

HELP US HELP YOU!



GREEN SIDE UP BY JOEL JACKSON

If every golf course in Florida annually donated \$100 to the FGCSA for education, research and advocacy for golf course turf management issues, that would roughly come to around \$120,000.

Consistently, the most important factor for “enjoyment of the game” voted by golfers across the nation is “golf course conditioning.” Yet most courses or golfers

can't find it in their hearts or budgets to write the check to help the game they love.

Superintendent associations have been trying to raise money from their own ranks and from the vendors they do business with, but business and budgets in general lately are making that a tough proposition. What can we do to engage clubs and golfers into helping out?

Hello! There is a new and simple way to solve the problem. Instead of cash money, all a golf course has to do is donate a foursome round of golf and it will be auctioned off online and 80 percent of the money raised will be returned to the designated superintendent chapter to be used precisely for education, research and advocacy.

Guess what? The program already exists. It's called Rounds4Research. Surely you have heard of it by now.

Of course the trick is that someone has to tell the general manager, Green Committee, golf pro and members and

customers that the program exists and the club should participate. Why? Oh, I don't know, ever heard of fertilizer bans, water shortage restrictions, immigrant labor regulations, applicator licenses or certifications and chemical registration cancellations?

Those are all such boring, mundane matters compared to hosting the Member/Guest Tournament, or prepping for a PGA, LPGA or Champions Tour event. But wait, the course presentation and reputation are at stake not just for these special events but for charity fundraisers and, of course, for those who pay dues and greens fees to play golf every day for the pure enjoyment of the game.

No one has to squeeze the budget to eke out some funds to grudgingly donate to turf research or legislative advocacy. All a club has to do is fill out a simple one-sided form designating a month, day and time for a tee time to be donated to the cause. The club dictates the time of year,

time of day, dress code and places a dollar value on the outing. Fill in the name of the superintendent organization to receive the proceeds and you're done.

But if clubs still can't bring themselves to donate a round (or rounds) of golf for a worthy cause such as golf course sustainability with regard to conditioning, then they can make a cash donation.

The Rounds4Research program gives golfers a method to contribute to the game, and they are a virtually untapped source of funding to help battle the war mounted by activists on turfgrass in general and they are drawing a bead on golf as they build up steam, and they have deep pockets.

We have enclosed a Rounds4Research fact sheet and donation form with this Florida Green to take to your GM and/or Golf Pro and get your club involved. To paraphrase fictional sports agent Jerry Maguire, “Help us help you!”



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