

The youngster did get a portfolio from the University of Florida for developing a significant project in agriculture.

Is there a budding turf scientist in the Purdy family?

"I fully expect to have Dr. Purdy come back and visit me some day," said Elder, his sixth-grade teacher. "But frankly, I don't think he'll be in agriculture."

"No, I think I want to be an engineer and maybe work in space," said Purdy.

"But I am thinking about continuing the exudate experiment for next year's Science Fair. Or I might do some work with photosynthesis."

Rain Bird founder loses cancer battle

GLENDORA, Calif. — Mary Elizabeth LaFetra, former president of Rain Bird

Sprinkler Corp., died of cancer March 27 at age 79.

She founded the company with her husband Clement, who died in 1963, and served as its president from 1951 to 1976. LaFetra's son Anthony became president in 1977, the year she retired as chairman of the board

Well known for her numerous philanthropic activities, LaFetra served on the board of directors for many local and national organizations. She was elected president of the LaVerne College board of trustees in 1971, a position she retained until



Mary E LaFetra

1982.

Following her retirement, she fulfilled a lifelong wish to complete her own college education and in 1982, at the age of 73, she

(Please see next page)

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(Continued from page 71)

became the oldest student to graduate from Pomona College.

Rain Bird's first product, the first positive-force impact sprinkler, revolutionized the irrigation industry. Today, the organization stretches around the world with facilities in the United States, Europe and the Far East. Rain Bird products are used to irrigate agriculture, homes and commercial and industrial complexes in more than 100 countries.

In addition to her son Anthony, LaFetra is survived by one daughter, Sarah Ludwick, and five grandchildren.

• • •

People in the news...

Jere E. Moore has joined Sunniland Corp., a Sanford-based manufacturer of fertilizer and chemical products and a whole-sale distributor of roofing products

as a marketing assistant. A recent graduate of the University of Florida with a bachelor of fine arts degree, Moore will help prepare and execute the corporate marketing programs and help research and develop new packaging and products.

Rain Bird offers compact controllers

Rain Bird's new RC-4Bi, RC-7Bi and RC-1260Bi controllers feature a compact, economical design for residential and light commercial applications. These new models combine reliable electromechanical operation with a variety of performance features.

Available in four-, seven-, and 12-station models, these indoor-mount controllers include a 14-day calendar. They can be programmed with the easy, at-a-glance dials and offer station timing of three to 60

minutes (in one-minute increments) and six to 60 minutes (in two-minute increments) with one to 23 automatic starts per day.

For areas where watering restrictions are in effect, an optional 15-day calendar dial replacement kit is available for three-day or five-day watering schedules.

For more information on Rain Bird's compact RC-4Bi, RC-7Bi and RC-1260Bi controllers, write Rain Bird Sales, Inc. Turf Division, 145 N. Grand Ave., Glendora, CA 91740.

New Ryan catalog out

Cushman is offering a full-color catalog of the full line of Ryan aerators, power rakes/de-thatchers, overseeders, spotseeders, sod cutters and rollers. Write Sales Dept., Cushman, P.O. Box 82409, Lincoln, NE 68501; phone 800-228-4444.

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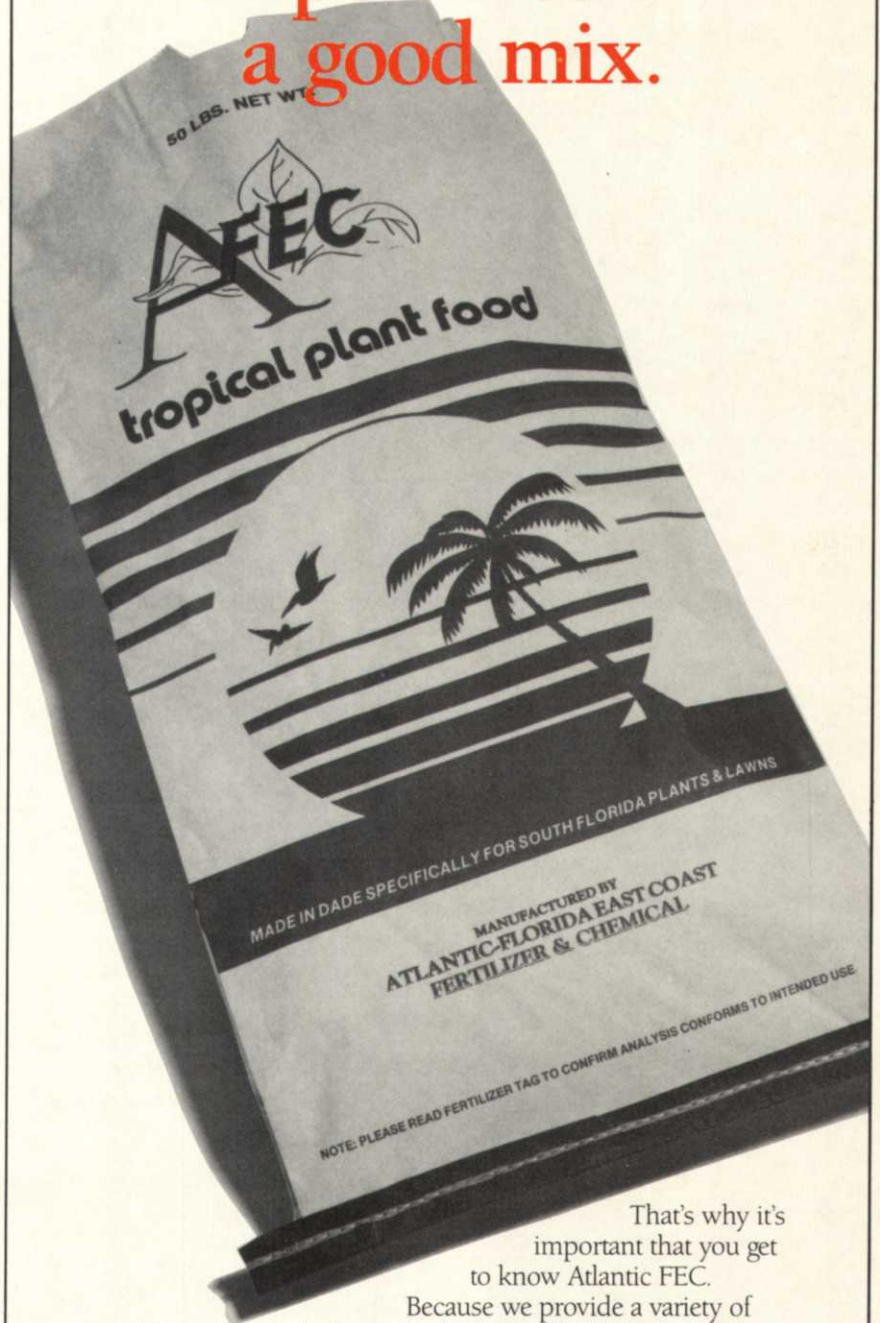
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Dew's heavy in Oregon

In a recent edition of *The Florida Green*, you carried an article by Tom Mascaro entitled "Dew is not Dew." It was since re-published in the *Carolinas Newsletter*.

Since we live in an area of heavy dew, I am sure that the article would be of interest to many of the readers of the *OGCSA Newsletter*. Could we have permission to reprint the article or would this have to be obtained from Tom Mascaro?

I have long intended to write you and congratulate you on your fine publication. Since we have nowhere near the courses or advertisers that you have in your area, we do the best we can with our limited resources.

Dick Malpass, Executive Director
Oregon GCSA
Vancouver, Wash.

We all share the pride

Congratulations to you and the *Florida Green* for the best cover award in the GCSAA contest. Your continued excellence in this area makes all of us in Florida very proud to be a part of such a great association and have such a great champion in the magazine field representing us. Many thanks for all your efforts.

-Bob Sanderson
Del Tura CC
North Fort Myers

Articles have broad applications

One of the good things about a magazine like *The Florida Green* is that ideas presented in articles do not necessarily apply only to the particular subject matter.

Mike Bailey's "Run for your Life"

about good lightning design for golf course rain shelters and restrooms opened my eyes to problems in an entirely different application. We are reconstructing a shower house near the ocean at our Beach Club. Mike's recommendations caused me to review and change the entire design!

I used about 10 of his 24 recommendations and I think our members will now be better protected when they leave the ocean to shower off.

The message is: "Don't skip articles because you don't think they pertain to you."

All good ideas are useful someplace.

-Bob McGarvey
Palm Beach Biltmore

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to serving the members*



It was one of the nicest birthday presents I have ever received.

Just a few hours after my biorhythms began their 48th annual cycle, your board of directors voted to award my company, Janlark Communications Inc., a contract to publish your magazine beginning next year. The action taken by your board amounted to an overwhelming personal vote of confidence.

My first prayer, then, is that I might never violate that trust you have placed in me. As we grow together, I hope none of us ever forgets that the FGCSA and Janlark began their relationship because some real people genuinely liked and trusted one another.

The second prayer is that I might never forget that *The Florida Green* is your magazine. If your magazine doesn't serve you and your association, it will be time to look for a different publisher.

During the five months of discussions that led up to the board meeting of May 21, some of the most difficult moments occurred as we tried to decide whether the magazine's primary function is education or public relations.

The magazine can serve both roles, but one must take precedence. Is it a public relations tool that educates its members? Or should it be a good educational tool that reaps public relations benefits?

We finally settled on the latter.

Also coming under scrutiny was the matter of geography. Some think the magazine has been biased towards South Florida.

As a 15-year observer of the Florida golfing scene, I estimate that at least a third of all the state's golf activity takes place in the three Gold Coast counties. When you consider that Southwest Florida is the fastest-growing golf area in the nation (according to the National Golf Foundation), *any* golf publication in Florida is going to appear slanted towards the South.

However, the situation has been aggravated because your publication has been produced by members who live in South Florida and depend on help from their colleagues.

The arms easiest to twist are those within reach.

Under the new arrangement, your magazine will be pro-

duced by a full-time professional staff that will be expected to cover the whole state. . . from the center of the state.

Hopefully, superintendents will continue to form the backbone of the reporting staff but no arms will be twisted.

The most important aspect of the publishing agreement, and one which required no negotiating, is the issue of control. It's *your* magazine. Your association must control it.

The mechanics of exercising that control are much too involved to discuss here, but, in summary, all policies — everything from advertising rates to suitable story ideas — will be set by the publications committee. Every major story will be approved by a superintendent-editor before it is written and *every word* will be approved by that same editor or his assistants before it is set into type.

This joint venture may not be profitable for anybody but the telephone company and manufacturers of fax paper.

Speaking of profits, our agreement assures income to the FGCSA right off the top. You get a percentage of the gross revenue roughly equivalent to what had been turned over to the association in previous years. It's up to me to try to make a profit out of what's left.

Finally, I must say a few words about Dan and Irene Jones, who have written *The Florida Green's* 15-year success story.

The enormity of their accomplishment is staggering.

Dan and Irene have succeeded where experienced publishers have failed because Dan and Irene have been dedicated to serving this profession. They have done things the hard way, the long way, the complicated way and sometimes the inefficient way, all because no one had shown them the professional shortcuts. And who would like to argue with the awards they have earned for the FGCSA? Not I.

When I can hang some agronomy awards next to the journalism hardware on my wall, I will be able to stand in their league. In the meantime, I intend to follow their formula: fairness, humility and dedication to service.

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release is so slow, it's almost useless, and will most likely occur during the hottest periods, just when you don't want it.

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