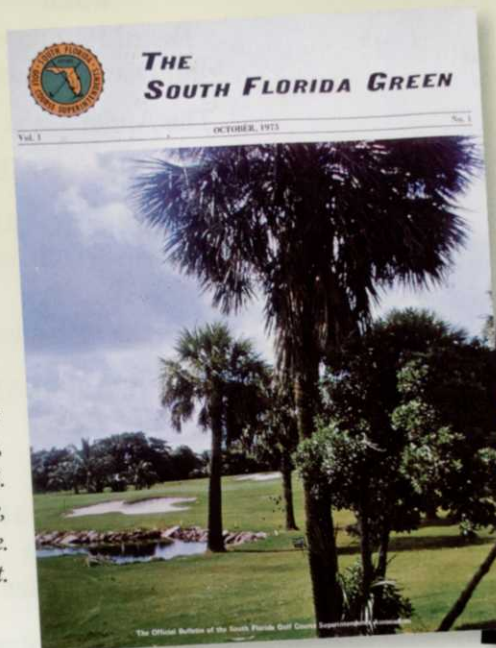


# CELEBRATING THE 40TH ANNIVERSARY OF The Florida Green



*The first South Florida Green, October 1973. 5th hole, Lost Tree Village. No photo credit.*



*The first Florida Green, Summer 1980. Great White Egret, Key Biscayne GC. Photo by Harry McCartha. Cover photos in the late 1980's and early 1990's also included people and places like GIS host cities. After that, the covers focused solely on golf course landscapes.*

With this issue we mark the 40th anniversary of our Florida golf course superintendent magazine; a classy, quarterly, glossy, four-color publication representing the news and views of our profession.

To help put the history of the magazine and FGCSA in perspective, here is a timeline of the founding and evolution of all the chapters: 1939 South Florida, 1949 West Coast, 1968 Everglades, 1974 North Florida\* (Originally began in the 1960's as several groups (under various Georgia/Florida combo-named associations), 1974 Central Florida, 1976 Suncoast, 1978 Palm Beach, 1980 Treasure Coast, 1990 Ridge, 1991 Seven Rivers and 1999 Calusa.

Originally called *The South Florida Green Bulletin*, the magazine was published by the South Florida Golf Course Superintendents Association beginning in 1973. As noted above, the South Florida GCSA was organized in 1939 and is the granddaddy of all of our Florida chapters. Mike Barger was the first editor and was assisted by Tom Mascaro as the associate editor. Lou Oxnevad was the chapter president at the time.

Barger and Mascaro managed the publication until 1976 when Dan Jones was appointed editor. Mascaro continued as the associate editor until Dr. Max Brown took over that role.

And somewhere along the way Dan's wife, Irene Jones, began helping out when it came to gathering and writing stories and helping assemble the magazine.

These were the days of cut-and-paste layout pages to be photographed and transferred to metal plates so the rolling

presses could print the pages. Virtually every flat surface in the Jones home became a workspace during deadline time. The April 1980 issue was the last issue of the South Florida Green. During these late 1970s, photographers Harry McCartha, writer/photographer/superintendent David Bailey and his brother Mike Bailey became regular contributors to the magazine helping Dan and Irene fill the pages of the Florida Green.

Around this time after several years of discussion and planning the statewide Florida GCSA was formed and officially founded in 1980. The South Florida GCSA decided to donate its publication to the state to become the official voice of the united associations. The 1980 Summer Issue was the first official *Florida Green Magazine* with the same people on board still producing the publication.

In 1981 Daniel Zelazek, a good friend of the Bailey brothers, joined the staff as the magazine's cover photographer. Zelazek was an industrial photographer with the Pratt & Whitney Company down in West Palm Beach. We enjoyed his impressive cover story photos until his retirement at the end of 2010. With the 10th Anniversary issue in the spring of 1983, the magazine began a two-page foldout cover format, which lasted 15 years until the Fall Issue in 2008.

Zelazek was a master of his craft and he used a custom-made camera that used film sheets instead of film rolls or memory cards. No digital for Daniel. He totes his tripod-mounted camera around the state and took many a cover shot from the bucket of a front-end loader or standing on a pallet raised by a forklift.





First Foldout Cover 1983. 16th Hole, Banyan CC. Photo by Daniel Zelazek.

About this time, Jones introduced the concept of chapter reporters and in 1985 I became the reporter for the Central Florida Chapter. Four years later Dan and Irene Jones were ready to retire from the magazine after thirteen years of story gathering, editing and cutting and pasting each issue's layout. It was time to pass the baton.

In late 1989, Dan hired Larry Kieffer as the Publication Manager and Executive Editor, a post he manned until his recent retirement. I still forward my editorial copy to him for his watchful eye to keep the publication in top professional form. In 1991, the magazine became a bi-monthly publication instead of a quarterly magazine. That format lasted two years and we returned to publishing four times per year for budget purposes. During that period, Brian Everhart and Phillip Petus joined Kieffer's publication team as staff photographer and writer for those two years, while Daniel was on hiatus and I was in the midst of my job change.

Along the way, when I returned to Disney to help grow-in the Osprey Ridge Course, Tom Benefield stepped in as editor for a year or two and I remained on board as the assistant editor, still doing most of the article writing. Paul Crawford also joined the team as the advertising manager and played a big role in getting sponsors and advertisers for the magazine.

There were two other regular contributors to the magazine Mark Jarrell, CGCS, Palm Beach National GC (1994-2004) He also began writing a regular column for *Golfweek Magazine*, which highlighted the superintendent's role in course conditioning and attempted to educate golfers and club members about our side of the business.

Another regular columnist from 2001 to 2008 was superintendent Jim Walker with the Miami Dade Parks and Recreation Dept. Jim wrote his "As It Lies" column with a wry humor toward our daily routines and challenges.

In the background, keeping the business side of the magazine running, was Marie Roberts, the association manager for over 20 years until her retirement in 2007. Since then, Jennifer Bryan became our go-to person and as been acting as Advertising Manager along with all her other duties as the current association manager.

Over the years the magazine won a slew of awards from the annual GCSAA Publications Contest and the Florida Green remains among the top superintendent publications in the country.

To those pioneers who began the magazine, to all those who wrote articles, columns, president's messages, took pictures, sponsored, advertised, edited and produced 40 years worth of issues we sincerely thank you for beginning a lasting legacy which is the Florida Green.



## WE SALUTE THE MEMBERS OF THE F.G.C.S.A. INDUSTRY PARTNERS PROGRAM

### PLATINUM PLUS

Golf Ventures  
The Toro Company, HectorTurf,  
Wesco Turf

### PLATINUM

Agrium Advanced Technologies  
Bayer Environmental Science  
Beard Equipment,  
John Deere Landscapes, Show Turf  
Harrell's  
Howard Fertilizer &  
Chemical Co. Inc.

### GOLD

AmeriTurf

### SILVER

Becker Underwood  
Winfield Solutions Professional  
Products Group

### BRONZE

BASF Specialty Products  
Briggs Golf Construction  
Independent Turf Partners  
Southeast Partners, Inc.  
Tom & Mark Burrows International  
Turfgrass Services

**Thank you very much  
for your Support!**

Partnership Opportunities are available all year.