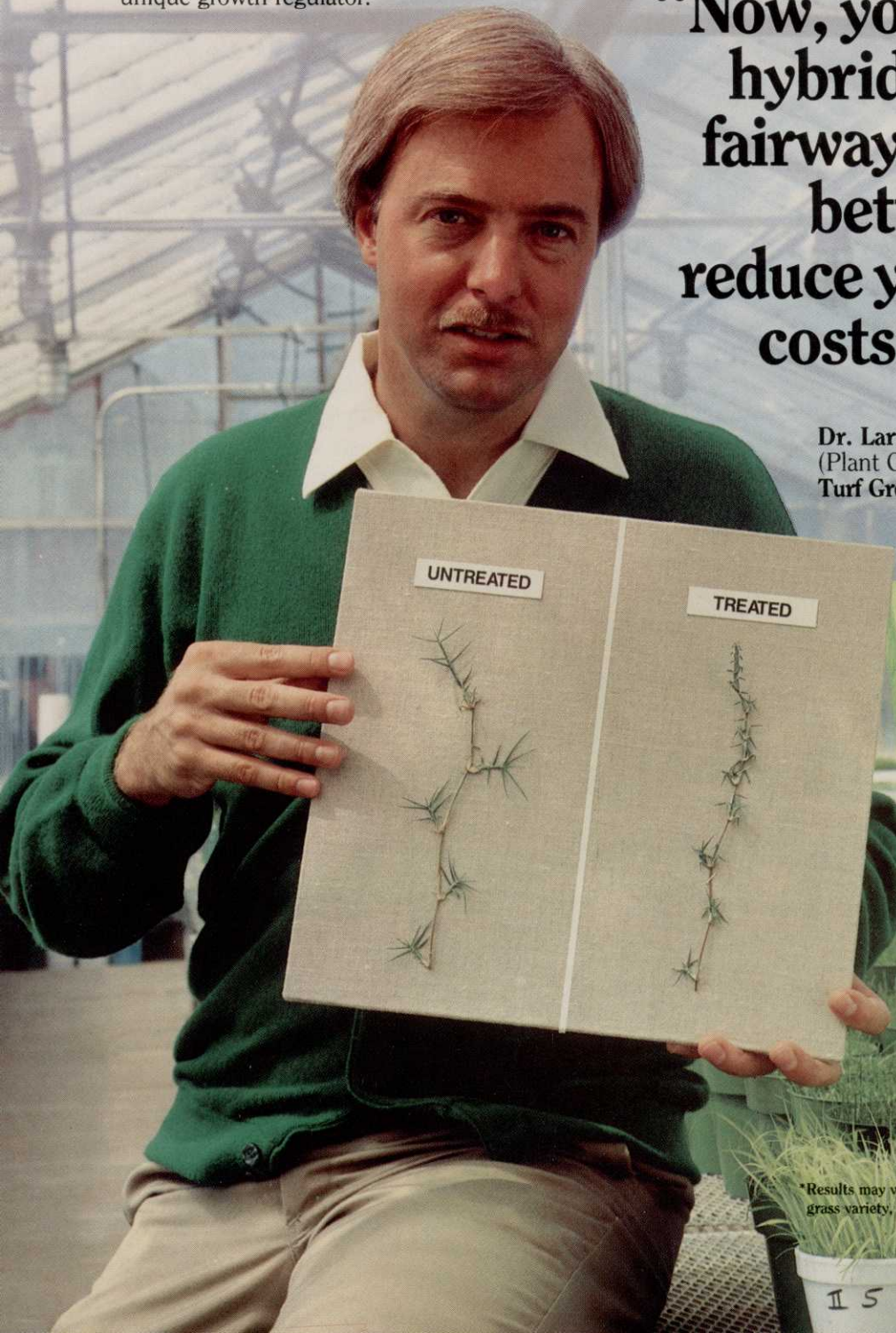
Applied during the height of the growing season, it dramatically slows the growth of hybrid bermudagrass for up to 8 weeks by altering the balance of growth hormones. The grass plants continue to produce shoots and leaves, but they grow much shorter and generally below the level at which mower blades are set."

**What about color response?** "In addition to the reduced vertical growth, an application of Turf Growth Regulator Plus Fertilizer yields an enhanced green color for up to 12 weeks. The result is a greener, denser turf with better golf ball playability and less susceptibility to scalping."

**For more information on Scotts new Turf Growth Regulator Plus Fertilizer, call your ProTurf Tech Rep. Or call Scotts direct at 800-543-0006.**

**"Now, you can grow hybrid bermudagrass fairways a new and better way...and reduce your mowing costs by up to  $\frac{2}{3}$ ."\***

**Dr. Larry Widell, Scotts Research project leader (Plant Growth Regulator R&D), talks about new Turf Growth Regulator Plus Fertilizer.**



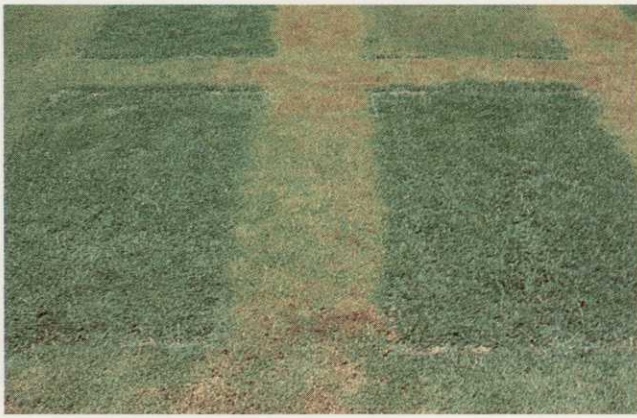
- reduction of vertical growth and mowing frequency
- improved bermudagrass quality, density and playability
- extended controlled-release nitrogen feeding

Net Weight 27 1/2 lbs (12.47 kg)

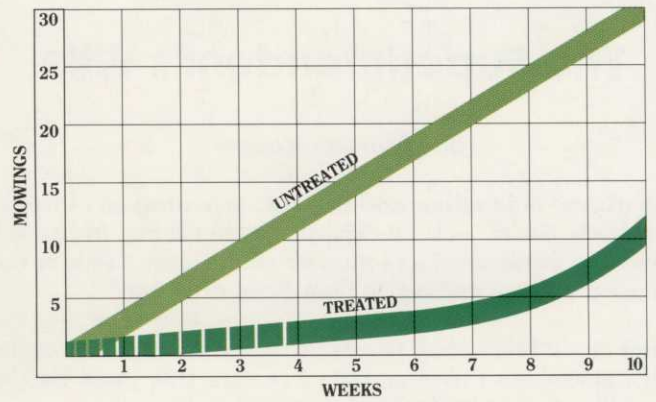
\*Results may vary according to weather conditions, soil types, grass variety, and turf management practices.







This hybrid bermudagrass was mowed after 7 days of growth. Scalping is obvious in the untreated walkways. Sections treated with Turf Growth Regulator Plus Fertilizer (left and right) were not scalped.

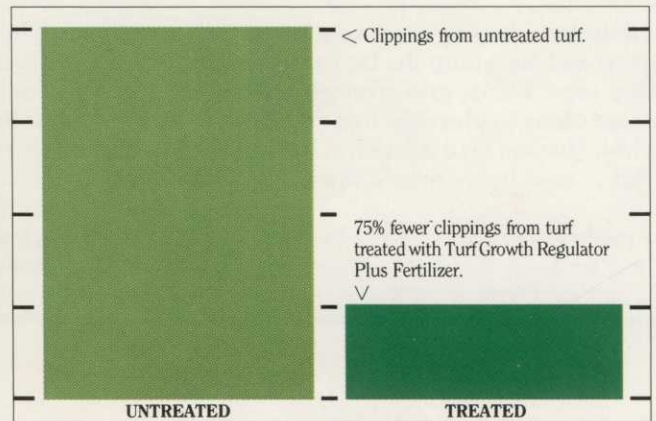


### FEWER MOWINGS

Over a 10-week period, you can mow fertilized turf about 30 times. Turf treated with Turf Growth Regulator Plus Fertilizer may require as few as 10 mowings. Treat your fairways twice during the summer growing season and continue to realize similar mowing savings. You save on labor, fuel, and equipment maintenance and replacement costs. And your crews can be working on other priority jobs.



Balls take a better lie, and playability improves on the denser, more tightly knit treated turf (right).



### FEWER CLIPPINGS

During the period your turf is under control, you can take off up to 75% less clippings when you mow, compared with a fertilizer-only program. This means fewer clippings left on fairways. More important, you can keep most of that desirable green color in your fairway turf where it belongs.



Turf treated with Turf Growth Regulator Plus Fertilizer (fairway area to the left) continues to show good color response 11 weeks after application in this comparison with fertilizer only.





# The Superintendent's Wife

by Maureen Kooyer

The phone is jangling and I rouse, groaning as I look at the clock: 4 a.m. — it could only be one thing. My suspicions are confirmed as I answer the phone. "This is the security system calling. Is Don Kooyer there?"

Once again I have had to get up for an emergency at the golf course. As I arouse Don I realize this must be the way a doctor's wife feels.

There was a time when I thought all there was to golf course maintenance was mowing grass. How far I've come since then! When someone asks how my husband makes a living, the questions are always the same. They first ask if he is a pro, then they ask if he mows all day. When they hear how technical the profession is, most are amazed.

I remember feeling the same way at one time. Don started out as many do by mowing greens, edging and raking sand traps, and trimming trees, etc. In no time it became clear to him that this was how he wanted to make a living. He was also sure that he had a lot to learn. Learn he did — and he's come a long way since then.

The pathway has been a rocky one — not just for him, but for me and our boys too. I can think back on the ruined

meals, missed appointments, and lonely weekends we went through.

How many men work on Christmas, Easter and Thanksgiving mornings? Get phone calls at 3 a.m. and have to go shut off a faulty alarm or fish a golf cart out of a pond? Or spend a whole night at the course tending to a temperamental sprinkler system or digging a hold to fix a massive leak in a pipe? I've lived through all this and more.

The brakes have been slammed on more than once to eye another course along the highway. We have to listen to the problems of irresponsible personnel, faulty equipment, diseased greens from heat and humidity or are crying from lack of rain. And we all hear about mole crickets, fertilizers, fungicides — the list is endless.

How many times has our lawn gone unmowed when the golf course looks as though it was trimmed with cuticle scissors. He speaks enthusiastically about planting flowers in parking lot planters but won't touch the flower beds at home!

In spite of all the trials and tribulations, he has given us a lot. He has taught the boys the value of working hard and making an honest living. He has shown them what a continuing education can do for your career. He has shown them dedication and concern. Being a golf course superintendent is more than his profession, it is what he is. So I continue to support and stand behind him because I know what he does is so important to him.

Proud? You bet! Now do you suppose I could get him to mow the lawn?? ■

## 1986 GOLF TOURNAMENT AND SHOW

### *Florida Turfgrass Annual Conference and Show*

Register now for a great time on Sunday, October 19th.

The Golf Tournament will begin with a shotgun start at 1 PM at the Sun City Center Golf Course. This is an afternoon of fun and fund-raising. Proceeds of the tournament go to support turfgrass research. Come out and compete for a variety of awards and the prized FTGA Presidents Trophy. (This is awarded to an Association member for the lowest gross score.) Register on the enclosed registration form for a \$45 donation. (Donation includes the cook out.)

To round off the day, join the non-golfers at the Simmons Ranch at 6 PM for a delicious cook out. This has become the social event at our annual conference and show. You won't want to miss it!

Spread the word! Join the fun . . . at Sun City Center for the research golf tournament and Simmons Ranch for the cook out! ■

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KNOWN NAMES IN TURF  
EQUIPMENT TOGETHER SINCE  
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Toro Mowers & Turf Equipment	HMC String Trimmers
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*and* all at a competitive price!

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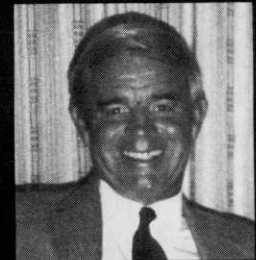
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Polyester Geotextile Ground  
Blanket: an alternative to  
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Dennis Crews



Dan Winter

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*Specialists in Bermuda Grass*

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# 1986 SPOUSE PROGRAM

## Florida Turfgrass Association Annual Conference and Show

Two exciting days are planned for you this year . . .

**MONDAY**, join us for a delightful day featuring fine fashion and folk art! Our day begins at Old Hyde Park village, a collection of fine stores located in a historic residential district. A continental breakfast complete with gourmet coffees, freshly baked pastries and seasonal fruit is served at Joffrey's a quaint shop specializing in coffee, tea and spices. Leisurely browse through the many fine stores. Jacobson's The Polo Pavilion, Laura Ashley and Courreges are but a few of the many stylish shops.

Our next stop is unique. visit the "Quilted Sampler" and discover the joy of quilting — an expert quilter shares the history of quilting and modern techniques. She will demonstrate how even a novice can create a country wreath adorned with quilted ornaments. Walk next door and browse through the Cracker House, a shop brimming with folk art and antique quilts. The owner's microwave method of drying flowers is a clever way to make your own pot-pourri. Several other shops are in the area for browsing. Our day concludes with a Dutch treat lunch served at Chavez at the Royal, a delightful tea room.

**TUESDAY**, get a head start on your Christmas shopping! Our morning is spent browsing through the many theme buildings of Rodger's Christmas House. Each building is packed with decorating and gift ideas for the holidays! Choose an ornament for that someone special!

Enjoy a glass of chilled juice as we travel through the rural

Florida countryside to Brooksville. Sip a glass of iced tea as we enjoy a Dutch treat lunch in a country tea room noted for its fresh homemade pies and pastries.

Relax, compare purchases. Chilled chablis and a light afternoon snack are served as we return to Tampa!

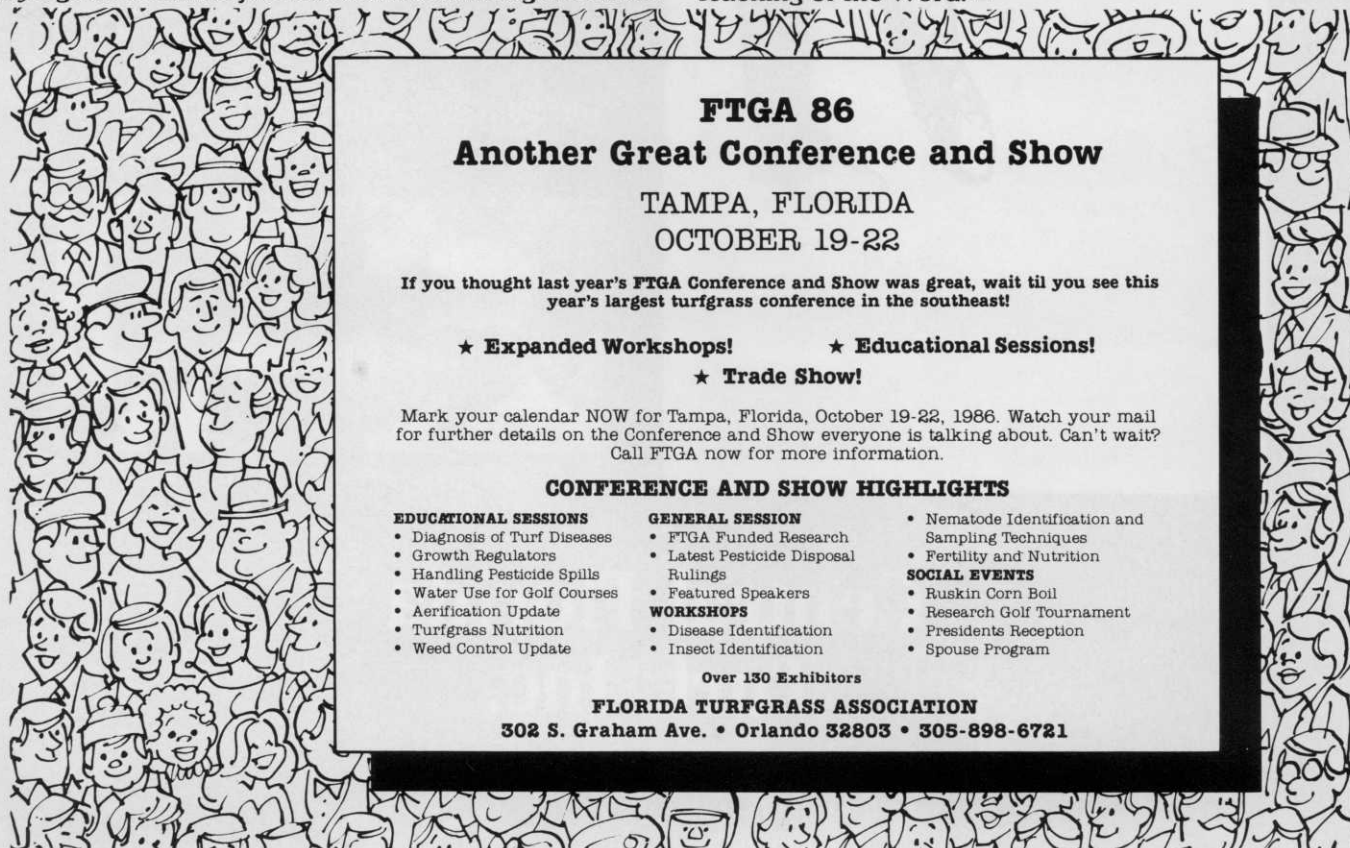
**WEDNESDAY**, you are on your own. Relax by the pool or if you are still adventurous, take the people mover from the back of the parking lot from the Hyatt's 2nd floor to Harbour Island. This is another opportunity to browse through unique shops and lunch in a different setting before heading for home. ■

## Trade Show

Come to this grand event, see the many fine exhibits and learn what's new in turf grass equipment and supplies. More and more exhibitors have found that our trade show is the place to be. Our exhibitors invite you to the Exhibitors' Reception on Monday afternoon where you can get acquainted, exchange ideas and gain new insights. **NEW THIS YEAR!** The Trade Show will be open to everyone on Wednesday absolutely free. This free day gives you the opportunity to bring your employees to see these fine displays. Everyone is invited — co-workers, assistants, technicians. Anyone and everyone. That's Wednesday October 22. Free day, all day. ■

## Prayer Breakfast

Attend our Prayer Breakfast on Monday morning for an inspirational talk by John S. Riley. Noted for his dynamic and sincere personality, Mr. Riley always wins the hearts and attention of any age audience. His life and ministry are a constant source of inspiration by the life he lives and his teaching of the Word. ■



**FTGA 86**  
**Another Great Conference and Show**  
TAMPA, FLORIDA  
OCTOBER 19-22

If you thought last year's FTGA Conference and Show was great, wait til you see this year's largest turfgrass conference in the southeast!

★ Expanded Workshops!      ★ Educational Sessions!  
★ Trade Show!

Mark your calendar NOW for Tampa, Florida, October 19-22, 1986. Watch your mail for further details on the Conference and Show everyone is talking about. Can't wait? Call FTGA now for more information.

**CONFERENCE AND SHOW HIGHLIGHTS**

<b>EDUCATIONAL SESSIONS</b>	<b>GENERAL SESSION</b>	<b>SOCIAL EVENTS</b>
<ul style="list-style-type: none"><li>• Diagnosis of Turf Diseases</li><li>• Growth Regulators</li><li>• Handling Pesticide Spills</li><li>• Water Use for Golf Courses</li><li>• Aerification Update</li><li>• Turfgrass Nutrition</li><li>• Weed Control Update</li></ul>	<ul style="list-style-type: none"><li>• FTGA Funded Research</li><li>• Latest Pesticide Disposal Rulings</li><li>• Featured Speakers</li></ul> <b>WORKSHOPS</b> <ul style="list-style-type: none"><li>• Disease Identification</li><li>• Insect Identification</li></ul>	<ul style="list-style-type: none"><li>• Nematode Identification and Sampling Techniques</li><li>• Fertility and Nutrition</li><li>• Ruskin Corn Boil</li><li>• Research Golf Tournament</li><li>• Presidents Reception</li><li>• Spouse Program</li></ul>

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We at Woodbury Chemical Company take no chances with your grass. We have the technical know-how to ensure green, healthy turf year round. We can provide horticultural programs and all the products you'll need: pesticides, fertilizers, adjuvants, seed, and more.

Why gamble? A call to Woodbury eliminates guesswork. After all, in the grass game you can't afford to play guessing games. Let Woodbury Chemical Company make you a winner.

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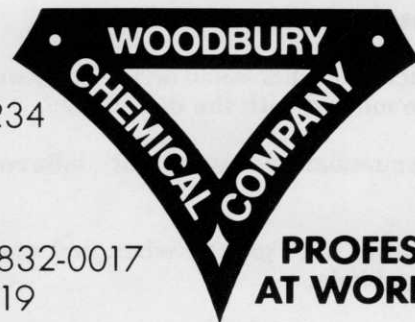
(305) 734-4441  
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AT WORK FOR YOU**





## If There is No Pesticide Registered for the Purpose, Do Not Cheat

Whenever a popular pesticide is no longer available, there is a mad rush to identify the most effective and least expensive replacement for it. This is currently true for many nematode control problems previously handled with ethylene dibromide (EDB) soil fumigants. However, there may be no alternatives registered for some of those uses, leading to "creative" pesticide use, outside the label restrictions for the product being tried. **DON'T DO IT!** The lack of registration may reflect some specific problems with that product on your crop, or maybe an unwillingness of the manufacturer to have its product used in a specific crop or site because of lack of efficacy, excessive product liability, or EPA limitations on the total amount of the product which can be used anywhere. Whatever the reason, use outside the label is **ILLEGAL**.

1. You are liable for fines and jail sentences.
2. Publicity in the press about illegal use, especially if there is some kind of human hazard or wildlife kill, reflects badly on all pesticide use and strengthens arguments for greater regulation and restriction of them.

Please do not, out of desperation, do something which can put us in even more desperate circumstances. Stick to the label.

### ENTOMOLOGY AND NEMATOLOGY

#### NEWS

September, October 1984

### MOWER BLADE SHARPNESS EFFECTS ON TURF

D. H. Steinegger, R. C. Sherman,  
T. P. Riordan and E. J. Kinbacker  
*Agronomy Journal*, Vol. 75, No. 3

Park Kentucky bluegrass and a bluegrass blend of Baron, Glade and Adelphi were tested in Nebraska for response to rotary mowing with a dull blade. The following results were noted:

- Quality was reduced by the dull blade;
- Leafspot incidence increased on Park, but not on the blend when mowed with the dull blade;
- Thatch accumulations was not influenced by treatment;
- Water use rates were greater when turf was mowed with a sharp blade;
- The dull blade produced reduced shoot density and less verdure;
- Twenty-two percent more gasoline was used when mowing with a dull blade.

## Cholinesterase Monitoring Important to Pesticide Safety

Regular testing of cholinesterase levels in the blood of applicators is a good way to monitor exposure to organic phosphate and carbamate pesticides, according to CHEM-LAWN toxicologist Roger Yeary. Pesticides that can be tracked this way include malathion, parathion, and acephate (Orthene) among the organic phosphates and aldicarb (TEMIK), carbaryl (Sevin), and benomyl (Benlate) among the carbamates.

Cholinesterase is an enzyme found in the nervous system, liver, red blood cells, and plasma. In the nervous system, organic phosphates and carbamates combine with the enzymes to disrupt the transmission of nerve impulses. As a result, the nervous system runs wild and the insect dies. Cholinesterase cannot be measured in the nervous system but it can be measured in the blood, where it binds to insecticides before they reach the nervous system. By periodically checking cholinesterase levels in the blood of pesticide applicators, chronic or low-level exposure and accumulation of pesticides in the body can be detected.

Yeary points out that when initiating a monitoring program, it is important to establish a baseline for comparison. Blood testing should begin 60 days before exposure to pesticides and should be repeated every three weeks or so. Research carried out by the U.S. Army has shown that cholinesterase levels in the body can be lowered gradually without symptoms of poisoning appearing. However, if cholinesterase levels are dropped quickly and suddenly — say 50 percent in 24 hours — symptoms of poisoning will appear.

A monitoring program is useful both to employers, who might find that reduced cholinesterase levels among employees were the result of poor handling practices, and to employees, who can be assured that they are not being unnecessarily exposed to pesticides. Yeary notes that its value lies in detecting chronic exposure rather than acute poisoning, which is best detected by awareness of such early symptoms as blurred vision, vomiting, coughing, or tightness of breath.

AGRICHEMICAL AGE  
February 1984



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**MULTI-PRO 44**  
4-Wheel Self-Propelled Utility Vehicle



**Versatile! Multi-Use Vehicle . . . quickly converts to  
SPRAYER, SPREADER, AERIFIER, UTILITY BED**



# the vehicle . . .



**Converts in minutes to a Sprayer, Spreader, Aerifier or Utility Bed for year 'round use. Designed for easy on, easy off switching.**

Compact size. Low center of gravity and 4-wheel for more stability and safety. Easier to handle. More comfortable to ride. 16 h.p. Kohler cast iron engine. 3-speed transmission, up to 11 m.p.h. Engine/transmission on floating, cushioned mounting for minimum vibration.

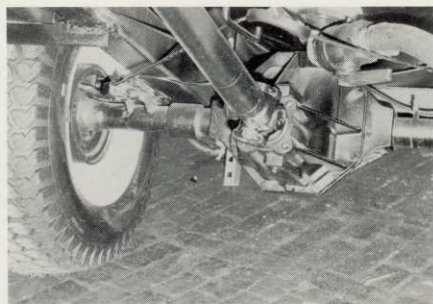
Protects turf, reduces compaction with big, high flotation tires and 4-wheel design. About half the PSI of other utility trucks. Fully loaded — front tires 8.2 PSI; rear tires 12.1 PSI.

Hydraulic brakes. Automotive steering. Adjustable seat. Rugged, dependable steel frame

**designed for convenience, built for dependable service.**



Rugged floating front axle with automotive type steering. Heavy square tubing frame.



Dana differential and universal joint drive shaft. Hydraulic brakes. Mechanical parking brake.



3-speed transmission coupled with 16 h.p. long-life Kohler cast-iron engine.

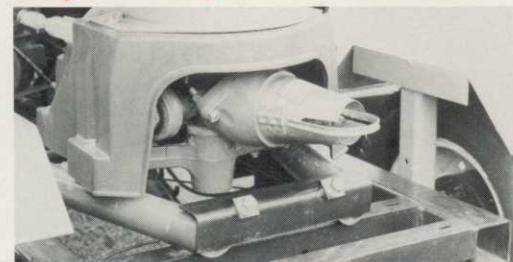
# the spreader . . .

**Top dress sand in just 4 minutes per green**

3 times faster than others. Adjustable 12 to 20 ft. swath. Micrometer type settings for uniform, measurable rate of flow, up to 500 lbs. per minute. Noncorrosive hopper and working parts. Hopper agitation for free flow of damp sand.

Also spreads fertilizer, seed or lime — 20 to 40 ft. swath.

**Easy on. Easy off.**



Pendulum action spreader for more accurate pattern than any other method.





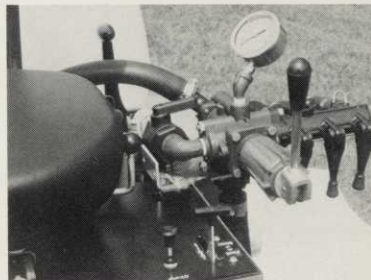
# the sprayer . . .



For golf greens, grounds, lawn care and Ag. uses. Fast precision spraying of herbicides, insecticides, fungicides and liquid fertilizer.

Compact size for maneuverability, yet it has 160 gal. poly-tank with full-tank-length jet agitation 3-section folding boom for 18.5 ft. coverage. Use all 3 sections or individually.

New complete spray control system; main shut-off and 3 individual valves to control boom sections, spray pump and agitator controls . . . all at operator's fingertips.



Nozzles clamp on booms, allow adjustable spacing or addition of nozzles. Spray material flows through hoses and nylon fittings to prevent corrosion of booms.

New diaphragm check valve operates at lower pressures for drip-free shut-off and minimal pressure drop.

Quick couplers on hoses snap on or off to save time.

# the aerifier® . . .



## Greens / Turf Aerifier

Cleanly penetrates turf to three inches, depending on soil condition . . . deeper than any "drum-type" aerator. Aerifier holes let air, moisture, plant food get to the roots. Cultivate a full 42 inch width for fast coverage.

Easily removed or attached with three connecting pins. Use behind spreader or utility truck. Eight 18-inch discs holding 80 spoons or blades. Includes 80 Qwik Mounts for easy spoon and blade replacement.

Used behind spreader, it's easy to aerify and follow with sand treatment.

**OPTIONAL:** Open or closed spoons in  $\frac{1}{4}$  and  $\frac{1}{2}$  inch sizes. Patented Flexi-Press Springs. Diamond-Point Slicing Blades.

# the pow-r-pac . . .

## Hydraulic Package

Completely self-contained electro hydraulic lifting system which is interchangeable between the Aerifier and the Utility Bed. Provides powered lifting and lowering of the Aerifier or hydraulic dumping of the Utility Bed.





# the utility truck . . .



## Utility Truck Bed . . . available with hydraulic dump feature

Heavy gauge, reinforced steel body. 54"W x 46"L x 10"D. 1500 lbs. capacity. Drop tailgate with chains.

A real convenience! Saves time and frees heavy-duty vehicles for the bigger jobs.

Converts to a dump truck with the addition of the Hydraulic Package.



## SPECIFICATIONS

### VEHICLE:

Engine: 16 HP, (1-Cylinder) 4-Cycle air cooled  
 Transmission: 3 speeds forward; 1 speed reverse  
 3, 6, 11 MPH  
 Front Tires: 18 x 9.50 x 8  
 Rear Tires: 23 x 10.50 x 12 (Softrac)  
 Brakes: Hydraulic drum type  
 (Hand lever parking brake)  
 Gauges: Hour meter, ammeter, speedometer  
 Dimensions: 56"W x 94"L x 49"H  
 (top of Steering Wheel).  
 Wheel Base: 60 ins.  
 Shipping Weight: 920 lbs.

### AERIFIER:

Cultivating Width: 42 ins.  
 Discs: Eight, 18" dia., hold 80 spoons or blades  
 Optional: Open or closed Spoons in  
 1/4" and 1/2" sizes. Patented Flexi-Press Springs.  
 Shipping Weight: 368 lbs.

### SPRAYER:

Solution Tank: 160 gal. (Poly type)  
 Centrifugal Pump: 55 GPM max.; 100 PSI max.  
 Jet Agitator: Full-tank length  
 Controls: Pressure regulating valve and gage;  
 Individual and main boom shut-off;  
 Jet agitator and spray pump . . .  
 all monitored and activated from operator seat.  
 Boom: 3-sections, 18.5 ft. spray swath.  
 Height adjustable 10 to 24 ins.  
 Spring-loaded breakaway hinges.  
 Dimensions: 56"W (booms folded) x 49"H  
 Shipping Weight: 255 lbs.

### HAND GUN KIT:

Includes Gun and 25 ft. of Hose.  
 Shipping Weight: 10 lbs.

### HYDRAULIC PACKAGE:

Self-contained electro-hydraulic system,  
 required for Aerifier, optional for Utility Bed  
 Shipping Weight: 59 lbs.

### SPREADER:

Hopper: Glass-reinforced polyester  
 Capacity: 14.126 cu. ft.  
 Spreading Swath: Adjustable, 12 to 40 ft.  
 Dimensions: 56"W x 44"L x 51"H (mounted)  
 Drive: Auxiliary to Vehicle engine  
 Controls: Off/On Clutch from operator seat;  
 Rate of flow and swath width on Spreader  
 Rate of Flow: Up to 500 lbs. per min.

### ACCESSORIES INCLUDED:

One metal Spout (approx. 6" lg)  
 One nylon Spout (approx. 20" lg)  
 One Stirring Device  
 Shipping Weight: 343 lbs.

### UTILITY BED:

Body: Heavy gauge, reinforced steel.  
 Dimension: 54"W x 46"L x 10"D  
 Capacity: 1500 lbs. max.  
 Shipping Weight: 311 lbs.

## ACCESSORIES AVAILABLE:

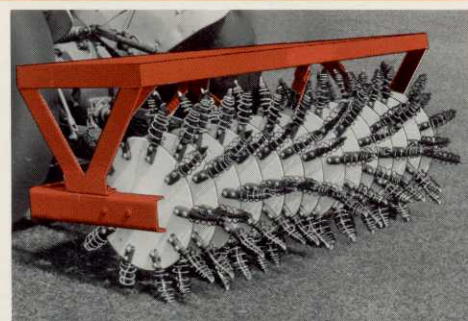


### FOAM MARKER KIT:

Eliminates overlap of chemical and "misses". Dual valve for individual control to right and left booms.

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## Effects of Edging Herbicide Treatments on Bermudagrass and Woody Ornamentals

B. J. Johnson  
Weed Science, Vol. 31, No. 5

Because Bermudagrass grows and spreads rapidly, it creates an edging problem along sidewalks, curbs, fences and around ornamentals. Control of bermudagrass spread without injury to woody ornamentals in these areas has been investigated using glyphosate, and dalapon.

From ninety to ninety-five percent control of bermudagrass is common for periods of two months. Highest bermudagrass control with glyphosate requires that the grass must be green at the time of treatment. Paraquat severely injures bermudagrass for two to three weeks but it fully recovers after two months. Thus, chemical edging with paraquat requires more frequent applications than glyphosate or dalapon.

In test around andorra juniper, dwarf burfordi holly, Japanese holly, Youpon holly, red tip photinia, pyracantha, flowering cherry, and flowering dogwood, no injury was noted from applications of glyphosate, dalapon or paraquat directly under the foliage. Glyphosate and dalapon applied at four week intervals gave good control of bermudagrass. Paraquat applied seven times during the growing season did not adequately control bermudagrass.

TURF AND VERDURE  
September 1984

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To avoid mistakes,  
To forgive and forget,  
To think and then act,  
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To shoulder a deserved blame,  
To recognize the silver lining,  
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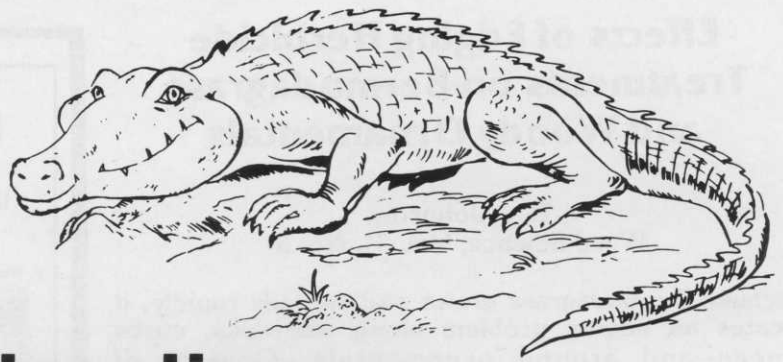
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# The Gator Growls

By Sandra P. Carmouche



## Creating Professionalism

Greenskeeper, golf course superintendent, golf course operations professional; what difference does it make provided that superintendents are making a living doing something they like?

On the surface, professionalism is nothing more than an image presented by superintendents, right? And since most superintendents enjoy being viewed in a positive light, indeed their jobs depend on it, this objective has been accomplished.

But wait a minute. Image is a two way street. Along with its presentation, it is also the golfing public's perception of the superintendent's credibility and competence.

What about the clown who buys unnecessarily expensive or inferior products in order to receive a kickback? Sure, eventually he'll be fired, but his replacement will be looked upon with mistrust and disfavor and it will be difficult to overcome the impression.

How about the creep who contacts your Greens Committee Chairman and tells him he can do a better job than you at a lower cost. Now you have to double-justify your position on everything, which erodes your working environment.

Wouldn't it be nice to have a code of ethics which provides for the censuring of unethical individuals? Or how about a list of approved companies and businesses whose products or services meet reliable requirements.

Of course, along with the professional image comes recognition. Because superintendents possess expert knowledge in the field of turf grass management, they deserve special recognition. And the field is relatively exclusive, in that the services and expertise provided to a golf club by the superintendent cannot be provided by just anyone.

The person who maintains a golf course must have an extensive knowledge of grasses, pests, weeds disease, fungi, chemicals, and fertilizers. He must possess an in-depth mechanical ability as it pertains to the type of equipment used on golf courses and be an expert on irrigation. The superintendent must also know how to manage and direct personnel and be able to prepare financial statements while dealing with budgetary demands.

Then there are the little extras, like an understanding of

the basics of engineering when drainage problems occur. Or the ability to design a new green so the club won't have to hire an architect. And since landscape plays an important role at golf clubs, the superintendent must have some knowledge of horticulture.

And don't forget pools, tennis courts, and waste treatment facilities which, in many instances, are assigned to the superintendent for maintenance.

The specialized knowledge that the superintendent must possess is not something which occurs through osmosis. Nor is it something which can be learned by trial and error. What was learned by just working on a golf course 30 years ago is no longer possible. Today it requires an institutionalized education in golf course operations.

With the research and technological advances being made in the turf industry, education is a continuing process. New diseases and infestations develop that require solutions and funding for researching these solutions is provided by superintendent associations from around the country. New treatments and applications are sought in order to contain the leaping costs of chemicals and fertilizers. Grasses that resist disease and infestation are being researched.

How many golfers realize the importance of these technical innovations? Are they aware that without these advances the future for golf would be dismal? The cost of maintaining a course in good condition would be prohibitive.

Likewise, without the market, superintendents would be out of a job.

There are a variety of factors that compose professional status and the production of new knowledge and its application is only one of the factors.

Before there can be a profession, there must be a market for its services or products.

Consider the medical profession, which is probably the ultimate in professional society. Until the turn of the century, doctors were no more effective at curing illness than witch doctors or folk medicine. But the American Medical Association, which was founded in 1847, had been promoting scientific investigation into the causes of and solutions to illness.

(cont. on page 39)



(cont. from page 38)

Through scientific advances, the A.M.A. was able to establish itself as the superior occupation in the health-care field. And by educating the public as to the superior services provided by professional members of the A.M.A., it created a demand for their expertise.

Public confidence in the medical profession was instilled through competence, adherence to a code of ethics, and an institutional education that taught standardized practices, which were constantly being improved.

The medical profession then received governmental support because of the importance of public health. But since government is not an expert in the medical field, the medical profession is self-regulating.

Now compare the medical doctor to the golf course superintendent. Not too long ago, superintendents weren't considered to be much more than farmers. But since its inception in 1926, the Golf Course Superintendents Association of America has been concerned with the professional image of superintendents.

The GCSAA has promoted research and provided funding for improvements in the turf industry. The development of successful, cost-efficient techniques has created a demand for superintendents who are members of the organization.

The association has played a major role in the standardization of cultural practices and has set up a program for certification which recognizes occupational superiority. It has campaigned for public awareness of the superintendent and his work while providing him with timely information that affects turf management.

Since golf is one of the few sports that can be enjoyed by any age group, the market for superintendents is expanding at a healthy rate. At the same time, regulations are being placed on the turf industry by government for health-safety and environmental purposes.

Who will be held financially liable if these regulations are not adhered to?

The club is the correct answer.

So the golf club would be best served by an educated, professional superintendent who knows all there is to know about golf course operations, and then some. Not only does it decrease the risk of liability, it costs less and it's prestigious for the club.

And for superintendents, the benefits of professional status are enormous. Pay scales are increased, pension plans are developed, recognition, distinction and job satisfaction are enhanced.

The creation of professional status is a complicated task that involves many different aspects of a specialized occupation. Golf course superintendents have fulfilled the requirements or professional status and should be acknowledged as such.

Yet there are many superintendents who do not keep abreast of the latest technological advances and governmental regulations. They are not members of, nor do they support, any local, state, or national organizations. Image is not important to them and titles are insignificant.

In the future, it is doubtful that there will be a place in the golf course market for these superintendents.

For in the future, the superintendent who does not see himself as a professional will most likely be replaced with a superintendent who does. ■



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## PROFESSIONALISM IS APPLIED KNOWLEDGE

A profession is an occupation requiring extensive training, education and experience. One engaged in such an activity as a means of livelihood is a professional. But there are degrees of professionalism just as there are ranks of professions.

Some occupations - teaching, medicine, law - are assigned a high rank on the professional scale. Some professions and professionals earn greater respect because of their assumed competence or expertise as well as years of organized strength and public relations programs. Their professional character, spirit or methods are diametrically opposed to the amateurs.

Every professional does not have to have a Ph.D. or have spent most of his life as a lawyer or doctor to earn the respect and esteem that comes with knowing his job. It was not too long ago that very few universities offered professional training for golf course superintendents. Today, there are numerous institutions offering some sort of training for those interested in pursuing a career as a golf course superintendent.

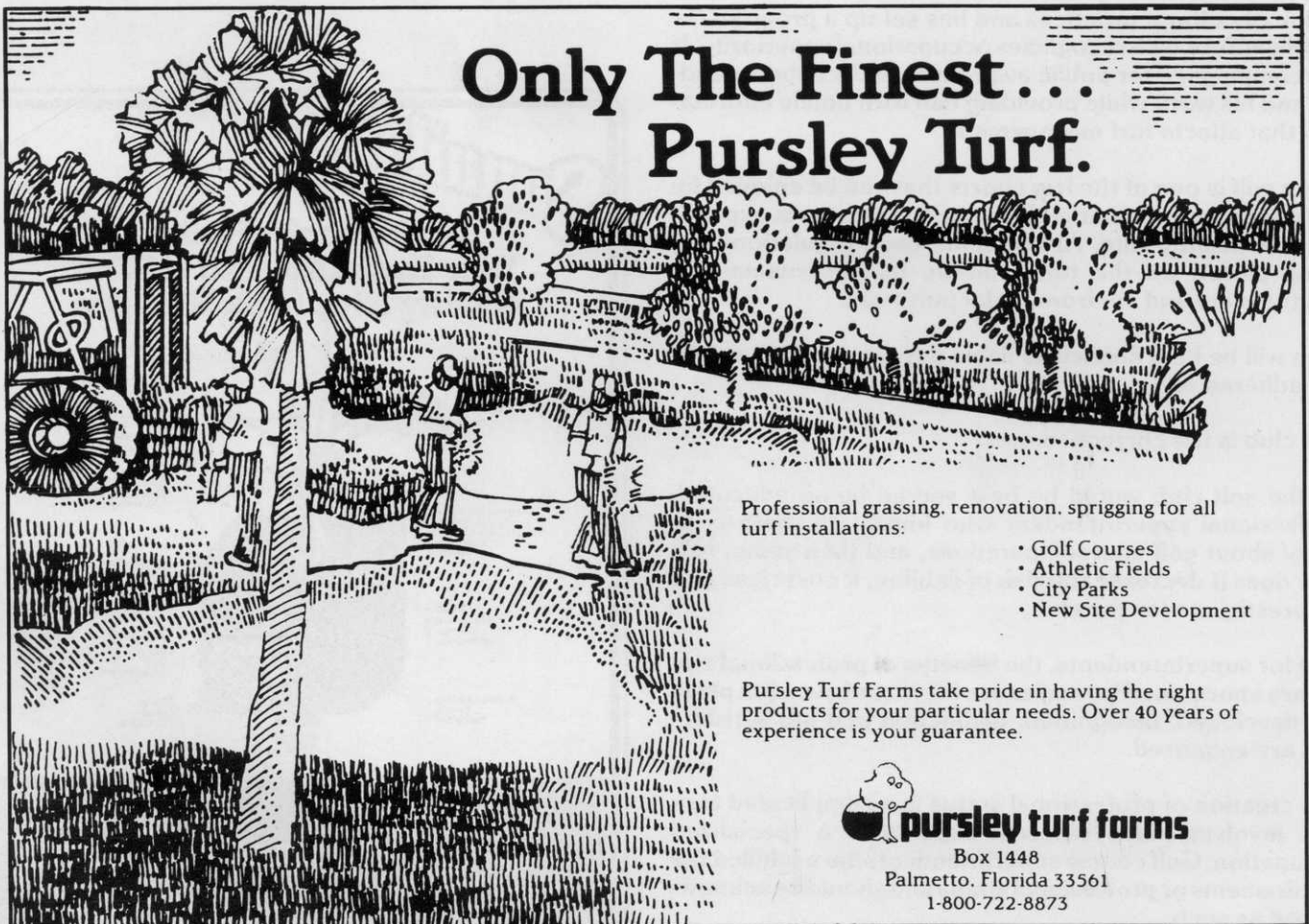
A professional is not someone with a hundred hours of classroom instruction. While knowledge learned anywhere is valuable -- it is not the goal and it does not make a professional. The goal is application of that knowledge.

A professional takes as much as he can squeeze from his job and in the same shake he returns -- through his experience, ethics and teachings -- a dividend to that profession. The test of a professional is his attitude -- his desire to tackle his job with enthusiasm and a willingness to open his mind to all the stimuli that influence him in his work.

A superintendent with a good attitude -- a professional viewpoint of his job -- will not do just what has to be done. He will approach problems with thought. He will seek others' thoughts. He will use his reasoning, training and learning to elicit solutions that will not only rid him of his immediate problem, but that will have a long-range effect.

A professional is one who is aware of what the job is all about and of how to go about it with the best results and least expenditure of energy. Golf course superintendency is a profession -- it requires extensive knowledge of a wide range of subjects. A professional superintendent is one who does his job -- on or off the course -- and acquires knowledge and then applies that knowledge to his work.

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# FIDDLESTICKS COUNTRY CLUB

*Lou and Janet Conzelmann*

## TEAMING UP ON THE LONG MEAN AND THE WEE FRIENDLY

*by Sandra P. Carmouche*

Husband-wife teams are not very common in the golf course operations business, but at Fiddlesticks Country Club in Fort Myers, Dale "Lou" Conzelmann and his wife, Janet, have pooled their respective fields of knowledge into a combination that most golf clubs would envy.

Originally interested in becoming a golf pro (he'd been playing golf since he was ten), Lou worked as an assistant pro at several golf clubs, including Palm Aire in Pompano Beach. But after taking a job with a club where he worked both in the pro shop and on the golf course, he decided that he preferred turf management.

He then enrolled in the turf grass management program at Michigan State University and became a golf course superintendent. Janet was a registered nurse when she decided to go back to school. She also attended Michigan State, received a degree in horticulture, and was working toward her masters in plant pathology when the couple moved to Nebraska

"I was looking for someplace I wanted to live," said Lou.

"At the clubs up north, I worked on a ten month contract. When it got slow in the winter, I'd climb the walls."

When the opportunity to work for the Banyon Group at Fiddlesticks arose in May of 1985, Lou took it. "I love it here. This is a great place to live and I think the golf business in Florida is where it's really booming."

Conveniently located in South Fort Myers off Daniels Road near I-75, Fiddlesticks Country Club was developed around a Scottish theme. The three story clubhouse resembles a Scottish castle and incorporates plaid carpet, rich, oak paneling, and a fantastic view from the dining room and bar of the 9th and 18th island greens.

Two championship golf courses, the Long Mean and the Wee Friendly, were designed by golf course architect Ron Garl as part of the 710 acre golf community. One of the most celebrated residents of the community is Bobby Nichols, who represents Fiddlesticks on the

*(cont. on page 45)*





(cont. from page 44)

Senior Pro Tour. And every March, Calvin Peete hosts a pro-am tournament for charity, which is sponsored by Coca Cola.

The Long Mean is ranked 13th this year in Golf Week Magazine's "Florida's 50 Best", which is the highest rating among golf courses in southwest Florida.

One of the dominant features on the Long Mean is the waste areas. "It's a unique look for the golf course and I feel it's important to have them look almost manicured, without having a lot of unwanted growth," Lou says.

The naturally sandy areas contain native plants which include love, fountain, and pampas grasses and sea oats. Lou is hoping to achieve a more clump-type appearance and, toward that end, the waste areas have been thinned out and Janet has bought seed for clump grasses which will be grown in the green house before planting.

But the notion that these waste areas are low maintenance is erroneous. "Because of their proximity to the fairway, they come into play frequently and you can't just let things grow wild. We spend about 60 man hours per week maintaining them."

While Lou is involved with maintaining the golf courses, Janet is managing the landscaping at Fiddlesticks.

"I design a few areas that need to be redone," Jan says, "but basically the landscaping requires maintenance. I plant about 30,000 annuals in the fall and about half that many in the summer."

(cont. on page 46)

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Janet Conzelmann at the entrance to Fiddlesticks.



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*(cont. from page 45)*

Not only is Janet responsible for the landscaping at Fiddlesticks, which includes entrance ways, medians, clubhouse and grounds, sales office, golf course, tennis and pool facilities, she also helps out with the landscaping at the Vintage Country Club, another golf community being developed by the Banyon Group.

When things don't move quickly enough for her at work, she gets involved in outside projects. For instance, when the Riverside school for the handicapped decided to renovate its outdoor recreational facilities, Janet volunteered her services for landscape planning, cost estimation, and advisement.

Having studied and worked in a northern climate, the move to a southern climate would appear to require a major adjustment where plants are concerned. But Janet dispels this idea. "A lot of the things that are grown outdoors here are grown indoors up north."

Likewise, the transition for Lou has been easy. "The cool season grasses are extremely susceptible to fungi disease. Anthracnos, brown patch, fusarium complex, dollar spot, the whole gamut; you had to be on a preventative spray program every two weeks. Here, the bermudagrass grows so fast that it outgrows the disease. But bermudagrass uses more nitrogen and fertilizer and is much more susceptible to insect infestation. Things like mole crickets weren't a problem up north because they couldn't survive the winter."

By far the biggest change for Lou was the difference in seasonal output. "Up north, you had three or four

*(cont. on page 47)*



*L to R: Lou Conzelmann, Assistant Kevin Scott and Assistant Terry Wood, #5 Green Long Mean.*



(cont. from page 46)

months when you weren't mowing grass. That time was spent repairing equipment. Down here you're going at it twelve months a year and the pace is faster. This is the fastest growing grass I've ever seen. In fact, I tell people if they stand still very long, it'll grow right over their feet."

Lou spends most of his time in the office at the maintenance complex. "At the clubs where I worked previously, I used to get out on a mower, I'd do anything just to see what was going on. But with ordering, billing, and all the paperwork that needs to be done, I haven't had the time to do that here. If I leave for an hour, I have 43 phone messages waiting for me when I get back."

"I have two great assistants," Lou adds. "Terry Wood is in charge of the Long Mean and Kevin Scott has the Wee Friendly. They've done an excellent job."

Lou splits his employees so that Wood and Scott each run their own crew. "But I'm on very good terms with all the employees. I try to satisfy their needs and wants and I don't come in here acting like I'm the big boss, yelling and screaming. I try to treat my employees the way I'd like to be treated."

In order to establish a good working relationship with the members of Fiddlesticks, Lou feels it is important to play golf with them. "It's the best way to make them aware of my programs and ideas, and I get to know them and find out what they want. That way, when we get together for a board meeting or a greens committee meeting, I don't have to go in there cold."

"The Banyon Group also has a Director of Golf Operations, Charlie Knowles. When the membership has a suggestion that require major effort, he makes the decision. but since this is a first-class operation, if the suggestion is worthwhile then we follow through with it."

But the question remains, how do two people who live together, work together?

They both laugh when asked this question.

"We enjoy working together," says Lou. "I don't consider myself to be her boss. She's very efficient and knowledgeable and she doesn't need to be told what to do or when to do it."

"Our working relationship was established before anything else," Janet adds. "We have the same interests and share employee problems. He has good taste in landscaping, which helps me. Lou is easy to get along with. He's a fair person, patient and intelligent. And we compliment each other. He's the relaxed person while I'm more busy."

It's understandable how Fiddlesticks is maintained in superior condition. The professional team of Conzelmann and Conzelmann make it so. ■

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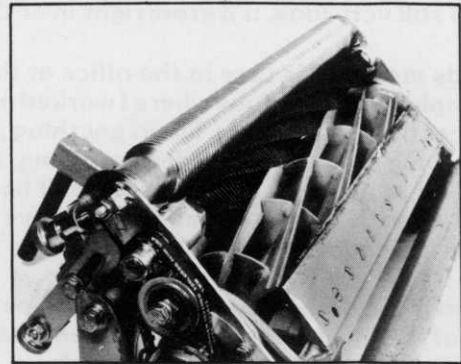
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## DeBRA Introduces "Turf Groomer" Attachment



HOLLYWOOD — DeBRA, North America's largest commercial turf distributor, is introducing a newly patented greens conditioner attachment by Jacobsen that will revolutionize Florida greens maintenance.

The Turf Groomer, an attachment to any of Jacobsen's Green Kings riding greens mower, has resulted in healthier greens and a truer, faster putting surface without lowering the mower's cutting height.

Designed to meet Florida's special greens care needs, the Turf Groomer's design features a front slotted roller with a beveled shape that "puckers" the green surface vegetation, lifting up horizontally-growing stolons. These runners are then sliced by a series of 261 tempered steel knives mounted spirally on a powered knife roller. Each knife actually rotates through a groove of the front slotted roller, slicing the lifted runners so that they can be clipped by the closely-following horizontal reel.

The Turf Groomer's removal of thatch makes the green stand straight, resulting in strong vertical grass supports for the ball and creating a truer, faster putting surface.

DeBRA, whose family-run firm has four Florida outlets, said those utilizing the Turf Groomer attachment have experienced an immediate increase in green speed up to 10 percent or more after just two mowings. He also pointed out that regular use of the Turf Groomer would increase green speed by as much as 25 percent without lowering the mower cutting height. The turf groomer attachment can be dialed on and off on a daily basis as required.

The grooming is extremely efficient as play can resume immediately after using the Turf Groomer, DeBRA explained.

DeBRA is one of two Jacobsen turf product distributors in Florida, and the exclusive distributor throughout South Florida.

DeBRA, which sells and services turf maintenance equipment for individual homeowners, commercial landscapers, golf course superintendents and governmental agencies, is located in Hollywood, Tampa, Ft. Myers and Stuart.





# GOLF TURF NEWS

## Value of Golf Turf to Florida

By T.E. Freeman, C.H. Peacock and B.J. Augustin

According to the National Golf Foundation (NGF), Florida leads the nation in the number of new golf courses constructed. Since 1980, the number of new courses opened has ranged between 25 and 30 annually. During the same period, ongoing golf projects, when combining openings, planning, construction, and prospects, have numbered 75 to 80 annually. These numbers are approximately double those of Florida's nearest rival, California. This in itself is indicative of the value of the golfing industry in the state, but just how valuable is it? This issue of GOLF TURF NEWS addresses this question. Such information may be of value in defending the existence of golf courses.

The NGF reported there were 751 golf courses in Florida on January 1, 1983. Their types and numbers were:

Eighteen hole regulation courses	488
Nine hole regulation courses	91
Eighteen hole executive courses	82
Nine hole executive courses	29
Eighteen hole par three courses	10
Nine hole par three courses	41
<b>Total courses</b>	<b>751</b>

A survey conducted by the Everglades Chapter of the Florida Golf Course Superintendent's Association in 1983 showed the following profile for eighteen hole regulation and executive courses:

<u>REGULATION GOLF COURSES</u>	
Acreage	145 acres per course
Maintenance cost	\$306,000 per course annually
Employees	10 per course
Rounds of golf	45,000 per course annually
<u>EXECUTIVE GOLF COURSES</u>	
Acreage	54 acres per course
Maintenance cost	\$156,000 per course annually
Employees	5 per course
Rounds of golf	45,000 per course annually

Although no statistics are available, nine hole courses probably operated about one-half the level and occupy about one-half the land as their 18 hole counterparts. Par three courses are probably about two-thirds the equivalent of an executive course. All host approximately the

same number of rounds (45,000 annually). Thus the estimated totals for all golf courses in the state are as follows:

Total acreage	83,667
Total maintenance cost	\$176,927,000 annually
Total number of employees	5,934
Total rounds of golf	33,795,000 annually

These are impressive figures, but they represent only the tip of the golf-value iceberg. For example, golf course maintenance represents only about one-half the cost of operating the total golf facility i. e. clubhouse, locker rooms, pro shop, restaurants, lounges, etc. The 751 courses in Florida are included in 642 different facilities.

Thus, approximately \$156,000,000 additionally are generated for a grand total of \$332,927,000 to operate and maintain the "golf factories" in Florida. The number of employees must also be adjusted upwards to a total of approximately 10,000 for the 642 facilities. Data on how many other persons make all or a portion of their living by supplying goods and services to golf facilities are not available, but conservatively, they probably number in the thousands.

(cont. on page 50)

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(cont. from page 49)

Land values of golf course vary due to location, but generally courses are situated on some of the most desirable land in given location. The area around them is usually highly developed as either homes, condominiums or resorts. As such, the course itself and surrounding area are most often considered high price real estate and carried on the tax rolls as such. Using a very conservative \$3000 per acre assessment value for golf courses, the total comes to \$251,001,000 for tax purposes. This figure would have to be adjusted downward to account for the fact the approximately ten percent (74 out of 751) of the golf courses in the state are publicly owned and not subject to property taxes. However, this adjustment is more than offset by the additional taxes generated by the value of the total golf facility. Simply stated the taxpayers of Florida benefit greatly from the property taxes paid by privately-owned golf facilities.

The golfing public is the ultimate consumer of the services provided by the golfing facilities. The 1983 NGF golfer profile survey showed that the median expenditure for golfers in the Southeastern United States was \$1280 annually. This cost included green fees and/or dues, equipment, cart rental, clothing and shoes, but not transportation, or meals and beverage consumed while on golf outings. The 1983 edition of FLORIDA STATISTICAL ABSTRACTS (FSA), published by the University of Florida, showed the resident population of Florida to be 10.4 million, 17.3 percent of which played golf. Therefore, based on these figures, there were approximately 1.8 million resident golfers who, assuming median expenditures, spent 2.3 billion dollars a year on golf. In addition to the resident golfer, Florida hosts several million non-resident ones. According to FSA, 39.3 million tourists came to Florida in 1982 and 11.3 percent played golf while here. But, of more significance, 6.2 to 8.7 percent,

depending on the mode of transportation, came specifically to play golf in the sunshine state, i. e., a golfing vacation. How much money did these golfing tourists spend? No precise figures are available, but, according to FSA, the 39.3 million tourists spent 21.5 billion dollars. Assuming the golfing tourists spent their prorata share, and using the lower 6.2 percent figure, this comes to over 1.3 billion dollars spent by tourists on golfing vacations in Florida.

The foregoing gives some idea of the economic impact of golf on Florida's economy. The statistics used are well documented and our interpretation of them is conservative. However, it should be noted they are for the years 1982-83. Because of the lack of documentation, we have not speculated on the impact of golf on the construction and real estate industries. However, in Florida, "golf-front" views with waterfront are the most desirable property for residential and investment purposes.

One final note, in the Southeastern United States, NGF found that over 60 percent of the golfers are either retired, students or homemakers. The less than 40 percent that are employed have a median income of \$33,000. This profile is hardly that of the "idle rich" that many ill-informed individuals perceive golfers to be.

IFAS has responded to the needs of this large industry through its research and extension efforts. Research programs have identified and focused on many areas including new cultivar evaluation, water quality and quantity, and pesticide use evaluation. Extension programs have ranged from state-wide efforts to local chapter meeting seminars. As the industry continues to grow, one of the roles of IFAS will be to maintain a dialogue to identify current needs and assess ongoing projects that directly relate to the golf turf industry. ■

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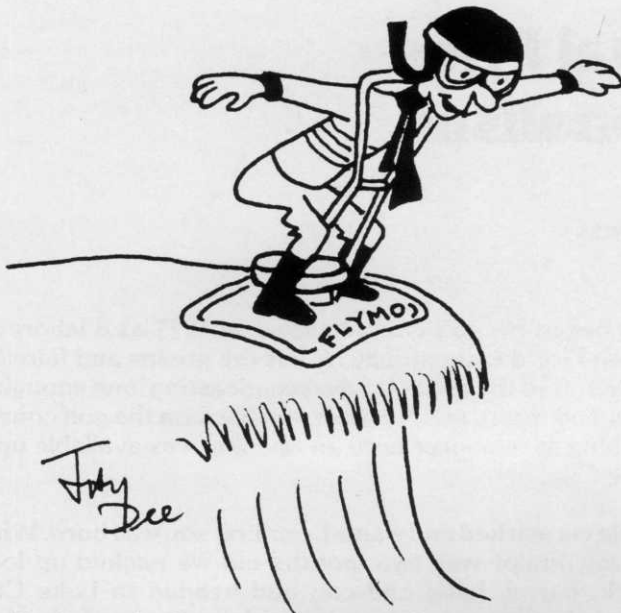


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Although he was a good employee, Henshaw never really got the hang of Flymowing.

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## Work with the Superintendent

### Communication Important to Golf Course Care

The following is from a speech by William C. Campbell to the Golf Course Superintendents Association of America.

Communication is important in any endeavor, but it is crucial for golfers to develop a close relationship with their golf course superintendents.

Under the ideal situation, there would be a key person, and only one person, who would represent all golfers at a course and communicate with the superintendent. That key person should be respected by his fellow members and should be knowledgeable enough to understand what a superintendent may explain.

The key person ought to be honest in his dealings with the superintendent, meet frequently with the superintendent and be practical in his suggestions.

At a private club, the key person normally will be the Chairman of the Green Committee, but too often the Chairmanship changes hands every year. If the club has a Green Chairman who is really effective, really trusted and works well with the superintendent,

the club ought to keep him in that position for as long as it can.

The same arrangement should also exist at public and daily-fee courses. It might even be more important at such courses.

A daily fee player is just as interested in the condition of the course as a country club player. But the daily fee player plays anywhere he wants. The owner of the course needs to work closely with the superintendent if he wants to attract business.

That should mean something other than just keeping the course cut back so it is conducive to moving a large number of golfers through each day. It should mean keeping the golf course in as good a condition as it can be, so players will enjoy it and come back.

It is important for a superintendent to encourage such a relationship. If the condition of a course goes bad, everyone suffers. That is when a club must have confidence in its superintendent. They will, if they know him and understand his situation.

On the other hand, if the course is in good shape, the superintendent wants to feel that his efforts are appreciated.

I'm not saying that a superintendent should be free from criticism. But any criticism has to be constructive and should come from a single source. It should come from that key person, the one who also provides the superintendent with a lot of support when he deserves it.

It also is important to open channels of communication to people outside his club. Consultants — such as those employed by the USGA Green Section — are good sources of support.

A superintendent should not have to go it alone. Green Section consultants are trained as experts and have a wealth of observations and experience to draw upon. They can supply objective opinions to any problems the superintendent might have.

The ideal situation would be one where all golfers are educated enough to appreciate the role of the golf course superintendent.

CREDIT: USGA NEWS



# Tim's Personal Price of Professionalism

By: Cheryl Jones

Professionalism and the Superintendent . . . a topic from which massive amounts of articles could easily spring! As recent newcomers to this profession, I cannot write with any amount of expertise on the daily professional conduct and contacts of the golf course superintendent; however, I do know that the potential for this quality is present at birth in every human being, the upbringing nurtures it, and that education and experience polishes it. A prime example: the editor of this magazine; Dan Jones, Superintendent of Banyan Golf Club in West Palm Beach, who thru sheer hard work gained the experience and knowledge to get where he is today. I, as the wife of a graduate of the Lake City Community College Golf Course Management Program can attest that professionalism was indeed called upon during those college years. My husband Tim has just come thru those years with flying colors.

The well dressed, well spoken, intelligent managers of men who work miracles on the golf course greens all have their own style, but in common they share maturity, intellect and an intense desire to succeed and exceed current levels of success. They look to a future not measured by days, but by years of improvements which are accomplished though often invisible to the naked eye, but clear in the superintendent's mind.

All of you started somewhere, and I seriously doubt it was by walking into a country club and announcing, "I'd like to be your superintendent". Some began as laborers, working and sweating your way up the ladder. Some chose the degree route and put years and years of study into this profession. Some, like my husband, chose 3-year programs at schools such as Lake City Community College.

Tim began his golf course career in 1977 as a laborer in South Florida. Eventually he left the greens and fairways and entered the field of radio broadcasting long enough to meet and marry me. He was soon back on the golf course, working as a laborer until an opening was available up in Lake City.

While we worked and waited, our first son was born. When Timmy Junior was two months old we packed up lock, stock, barrel, baby and cat, and headed to Lake City. Before leaving we were advised by a former Lake City graduate, "If your marriage can survive school, it can survive ANYTHING." How many times those words gave us strength; if this was truly the worst, we would be able to manage anything life chose to throw in our path.

Our first year in Lake City wasn't too bad. We lived in a drafty trailer in the woods, heated solely by a kerosene heater. Tim would study at the kitchen table, leaving the heater in the living room for the baby and me. He not only had to re-develop study habits, he had to also keep his family together. With no second car and no nearby neighbors, Tim's daily trips to school became dreadful to me; he was just about my only life to the "outside world", and aside from fulltime classes and studying, he held two part-time jobs. He HAD to become a professional manager of his time to satisfy all of his responsibilities.

On-the-job training in Clearwater, Florida followed that first year, and that June brought news that our second child was on the way. Tim got 50 more gray hairs, perhaps cried in private at the prospect of another mouth to feed, and coped. This was truly trial by fire. Thru it all, Tim

(cont. on page 53)



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(cont. from page 52)  
maintained straight "A's".

The second year began much like the first year, with a few "bad weeds" who decided that they wanted an easier profession no longer in the class. Two weeks after school began that second year, our 15-month old son fell onto the kitchen floor in a Grand-Mal seizure. Tim was at school at the time. No phone. No car. No neighbors. It sure looked like God was looking the other way. This fateful day began a long string of serious illnesses for our baby, more seizures, more sleepless nights for both of us, with Tim facing tests in the morning. Halfway thru that second year Tim again pulled in straight "A's". Don't ask me when he studied, or how he managed to retain what he read at 4:00 a.m. With a sick baby and very pregnant wife on top of constant financial worries, it could be nothing else but "Professional Tenacity".

Our second son chose to be more than 3 weeks late in arriving. I went into labor on the first day of mid-term exam week. Daniel was born on the second day of exams . . . (the only thing that would keep Tim away from class) . . . and at 3:00 a.m. on the third exam day my husband rushed our 20-month-old son to the hospital with croup. Both of them got the flu. Between tending a sick toddler, a recovering wife, and being ill himself, my husband managed to study, make-up, and pass all his exams. The end of the second year brought straight "A's" again. Professionalism.

At graduation, my husband wore the gold sash of the PHI THETA KAPPA. Grade-wise he was either at or very near the top of his class. He did this thru professional management of the time, money, and energy. No one gave him the grades, he earned them, and paid for his efforts with very little sleep and at times at the expense of his own health. The three years at Lake City Community College afforded us very few luxuries. While other students had new cars, clothes and dorm housing provided by their parents, we clawed our way thru. Our parents did help us, and at crucial times. We are eternally grateful to them for the checks that came when the cupboard was quite literally bare. We are grateful to the aunt and uncle whose assistance covered the cost of antibiotics needed by our son. College was not easy, but my husband got the most for his money . . . education and knowledge. While others partied, he bathed babies while I quizzed him on test material. I would not know a mole cricket if it crawled into bed with me, but often they were on Tim's mind when he fell asleep. Professionalism.

Our marriage? Scarred. Tested. Strong. Our future? Thanks to my husband's tireless efforts, Bright. Secure. Hopeful. Some classmates who preferred beer to books did manage to graduate and enter the golf course industry. It will not take long to weed these out. You need more than passing grades to get by and succeed in this competitive industry. My husband is a survivor. My husband is a professional. ■

*Editor's Note: Tim Jones has recently accepted the position of assistant to Jim Watkins, Golf Course Superintendent at Frenchman's Creek Golf Course in Jupiter, FL. Tim, Cheryl, Timmy Jr. and Daniel are also part of my family and I am very proud of what they have accomplished.*

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# Fertility Requirements of Bermudagrass

Dr. Max A. Brown, Agronomist

What is the major problem limiting development of good turf? I'm asked this question quite often and I'm sure you are, too. Think about it for a second. Is it nematodes, weeds or diseases? Possibly, in your particular case it could be one of these.

But as you look at many golf courses over the state, or hundreds of golf courses over the country and around the world, we find that these are not the major problems. They are secondary problems of pest invasion. The major problem are the basics. The basic management principles of providing the grass with what it needs to grow and produced the desired turf.

The three basics of turf management are watering, fertilizing and mowing. Let's say those again: WATERING, FERTILIZING and MOWING. These are what you must provide for the grass so that it can grow and develop the desired turf.

You say, what about nematodes, weeds, diseases, etc.? I classify all of these in a category just after these basic three and call it Pest Control. This includes weed control, insect control, disease control, nematode control, and you could also include vandal control. These are all outside organisms which attack the turf. They are not involved in providing the physiological essentials to the plant system. In fact, good management of the three basics will minimize invasion by outside organisms and have an effect on need for pest control.

I don't mean to minimize the importance of pest control, because if your grass is being eaten up by worms, nematodes or disease, that's your biggest problem and, it must be corrected immediately.

Our concern for the next few minutes this morning is with one of the three basics, fertility requirements. In particular — fertility requirements of bermudagrass.

I'm not going to give you specific information on exactly what fertilizer is required in every particular case. We will first discuss BASIC PRINCIPLES upon which our fertility recommendations are based. Then I'll give a few specific personal ideas, and at the end we will discuss specific questions from the audience.

Some of the points to be discussed are the following:

1. Objectives of the fertilizer program.
2. How do we know *what* to fertilize with?
3. How do we know *how much* to apply?
4. How *often* do we apply?
5. What *materials* or *mixes* should we apply?
6. Special considerations.

## OBJECTIVES

There are quite a few reasons why we fertilize our golf course turf and effects we want to get from our program, but listed below are some of the most important ones.

1. Color.
2. Uniform density of turf — day to day and month to month.
3. Traffic tolerance.
4. Disease tolerance.
5. Minimum thatch development.
6. Good putting quality.
7. Enable turf to withstand changes in weather — hot, cold, wet, dry, etc.

WHAT NUTRIENTS DOES THE GRASS PLANT NEED? How do we determine what fertilizer nutrients

How do we determine what fertilizer nutrients the grass plant needs? If we chemically analyze grass tissue up to

(cont. on page 55)



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(cont. from page 54)

36 elements may be found. Of these, 17 have been determined to be essential to the life functions of the plant.

Three of these are supplied by air and water (C,H,O). The rest enter the plant through the root system as salts in the soil solution.

Our soils are storehouse or a "Bank," if you will, for these nutrients. Just as some bank accounts contain more money than others some soils are better storehouses of nutrients than others.

The grass plant is continually drawing nutrients from the soil to supply its needs. And, just like your checking account at the bank, if you continue to draw on it without replacing, eventually you are going to run into trouble. You can't withdraw indefinitely without depositing.

Our soils in Florida are usually poor banks; poor storehouses for nutrients. many of the nutrients come into short supply before others and must be added as fertilizers. We determine which one or ones of the nutrient

elements is in short supply and limiting growth by a combination of the following techniques:

1. Plant response. (Deficiency symptoms, growth response.)
2. Soil analysis.
3. Plant analysis.

Turfgrasses are very intensively managed plants on golf courses. This fact combined with the low nutrient storage of our soils means that bermudagrasses in Florida require a lot of fertilizers.

#### HOW MUCH TO APPLY?

How do we determine how much of a given nutrient we should give a plant to produce optimum growth response — in accordance with our OBJECTIVES?

A combination of several approaches have been used and are being used by research workers and professional turf growers.

1. Trial and error additions of nutrients and note response.

2. Systematic, well designed experiments, designed statistically to give you optimum nutrients levels.
3. Analysis of grass tissue. See how much of each nutrient is removed by mowing and strive to replace it.

A study made several years ago by O. J. Noer, at the Memphis Country Club showed that the ratio of N:P<sup>2</sup>O<sup>5</sup>:K<sup>2</sup>O in putting green grass clippings was about 3:1:2. Another similar study in Florida produced a ratio of approximately 4:1:2.

From this data we see that a ratio approximating a 3:1:2 to 4:1:2 is present in putting green grass leaf tissue. So, regardless of how much total material is applied, we need to keep the soil nutrient storehouse provided with these nutrients in sufficient quantities to supply this ratios.

In many of our Florida soils, nutrient holding capacity is so small that we must apply these exact ratios of nutrients over the period of a season to break even.

As far as total amounts of nutrients required, the following ranges can be given (listed are pounds of nitrogen, but it should be noted that we are considering proportionate amounts of P<sup>2</sup>O<sup>5</sup> and K<sup>2</sup>O):

1. Greens: 12 to 26 pounds of nitrogen per thousand square feet per year.
2. Fairways: 4 to 12 pounds of nitrogen per thousand square feet per year.

To be more specific, it can be said that most greens should receive about 24 to 26 pounds and most fairways about 9 pounds of nitrogen per thousand square feet per year.

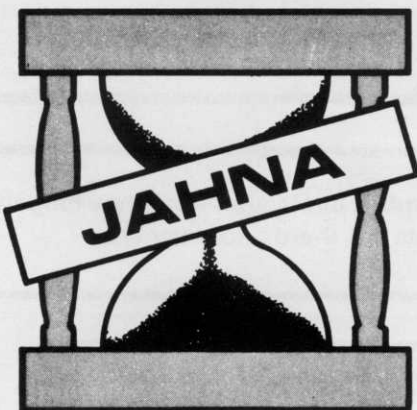
#### FREQUENCY OF APPLICATION

Closely coupled with rates of application is frequency of applications — how often to fertilize.

Much depends on the materials used. For example, light rates of soluble fertilizers are sometimes applied daily through the irrigation system. On the other hand, slowly available materials are sometimes used only once per month. The objective is to maintain uniform color growth rate, etc. from day to day.

The common practice with most of our fertilizer mate-

(cont. on page 56)



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(cont. from page 55)

rials is to fertilize greens every 14 days and fairways 6 to 8 weeks.

### WHAT MATERIALS TO APPLY

Any discussion of nitrogen fertilization must be accompanied by: thorough understanding of the nitrogen cycle in nature and micro biological transformations of nitrogen in the soil, as shown on slide No. 1

The various forms of nitrogen present in the soil are closely related and constantly changing, as indicated by the arrows on the slide.

These forms of soil nitrogen relate directly to the form of nitrogen listed on the fertilizer tag. Nitrate nitrogen in the soil is the main form taken up by the plant roots and is subject to leaching by heavy rains. Ammonium nitrogen is rapidly changed to nitrate in most soils, but as ammonium, is moderately resistant to leaching.

Water soluble organic nitrogen (WSON) is usually urea and for most practical purposes behaves similarly to ammonium nitrogen in the soil. Water insoluble organic nitrogen (WION) is considered to be relatively "slow release" nitrogen. Additions of this form as fertilizer are additions to the organic nitrogen pool of slide No. 1 To be taken up to the plant, organic nitrogen must be changed to ammonium, and further to nitrate.

Major inorganic nitrogen sources include ammonium nitrate, ammonium sulfate, ammonium phosphates, potassium nitrate, and calcium nitrate. organic nitrogen sources include activated sewage sludges processed tankage, other plant and animal residues, and various urea formaldehyde materials.

Phosphorus fertilizer materials include simple super phosphate concentrated super phosphate, mono ammonium phosphate, di ammonium phosphate, and ammonium poly phosphate. Super phosphate and ammonium poly phosphates are more effective than the ammoniated super phosphates in high pH soils.

Major potassium sources are potassium chloride, potassium sulfate, potassium carbonate, and potassium nitrate. Potassium is a very important nutrient and its importance overlooked. It is subject to heavy leaching losses in acid sandy soils of Florida. potassium nutrition plays a key role in turf disease resistance and cold hardiness.

This very briefly introduces some of the individual fertilizer *materials* we can use. We've also said something about *how often* to apply, *how much* to apply, and *what* to apply.

This might be a good time to look back at our *objectives* in fertilizing, and visualize, if you will, what you consider to be the perfect turf. This perfect turf is the objective of all our turf management efforts. For our purposes here, it is the objective of our fertilizer program.

There is more than one route to attain this objective. In

other words there is more than one fertilizer program which will produce the perfect turf. variations in a program can be in rates, frequencies, pure materials, mixes, organics or inorganics.

My preference is to use complete fertilizer mixes which include some of the nitrogen as organics. Advantages of this approach are:

1. Minimize or eliminate danger of burn. No matter what the reason, the golfer finds no excuse for fertilizer burn.
2. Balanced nutrition with each feeding.
3. Combination of slowly available and rapidly available materials give good base density and color of turf without excessive growth flushes.
4. Good fertilizer condition, no caking.
5. Fewer materials to store and for laborers to keep straight.

Fertilizers used for greens should have small particle size but not dusty. It should be fairly low in total nitrogen so a uniform distribution of fertilizer can be attained.

Materials used in the summer should contain a higher proportion of organic nitrogen than that used in the winter. A higher proportion of nitrate must be used in the winter.

### SPECIAL CONSIDERATIONS

Seasonal modifications in the fertilizer program include increasing nitrate in cool weather, increasing potash before coldsnaps, and light applications of urea, nitrate and potash to help grass overcome cold snaps.

For most practical purposes the same fertilizer materials applied as liquids or solids are equally effective. This leads us to the possibility of applying fertilizers through irrigation systems.

There are no agronomic drawbacks to this method of fertilizing. The rapid advances in sprinkler irrigation equipment and design and the increasingly difficult labor situation will make fertilizing with our automatic irrigation system quite commonplace in only a few years. ■

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*"As I grow older, I pay less attention to what men say.*

*I just watch what they do."*

— A. Carnegie

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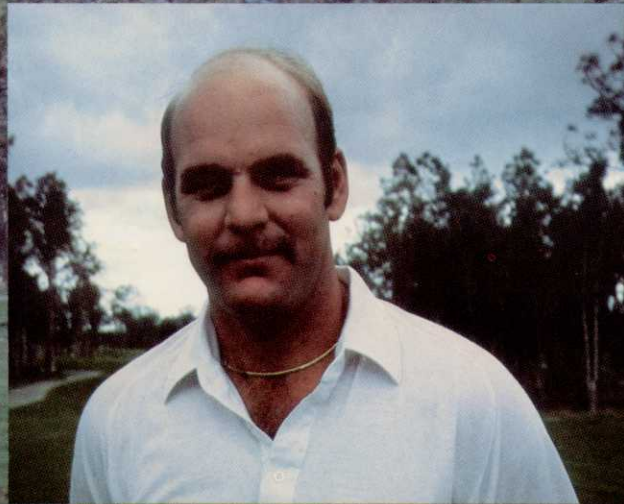
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# The Ethics Question

by Mark Jarrell

Imagine, if you can, a day like this:

You've just gotten the crew out of the shop and off to work. The phone in your office rings. A close friend and fellow superintendent is on the line. Swearing you to secrecy, he begins telling you of another friend and superintendent who is about to lose his job, though he is totally unaware of any dissatisfaction with his job performance. You hang up, frustrated and upset, not knowing what you should do.

You head out to the golf course to clear your head. Your best operator pulls up on the greensmower and informs you he is leaving in two weeks. You ask him why and you are told that the superintendent at the Scurvydog Country Club has offered him 50¢ more an hour to work for him.

Flabbergasted, you finish your inspection tour of the course and head to the shop for a cup of coffee. The phone rings again. It is the manager of El Pollo Verde Country Club — someone you had met at a chapter meeting several months ago. He flatters you with compliments about your reputation in the golf business and asks if you would come over to his club and take a ride around the golf course with him; there are a few problems out there that his superintendent either cannot or will not take care of. You ask him if his superintendent knows that you have been asked to do this. He answers, "No, Bill has too much pride and wouldn't respond favorably to that suggestion". After a little more coaxing, you agree to drop by later that day to help them out.

No sooner do you hang up the phone than it rings again. This time the caller is Mr. Blueblood, the greens chairman of the ultra-exclusive Ilderich Golf and Country Club. He is calling to discuss the possibility of you leaving your present position to come to work for them.

You can hardly believe your ears! This is *THE JOB!* Big money. High profile house on the golf course. Everything! Somehow you remember to ask him if the present superintendent has been informed that he is to be terminated. He says "No, the committee feels it would be best if he didn't know until the day the new superintendent is to take over".

Now what do you do? This job would be a big step forward in your career, and the only way you are going to be allowed in the game is to play by their rules. You thank Mr. Blueblood for considering you and set up an interview for the following Tuesday.

The last two phone calls have just about made you forget the unpleasantness of the early morning. You put your feet up on the desk, lean back in your chair, feeling like a Turbo Sup, when the phone rings again. On the other end is your very best friend, another superintendent, who begins, "I don't know exactly how to tell you this, but I've just heard from a very reliable source that you are about to be fired".

Quite a morning. I'll bet you can't wait to see what the afternoon has in store for you.

The series of events described above contain several examples of the kinds of situations we find ourselves in which fall under the heading "Code of Ethics". In these examples, the superintendent depicted has clearly violated the Code, has had transgressions against him, and has operated in that gray area of technicality that is used to rationalize a particular response to a given situation.

Unfortunately for our profession, since there is no "legal" recourse against violators of the Code, members tend to act only in their own best interests in far too many cases. The inconsequential threat of censorship or revocation of membership in the Association and unlikelihood that a particular violation would ever be taken that far, contribute to our members' indifferent attitude about the Code. We too often pass these violations off as "the way of the business world" and impractical to try to do anything about.

(cont. on page 61)

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*"Keeping Golf Courses Green"*



(cont. from page 60)

Contributing to this attitude is the naked truth that superintendents are more often the victims of unethical business practices than the perpetrators. It is currently believed by many that 80% or more of the superintendents who have been fired in the last few years have been fired for "political" reasons — that catch-all phrase for someone terminated for reasons other than his ability to maintain a satisfactory golf course. It seems that superintendents are treated less fairly than the \$5 an hour laborers who work under them.

So what is the solution?

I suggest that the only way to affect change is by setting an example. As Albert Schweitzer put it many years ago, "Example is not the main thing in influencing others. It is the only thing".

Our Association has made great strides in the last few years emphasizing the professionalism of the golf course superintendent. I think it is time to emphasize the integrity of the superintendent.

To start with, we need to revise our present Code of Ethics to eliminate any and all gray areas.

Second, we need to educate and emphasize the importance of adhering to the Code to our membership; keep hammering it home at chapter meetings and frequent publication.

Third, we should implement a stronger system of review and enforcement of violations.

Finally, screen applicants more closely; make membership mean more than having a check that doesn't bounce. Perhaps new members should be made to publicly pledge to adhere to the Code at chapter meetings.

If we do these things and develop a reputation as a highly principled Association, *then* we may begin to see changes in the ways we are dealt with by club officials. It can only help our Association. Many clubs view our Association as a protective society, almost like a union, whose sole purpose is to selfishly serve the needs of superintendents. In how many recent job changes have clubs requested applicants who were not actively involved in Superintendent Associations? If this is a trend, then we must reverse it. Club officials need to perceive us as dedicated to serving the best interests of our clubs and the golf industry.

Club officials do have valid fears for utilizing the "Hand over your keys — clean out your desk — you're fired" method of termination. They have one hell of an investment to protect, which overrides any concern for ethical hiring practices. Though few and far between, we have all heard stories of the "lameduck" superintendent who robbed the place blind or damaged the course upon hearing of his impending termination, or the distraught superintendent who leaves immediately, before the club has made arrangements for a qualified replacement.

Addressing these concerns and allaying these fears will be very difficult task, but one we should attack head on if we

are to affect change. Again, the reputation and integrity of our Association may be the most important factor. If a club has employed a member of our Association, they should feel secure that their superintendent will continue to do his job conscientiously everyday he is on the job, even if he is to be terminated. It only makes sense; it is in his best interest while trying to secure a new job. They should feel secure that they will get proper and reasonable notice if the superintendent decides to leave them. They should know that if they hire a member of our Association, his personal and professional integrity has been judged by his peers; it is to everyone's advantage to eliminate the crooks in our business.

In other words, the club has to see an advantage in operating this way, as well as a disadvantage in operating the other way. I do not think a club would like to develop a reputation which would discourage most of the qualified superintendents from considering employment with them.

Many of you reading this article may feel that some of these points should be handled through legal contracts drawn up between the individual superintendent and his club, I agree. However, few superintendents presently have a contract. Awareness is the first step in facilitating change, and I feel that the discussion and publication of guidelines concerning hiring and firing practices, termination notice, severance pay, and other business practices will help bring these changes about.

I would like to see the day when the first question a greens committee asks a prospective superintendent is, "Are you a member of the Florida GCSA?". ■



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# Scotts Debuts First Turf Growth Regulators for Quality, Hybrid Bermudagrass Fairway Turf

MARYSVILLE, Ohio — In a historical breakthrough, The O.M. Scott & Sons Company has registered two turf growth regulator (TGR) products for quality turf. The new products, ProTurf® Turf Growth Regulator Plus Fertilizer for Loam and Clay Soils and Turf Growth Regulator Plus Fertilizer for Sandy Soils, are formulated for use on well-maintained, established hybrid bermudagrass fairways and St. Augustinegrass to reduce mowings and improve turfgrass quality.

“These products slow the growth of the turf for up to 8 weeks and promote prolonged, enhanced greening for up to 12 weeks, through an exciting, new technology developed by Scotts,” said Dr. Milt Kageyama, manager of Scotts chemical product research and development.

Dr. Larry Widell, project leader of Scotts TGR research and development, explained the unique advantages these new ProTurf products offer for hybrid bermudagrass fairways.

“They reduce frequency by up to 2/3 for up to an 8-week period; they reduce the potential for scalping hybrid bermudagrass fairway turf; and they deliver better ball playability due to increased density and tighter-knit turf<sup>1</sup>.

“Another advantage is that if Scotts® Turf Growth Regu-

lator Plus Fertilizer products are applied to hybrid bermudagrass at the height of the growing season, up to 75 percent fewer clippings will be cut and left on the fairways after mowing, compared to fertilizer-only program<sup>2</sup>.”

Suggested application time is from early June to mid-August. One repeat application can be made after the effects of the first application have dissipated to help control growth throughout the period of greatest growth.

According to James T. Fetter, senior marketing manager for ProTurf, these new products will be available in limited markets this year, and expanded more broadly throughout the South in the spring of 1987.

## NOTHING ELSE LIKE IT

Before Scotts introduced these products, TGRs had been available for use only on low-quality or hard-to-mow turf areas like roadsides, parks, highway median strips, steep slopes along roads or for *Poa Annua* seedhead control.

These original TGR products allowed for some labor/time/fuel savings, since they did reduce mowing frequency. But none of them were recommended for growth regulation of fine quality turf because they actually stopped growth for a period of time.

When these products were used, the turf looked satisfactory the first few weeks, but as the blades began to age and turn brown, the turf turned an unacceptable color because no new growth had been generated to replace the older leaves. Another problem was that when the TGR wore off, the turf tended to go through a period of surge growth.

The Scotts TGR products address each of these problems. First, because they contain ProTurf Fairway Fertilizer plus a unique active ingredient, the turf continues to grow but at a greatly reduced rate, resulting in a darker green, more dense turf. Once the growth regulator wears off, there is little tendency for turf surge growth — just a gradual increase in growth at a normal rate.

## FUTURE POSSIBILITIES

The development of new TGR products is just in its beginning stages. Scotts new technology research is presently identifying other potential uses of TGR formulations, such as a combination preemergent herbicide and fertilizer with TGR, for use on golf courses and other highly maintained areas throughout the United States. ■

<sup>1</sup> Results may vary according to weather conditions, soil types, grass varieties and turf management practices.

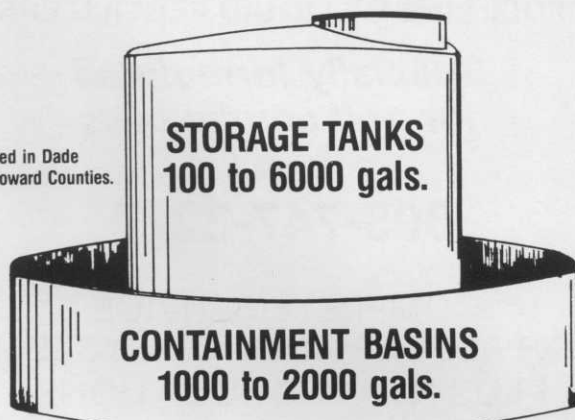
<sup>2</sup> Slightly different results will occur when TGR product is used on St. Augustinegrass turf.

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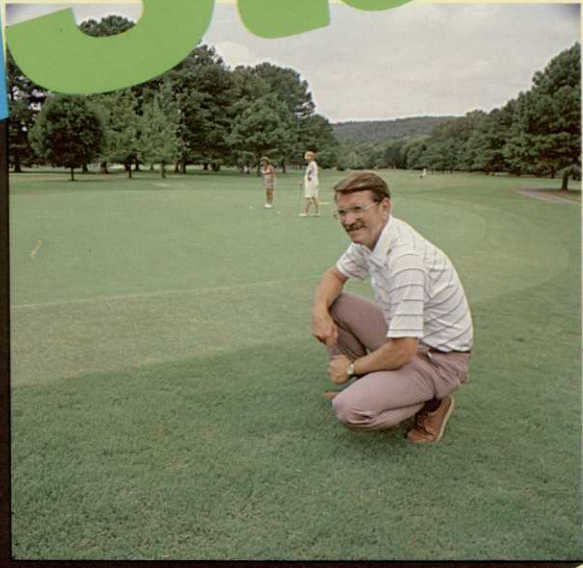
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# Guideline for Improved Personal Performance

For many years now I have been asked such questions as, "What is the secret to managerial success?" or, "What is your advice to enable me to do my job better?" My answers have been pretty much the same throughout this period, because I think that sticking to some simple basic principles makes good sense. I call these my "guidelines for improved personal performance," and I'd like to share them with you.

1. *The first is to suggest that you really take the time to understand exactly what your job is and how your performance is going to be measured.*

Now that may seem pretty basic. But, you'd be amazed if you'd go around, and talk to people, and I say, "What are you supposed to do?" and the person won't respond for a little while, and then they'll say, "You know, I'm not really sure about all the things I'm supposed to do." Well, I'll submit to you that if you are not really sure what your job is, you really ought to take the steps to find out. And, if your boss can't tell you and his boss can't tell you, somebody should. It is extremely important in business that we know what we are supposed to do and what's expected of us. How in the world can we be expected to do a good job if that doesn't exist?

I used to tell a story in some talks that I gave years ago that was told to me by a management consultant about this particular concept. He told it in a rather humorous way about how he had been called to consult at a particular company. The president of the company had five different division heads and said, "You know, while most of my divisions are going pretty good, I've got this one...the guy just doesn't seem to understand. When I want him to go right, he goes left. When I want him to go up, he goes down. When I want him to stand, he sits. When I want him to sit, he stands. I think the guy's got an IQ of 70. Unbelievable. Maybe you can help him."

The consultant asked the president, "What is the guy supposed to do?" And the president replied, "Well, hell, he's supposed to do his job. I've got it all down. I keep it right here in my desk. I've got ten things I want him to do and he doesn't even seem to know how to do any of them."

The consultant said, "Maybe if I could see that list it would help me to visit him and figure out what's wrong." The president said, "Here, you can have it."

So he gave him the list, and the consultant went down to see this manager number five, and as the consultant described him, he seemed aggressive, hard working, energetic, intelligent.

But, he was confused. And the consultant asked him, "What's troubling you." and he replied, "I don't know; I guess it's my boss. I never seem to be able to do what he wants. I go right and he wants me to go left, etc. I'm really getting discouraged.

So, the consultant said, "You know, I was talking to your boss about that and he gave me a sheet of paper that had ten things down on it that he wanted you to do." The manager said, "Really? Have you got that piece of paper with you?" The consultant replied, "Oh, yes I do. It's right here in my pocket." The manager said, "You think I could see it?" And the consultant replied, "Well, now, I'm a man of great integrity and I couldn't do a thing like that." And the manager said, "Do you drink coffee?" And the consultant said, "Yes." And the manager said, "Well, perhaps if you just kind of left it here...I'll give you a dime for the cup of coffee if you'd go down the hall and get it. I've got a copy machine around the corner, so maybe I'll..."

So he did. The consultant went and got a cup of coffee, came back, and he thought, "The paper is kind of hot; it probably went through the copy machine."

About six months later, the president of the company called the consultant and said, "Look, I don't really have too big a budget, but if you could come back here and do for my other four managers what you did for number five, I'd be forever pleased. It's unbelievable what has happened. The guy goes right when I want him to go right, he goes left when I want him to go left. I think his IQ has gone up 150 percent. It's incredible! You're a genius!" The consultant replied to the president, "Well, sir, I'm happy to hear that you are happy but I've got a confession to make. Remember that piece of paper that you gave me that had those ten things down on it that you wanted him to do?" The president said, "Yes?" The consultant said, "Well, sir, I gave it to number five."

There was a long pause...and the president came back on the line and said, "I knew it, that son of a gun cheated!"

There is a real message here, because, in fact, I don't think any business can run very long unless people know what their job is and know what's expected of them. Many of you are both subordinates and bosses, and I think that in your role as a boss, it is incumbent upon you to make sure that, with the people that work for you, you have that kind

(cont. on page 65)



(cont. from page 64)

of understanding. Beyond that, there should be clear communication as to how you are going to be evaluated. Otherwise, it's a big guessing game.

As a subordinate, you should ensure that your boss is doing that for you by showing him or her that this is how you are going to be able to deliver to the company the superior performance it desires. And I encourage each and every one of you to keep that in mind as you go about your jobs, whatever you are going, because without it, we are simply running around in the dark like ships passing in the night. Occasionally, we'll respond to each other very, very well, but otherwise we'll be playing a guessing game.

2. *The second thing that I would encourage each of you to do is to establish some specific performance goals and, more importantly, develop a work plan of some sort to achieve them.*

Do not try to do your jobs by playing it by ear or adlibbing it on a day-to-day basis. The problem with this approach is that you never have a reference point to gauge your progress, and I defy anybody, over a period of time, to measure how they are going without a good reference point.

A good work plan, and this is something that I am trying to encourage everyone throughout this company to use, whether it is a budget or a plan of action, or an evaluation technique or whatever it might be, is a fundamental management tool that I don't think we can do without. And, I would encourage each and every one of you to not only develop that work plan in conjunction with the goals

that you both want to achieve personally and with the performance of your job, but then learn to measure yourself effectively and efficiently on a continuing basis against it.

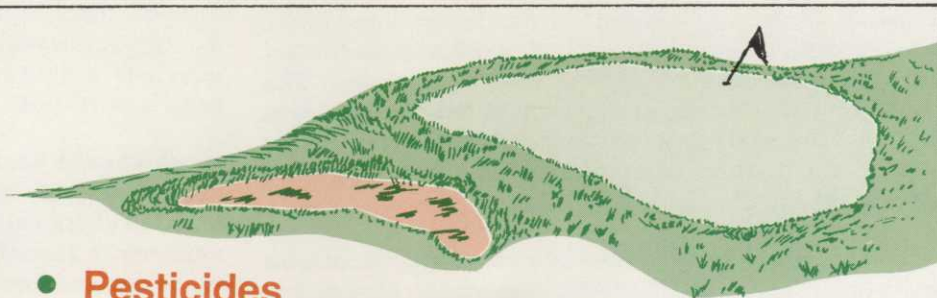
Those of you who achieve more senior management responsibilities will realize that increasingly, as time goes by, it's going to be incumbent upon you to measure yourself rather than depend upon someone else to measure you. And, I think that if you want to be an outstanding performer and take advantage of the opportunities that are truly going to be available for you - you need to acquire that skill.

3. *The third thing is a more practical bit of advice: that is, if you are not comfortable with them, or if you don't think you know too much about them, learn to know how to work with numbers.*

Numbers are the fundamental measuring tool of any business. We have all kinds of subjective things we try to measure ourselves with: how well our customers feel about us, and so forth and so on; but, fundamentally, all business is financially based and the way that you evaluate it financially is with numbers.

Numbers aren't a big scary thing but, some people, unfortunately, become frightened with them. Learn how to work with numbers. Learn how to make them work for you. Develop yourself in at least that particular skill so that you don't find yourself falling behind because of an

(cont. on page 66)



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(cont. from page 65)

inability or inhibition about dealing with numbers. Just a bit of practical advice that I really encourage you to follow.

**4. Be honest, always. You cannot assume that you will always be right.**

The fact is, that if the basis upon which you go about your day-to-day activities is one in which you are being honest with yourself, honest with your co-workers, and honest with your customers, you can make mistakes, you can be off on the wrong track or tangent, and you don't really have to worry too much about it because, I think, you will ultimately find your way back to the right place and the right direction, and you will not have sacrificed anything in the process.

I really feel that the most important characteristic that I have seen over the years in Mr. Turf is his extraordinary level of integrity. I have never met such a fair man in my entire life. And I honestly feel that, in large measure, honesty is characterized by our management team. In order to reinforce that, however, I would like to encourage each and every one of you to promulgate that feeling as you go about your jobs.

Besides the obvious business value of this approach, it should be important to you personally as well. You should not be in business to fool people. You should not be in business to be clever. You should not be trying to accomplish schemes. You should simply be a person who has a job to do and who is trying to go out and do it in the best way you can, and then let the results be evaluated as they may.

I think it is vitally, vitally important that honesty and integrity must be the foundation of all our work efforts. I do not want gamesmanship to appear in this company. The potential for that exists, particularly as the business gets larger. But, if we all focus on it and work on it as hard as we possibly can, it either won't exist, or it will be kept to an absolute minimum.

**5. Treat everyone with whom you come in contact with dignity and respect, be they fellow employees, customers, clients, suppliers, or your personal friends.**

The thing that hurts me the most is when, for one reason or another, we become aggravated by something and take out that aggravation on someone else, even if that person is the one that is the cause of it all, I would rather have them live with the guilt of not having treated me or us with dignity and respect, than us have to carry that burden. Sometimes you have to bite your tongue awfully hard, or grit your teeth, or dig your nails into the palm of your hand, but I submit to you that if you can maintain that posture with people with whom you come in contact, you will feel really superior for having done so, and you will have commanded a degree of respect that will carry you a long, long way in whatever difficulties you might be having.

I've often counseled people who have to dismiss someone from our employment. If you do it right, that per-

son will thank you for having done it. Because, if you have dealt with them, and treated them with dignity and respect, they will recognize that what you are trying to do is in their best interest.

I truly encourage you to keep dignity and respect for others, and dedication to respect and honesty uppermost in your mind as you go about your daily job and your daily life.

**6. Finally, I want to make sure that you take time from your working life for your personal life.**

This is a high-powered business; we move fast, we move hard. Some harder than others. This business will make demands upon you. For the most part, I think that the trait that characterizes our employee group and our management team is conscientiousness. I look for that almost more than any other thing in seeking to employ people. I want individuals who care, who want to work hard, who have a high standard, and want to live up to it.

The drawback to these traits is that frequently those individuals begin to make sacrifices that they shouldn't make for their jobs. I'm not suggesting that you go to work tomorrow and dog it, or take the day off, but I am suggesting that you not allow your work to become so totally consuming that you do not take the necessary time out for your personal life.

You should take time to diversify your interests, you should take time for others who are very close to you. Don't make the mistake of overlooking this, because you will really live to regret it. We really only go through this process once, and I would encourage you to try as much as you can to make it a balanced process, so that as you conclude it, you feel good about all of the elements that were a part of it.

Work should be, and can be a lot of fun. Your personal lives should be and can be a lot of fun, and the proper blend of all that is really a superior level of satisfaction and enjoyment. I would encourage you to work very hard to try to accomplish that.

There is a lot of other advice one might provide in this vein, but I think these six points provide the necessary practical, philosophical, and psychological basis for seeking career success. I hope they are of value to you and to those with whom you live and work.■

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## GET THE MOST OUT OF CONFERENCES

Conference and trade shows, such as GCSAA's International Turfgrass Conference and Show, offer an important opportunity for you to invest a small amount of time and money for a large return. Most professionals believe that occasional opportunities to educate themselves are central to their ability to provide continuing good service to their employers. This is especially applicable to golf course superintendents, whose responsibilities are expanding rapidly.

Learning opportunities come in several forms at a meeting such as GCSAA's. There is the chance to benefit from the knowledge of experts; the more concrete learning afforded by the chance to examine new equipment and products; and the benefit derived from associating with other superintendents.

Attending intensive education sessions can make conferees feel as if they're trying to drink from a fire hose--so much is coming so fast that it's difficult to absorb anything. The best way to overcome this problem is to plan ahead. Select your program of educational sessions carefully, considering the value that each topic has for your problems and situation.

Take plenty of notes--they help you keep organized--but be sure you're not so busy writing things down that you forget to listen. If conference proceedings or recordings of the sessions are available, take advantage of them.

Trade shows offer an opportunity to observe a wide variety of equipment and supplies in a relatively short

period of time. It's possible to "comparison shop" among many equipment manufacturers. Whether you have a specific need to fill or are "just looking," you will benefit from the time you spend on the exhibit hall floor.

If you own or can borrow a camera, consider taking one along to photograph items that you are interested in. Photographs of informative posters can save you time by keeping you from copying down information. Don't be hesitant to discuss your requirements with the sales representatives on the floor--they are there to inform you. They may also have descriptive brochures you can take home with you.

Meeting strangers at a conference need not be difficult. All you have to do is be willing to introduce yourself to those around you at a meeting or in an elevator, for example. Have a ready supply of small talk about the weather or sports ready to ease the first few minutes of conversation. There is a rapport that develops quickly in these kinds of encounters which can lead to valuable exchanges of information.

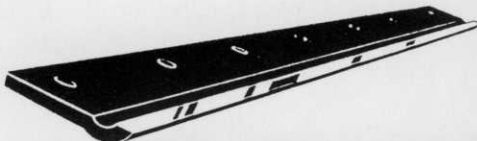
Look for the new attendee and pay special attention to him. If he feels lonely or isolated, chances are he won't return next year. If that happens, he loses and so do you.

Education, exhibits, exchanges with fellow conferees--they are three important aspects of attending a conference. Each is a valuable, and each is part of the investment you make of your time and money when you attend a conference.

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# Editorial

Professional. To engage in a profession. We, as golf course managers have come a long way during the 1980's. Budgets of \$500,000. + and salaries of \$60,000. + are very common. Florida Golf Courses have never been in better condition and communication between most golf course managers is excellent. The quality and depth of continuing education in Florida is the finest in the nation and the Florida GCSA is being looked at as the prototype by all the other states.

Sounds great doesn't it. All Florida Golf Course Managers can be proud of where we came from and where we are going. But — we cannot afford to rest on past accomplishments. We do have two serious problems in our state.

One is the alarming trend of golf course managers being hired by a club before the resident golf course manager is terminated. The other is golf course managers sending their resumes to clubs seeking the position of golf course manager. This is very disturbing and must be dealt with in a positive manner.

I believe ignorance of the services available from the Florida G.C.S.A. is what causes greens chairmen and/or owners to seek out new golf course managers before discussing dissatisfaction with their present manager. The Florida G.C.S.A. has available consulting services and job placement services for all golf courses in the state of Florida. We will do everything in our power to help you and your golf course stay in top condition. In return it will help us to remain the number one association in the U.S.

The practice of golf course managers sending their resumes to golf clubs seeking employment is inexcusable. Any manager using these tactics should be reported to our board of directors for appropriate action. We have available to our members, a job referral service through our local chapters and state office.

We need to heed our presidents message. We have come a long way in the 70's and 80's. We now need to prepare ourselves for the 90's. As greens chairmen, owners and golf course managers we can only accomplish this by cooperating and working together to keep Florida the golfing capital of the world. ■



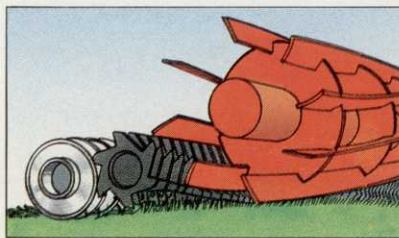


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