The 1997 Poa Annua Classic weekend was a combination of business and pleasure for those who participated. The weekend began on Friday, May 16 with an 8 a.m. continental breakfast board meeting of the Florida Golf Course Superintendents Association to discuss association business and ongoing projects.

After committee chairman reports, FTGA President Roy Bates gave an update on the independent peer review of IFAS and the Turf Coordinator selection progress. Darren Davis previewed the almost finalized version of the new FGCSA video. The board devoted the rest of the morning to the budget worksheet for next year.

In the brief transition period between the morning board meeting and the afternoon education seminar, the first meeting of the FGCSA Past Presidents Advisory Council took place to organize and define its mission and purpose. The Council is being formed as a resource group primarily for incoming boards to help provide continuity and support when needed.

The members of the group will be available to assist on committees and answer any questions the current board may have. Since each past president has
Served at least four years on the board and in many cases remains active in local chapters and on FTGA and GCSAA committees, the council is seeking to organize all that service and leadership experience to provide a ready resource to the officers and directors of the association.

The year’s seminar, “Crisis Spokesperson Training,” was presented by Dr. Tom Morgan, a former radio broadcaster and university professor of mass communications. Dr. Morgan presented a very illuminating yet somewhat dark picture of the news media in today’s visually oriented society.

Statements like “News is what I say it is!” and “Don’t let facts get in the way of a story!” and “Reality doesn’t matter; it’s what the Great Public thinks!” were sobering thoughts to digest.

Dr. Morgan cited examples from Hitler to Madison Avenue to prove his points. Since news has become big business, Dr. Morgan then gave numerous tips on how to get organized and handle yourself in an interview if you must be the spokesperson in a given situation.

The moral of the seminar was that turf and agribusiness interests need to have a definite plan and hopefully trained spokespersons who can deal with the media. Dr. Morgan said, “Issues management is cheaper, more effective and more rewarding than crisis management. Get ahead of the issues in your field and position them where you want them.”

After a day of business and education, it was time for friendly competition on the links Saturday morning as individuals and chapter teams vied for victory.

The overcast skies threatened rain, but spared the field and the Poa Annua tournament was completed on schedule.

The host Everglades Chapter took the coveted team trophy. Jim Torba, golf course superintendent at the University of South Florida Golf Course in Tampa shot a 69 to take top honors in the Superintendent Division. John Swanner of Kilpatrick Turf Equipment was victorious in the Supplier Division.

Later that night, everyone participated in the annual banquet and awards ceremony. Entertainment for the evening was the annual Naples Jazzfest held this year under the stars on the Naples Beach Club Hotel grounds.

On Sunday morning, the final event of the weekend was held as 50 two-man teams played a nine-hole scramble and a nine-hole alternate shot event in the G.C. Horn Memorial Tournament. Proceeds from sponsorships and entry fees go into the G.C. Horn Endowment Fund for scholarships and research funding in tribute to one of Florida’s leading turf pioneers, Dr. Granville C. Horn.
John Swaner took low gross honors in the Supplier Division. Photo by Joel Jackson.

Contestants warm up Sunday morning for the G. C. Horn Memorial Tournament which raises money for turf student scholarships. Photo by Joel Jackson.