and Jeff Gredvig, a brand manager for John Deere who explained the significance of John Deere's logo change in 2000, and how powerful and recognizable the John Deere logo has become around the world.

Following an awards luncheon on the front porch of the clubhouse of the Rock Island Arsenal Club, it was back on the bus to get ready for dinner on the Mississippi riverboat as we toured the Rock and Mississippi rivers through the early hours of the evening. Then it was back downtown to the renovated historic district for some after dinner entertainment.

Kenny G had been performing in the arena behind our hotel, so the downtown district was filled with locals. This was our last night in town and Alan and I spent our remaining time with Brian, Brian, David and Gene. The locals (Gene Paul referred to them as "The Molinians") were very friendly, with just about everyone describing some work experience with John Deere.

During our visit we were overwhelmed by the effort that John Deere had put forth on our behalf to make this such an enjoyable event. Deere & Company was entertaining a very large group of people this week, and still they made our small group feel that all of their energies were focused on us. Every detail was covered from transportation, and outstanding service, to smaller details such as a $50 donation to each caddie's high school golf program.

As Clair Peterson said, "The real value of this program is allowing the employer to understand the significance of the golf course superintendent. The benefit of the relationship is what we're after in this partnership with the GCSAA."

It was obvious from my employer's reaction, that John Deere's efforts had helped my employer reach the goal Peterson was emphasizing. If Alan told me once, he told me 25 times, "Thank you for writing that essay Bob."

The travel time, and all the activities present participants and their employers the opportunity to improve their communication skills, and get a better understanding about each other's point of view. The only challenge that David, Gene Paul, Alan and I are facing now is how to get invited back next year.

But I'm not worried. I think Gene Paul is working on it.

Editor's Note: David Court CGCS and Gene Paul Stifter's teamwork has resulted in Boca Lago becoming the first club in Florida to sign up for the Golfer's For A Better Environment joint grassroots effort by the Florida Turfgrass Association and the University of Florida.

Letters to the Editor

Dear Joel:

I just read the summer copy of The Florida Green and just wanted to express my admiration to you for its quality.

There's little fluff and the writing is excellent. Much better writing, in fact, than GCM. I looked on the frontispiece to see who edited it and was surprised that it was a working superintendent. It must take a lot of your time to keep it so good. Just wanted to let you know that someone appreciates what it takes.

Jim DeReuil, GCS
Kelly Plantation GC
Destin, Fla

Many thanks for the "atta boy" for the Florida Green. While myself, Dan Jones and Tom Benefield all wore the editor's hat while being full time superintendents, I have been able to take "early retirement" recently and make this my full time/ part time job. For the record Marie Roberts our advertising manager and our publishing consultant are also in the trenches with me to make The Florida Green golden!

Joel Jackson, Editor