

## Dear Colleagues,

We have all recently lost a fellow superintendent Mike Cantwell. He was a longtime friend. Mike passed away unexpectedly on Nov. 11. He was the superintendent at Gateway Country Club from 1987 through 2000 until he accepted the construction / grow-in superintendent position at Miromar Golf & Beach Club in Estero.

Mike was a dual member of the Calusa and Everglades Golf Course Superintendents Associations. He was always willing to donate his course for a chapter event, along with hosting the Everglades annual Christmas Tournaments.

Mike contributed a great deal to our associations with his generosity and we would like to show our appreciation to him with a benefit tournament to help his family.

The CGCSA & EGCSA are hosting a benefit tournament in Mike's honor on Friday, Jan. 17, at Miromar Lakes Golf Course and Grandezza Golf Course. All proceeds (100%) will be put into a trust fund for his children.

Thank you for your support in helping a friend and colleague. Mike will be greatly missed!

*Jim Leiseberg, CGCSA  
President, Everglades GCSA*

2000, the program had greatly advanced.

Jerry Schmoyer, formerly with WCI and now heading up Miromar Lakes LLC, asked Mike if he was interested in building their golf course, Miromar Lakes Beach & Golf Club. Mike worked with Art Hills in building the course, and with their talent and expertise, they built a gem, all during severe water restrictions.

Mike was highly regarded as an expert in his field, and was frequently called upon by other superintendents for assistance and advice, and he was always happy to oblige. He had many, many friends and was admired by all who were privileged to make his acquaintance. His is a tragic loss.

Mike Cantwell was born in June 1955 to Patrick R. and Elizabeth Cantwell, in Aberdeen, S.D. He was preceded in death by his mother, who died Sept. 9, 2001. He is survived by his wife N.

## 2002 FLORIDA GREEN PHOTO CONTEST RESULTS

This is part two of presenting the four category winners of the 2002 photo contest. **Category 1 Wildlife on the Course:** includes mammals, birds, reptiles, amphibians.



*First Place - "Snackin' on a snag" by Neil Cleverly, The Old Colliers Golf Club, Naples.*



*Second Place - "The kids' first trip to the club" by Tom Biggy, Bent Tree C.C., Sarasota.*

### 2003 Photo Contest Rules

**Category 1 - Wildlife on the course:** includes any critter on the course that walks, flies, swims, slithers or crawls.

**Category 2 - Formal Landscaping:** includes annuals and ornamental shrubs and trees planted in formal beds on the course or club entrance.

**Category 3 - Native Areas:** includes beds of native plants including trees, shrubs and grasses used in natural-

ized areas to reduce turf inputs and aquatic vegetation plantings used to create habitat and protect water quality.

**Category 4 - Scenic Hole:** includes any view of a golf hole (panoramic or close up) that demonstrates the scenic beauty of a golf course.

### Easy Rules

1. Color prints or slides. Prefer prints. Only one entry per category. There

are too many variables affecting publication quality to permit digital entries at this time.

2. Photo must be taken on an FGCSA member's course. Photo must be taken by an FGCSA member or a member of his staff.

3. Attach a label on the back of the print or slide which identifies the category, course and photographer. DO NOT WRITE DIRECTLY ON THE BACK OF THE PRINT. Each print shall be attached to an 8.5" x 11" sheet of paper using a loop of masking tape on the back of the print. Slides should be in plastic sleeves for easy access for viewing.

4. A caption identifying the category, course and photographer should be typed or printed on the sheet of paper below the mounted print.

5. Judging will be done by a panel of FGCSA members not participating in the contest.

6. Mail entries in a bend-proof package marked PHOTOS DO NOT BEND to Joel Jackson, 6780 Tamarind Circle, Orlando, 32819. Entries postmarked after Aug. 1, 2003 will be automatically entered in the 2004 Photo Contest.

Gwen (Johnson) Burton, Stepson Jessup C. Burton, son Alexander "Alex" P. and daughter Tracy E. Johnson-Cantwell; father Patrick and siblings, mostly all living in South Dakota: Robert Cantwell, Kathleen "Kathy" Lahman (living in New England), Patsy Kwasniewski, Maureen "Mo" Cantwell, Elizabeth Doerr, and Carol Matt. There are many uncles, aunts, cousins, nieces and nephews, too many to list, but Keith Cantwell, a cousin, lives in South Naples and works at the Spanish Wells Golf & Country Club.

A Memorial Service was held Nov. 23 at the Harvey-Engelhardt-Metz Funeral Home at 1600 Colonial Blvd. The family received friends before the service. In lieu of flowers, anyone wishing to assist with the funeral expenses may send their contribution to the "Michael J. Cantwell Memorial Fund" at Sun Trust Bank.

## Hard Times

*Editor's Note: Superintendents are often proactive agronomically, but tend to be reactive politically. With the uncertain economic times and nervous club members and owners, take some action to show you are doing all you can to ease the financial burden and still try to provide the best playing conditions possible. Here are some things you can share with your upper management or ownership to ride out the rough times.*

### Base Operating Decisions On Data During Slow Economy

With the possibility of declining revenues and increasing costs, many golf facilities are looking at ways to streamline operations. Before modifying operating practices, budgets or staffing levels, seek advice

from your golf course superintendent. Superintendents can provide valuable information to help make decisions that will keep the golf course healthy and income-producing for years to come.

Using their technical knowledge and experience your superintendent can provide data on the "what if..." scenarios of golf course management.

More specifically, your superintendent can help:

- Prioritize activities that correspond directly to issues of playability vs. those that are purely esthetic.
- Propose a short term, mid-term and budget management.
- Analyze operational standards and adjust them as necessary to meet your goals and budget
- Establish a timetable that delays major renovation projects and other capital outlays.
- Redirect staff to undertake smaller renovation projects, irrigation maintenance, cleaning, painting etc., or projects that were planned for outsourcing.
- Research utility rates and reschedule heavy use utilities, such as water, during off-peak times.
- Control complimentary rounds and put on hold staff events.
- Outline the costs to bring the course back to optimal condition if foregoing planned maintenance is required.
- Provide the costs to hire and retrain employees.
- Recommend additional ideas to generate revenue.

Consider, too, the costs to re-engage golfers and rebuild goodwill if the course does not deliver a quality golf experience. It can be 30 to 40 times more expensive to acquire

new customers than it is to manage existing customers.

*Sources: "Budgeting in a Downturn Economy," The Boardroom Magazine, September 2001; Carolinas GCSM; "How to Weather an Economic Downturn" resource packet, GCSM. Credit: Leader Board, November/December 2001*

### Support Professional Development

In theory, it's hard to argue with the value of investing in knowledge. But when finances are tight, it can be hard to justify training expenses.

Consider the return you will receive for your investment in your superintendent's continued professional development. Your superintendent will strengthen his or her skills in the overall management of the golf course, significantly contributing to the golf facility's overall business objectives. These impacts can be quantified to show the return on investment in monetary value. More effective budget management is a good example of how to measure ROI. Shifting resources for more efficient staff utilization is another example.

Evaluating and quantifying these areas can assess ROI.

- Improved quality
- More efficiencies
- Reduced costs
- Enhanced analytical capabilities
- Reduced turnover
- Better decision-making
- Time savings
- Innovation
- Increased effectiveness

You can quantify these areas using a ROI formula to determine the cost-to-benefit ratio:

$$[(\text{Benefit accrued from training} - \text{Cost}) \times 100] / \text{Cost} = \% \text{ ROI}$$

The costs of training are easy to quantify: tuition or purchase price, incidental expenses, staff time, etc. The tricky part lies in putting a legitimate, well-reasoned number in the "benefit" location - logical, specific and quantifiable - namely, greater revenue or reduced expense.

There are also intangible benefits to investing in training that contribute to positioning your golf facility in the marketplace. These include:

- Increased golfer satisfaction
- Increased staff commitment and teamwork
- Improved customer service
- Improved community image
- Reduced complaints

Consider these benefits when authorizing training funds for GCSAA's conference and show and as your superintendent meets the continuing education requirements to maintain Class A or certification.

*Sources: Donald R. "Chip" Levy, Rochelle Organization, Washington, D.C., in the Professional Development Forum Online, June 2002; GCSAA's Professional Development: Building on Success resource packet, 2002.*

*Credit: GCSAA's Leader Board, November/December 2002*

**Editor's Note:** *If the two tips above seem contradictory in nature consider that the skills needed in controlling costs are more often than not learned in national and regional continuing education seminars. They are also learned by peer networking at local chapter meetings.*

*It may not seem at first look that expenditures for meetings and conferences green up the grass today, but they surely can help keep it green tomorrow.*

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# Gentleman Joe Lee

## MARK MY WORDS

To borrow a "Joe Lee-ism," if I were any happier, I'd be twins! On Nov. 2, Joe and Jinny Lee hosted a book-signing dinner party at Palm Beach National for the long-awaited and much-anticipated introduction of "Gentleman Joe Lee", a book about the life and architecture of a man I've known, loved, and respected for over



Mark Jarrell, CGCS

30 years. Our small clubhouse was filled to overflowing with people who feel the same way about this remarkable talent and exemplary human being.

Many admirers, including me, have always felt Mr. Lee has not been given proper recognition for his contributions to the game of golf, and this book will help present and preserve his philosophy and life story in the chronicles of golf history.

The book is just the right size for a cover-to-cover reading in a few hours - 242 pages of beautiful photography by Theresa Airey and flowing text by *Golf Digest* and *Golf World's* Ron Whitten - but you'll find yourself picking it up again and again to digest a seemingly simple design principle or to peruse a beautiful photo of a hole you've played or would like to play. It's a simple and straightforward examination of Joe's life, work, and philosophy without the aggrandizement you'd normally get, given the level of tal-



Joe Lee, center; on the job during the reconstruction of the Banyan Golf Club in 1998. Show here with superintendent Clint Smallridge, CGCS, left and his assistant, Tim Enoch.

ent and accomplishment of the subject. Ego and self-promotion are not in Joe Lee's vocabulary, and would not be permitted in a book about him, no matter how well deserved or adamant his admirers. I'm quite sure the book's title was not so much chosen as it was preordained.

Golf course designer Joseph L. Lee has quietly put up

astounding numbers: 50 years as a designer; approximately 250 original designs; about 500 total projects worked on. If this were baseball, Joe Lee would be a combination of Cal Ripken, Roger Clemens, and Sammy Sosa. Many of the creations credited to Dick Wilson, especially in the later years of his life, are Joe Lee's work from top to bottom, but gentleman Joe would never accept

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Joe Lee, left, with Ron Whitten, senior editor of architecture for *Golf Digest* and *Golf World* magazines and author of "Gentleman Joe Lee, 50 Years of Golf Design" at Lee's book-signing dinner at Palm Beach National GC in November.

**An Original Poem**

This is an original poem composed by Clint Smallridge, CGCS, Banyan Golf Club, longtime friend and admirer of Mr. Lee. Clint wrote it especially for Joe and read it to the assemblage at the dinner party.

**Mr. Joe Lee, A Man Among Men**  
*Oh what a joy it has been  
 To spend a career with such a good friend  
 In the Bahamas with just rocks and trees  
 You had the answer, get soil from the sea  
 The stories you tell are funny indeed  
 But contained within there is a lesson to heed  
 You always set the standard, a lofty goal indeed  
 I knew you were watching, that is why I had to succeed  
 When you came to visit at Mullet Bay  
 Again you had the answer, move that hotel out of our way  
 With Mrs. Jinny and Betty at your side  
 You weave beauty and wonder over the country wide  
 Golf is your business but people your passion  
 Relationships, friendships, business deals all around the world to fashion  
 You once told me "Always give the other guy a chance to be a gentleman"  
 But it was you my friend that extended the helping hand  
 So it's time for special wishes, and only the best will do  
 For when it comes to special friends, the very best is you!*

Clint Smallridge, CGCS

such recognition if it meant taking credit from the man who mentored him and launched him into a career he's enjoyed so well these many years.

With more than 100 golf courses in Florida, these comments are not news to the many players who have enjoyed his creations, or to the many superintendents in this state who have had the pleasure of working with and getting to know this extraordinary man.

A quote from his book, "One of the jobs of the chairman of the green committee is to defend what the superintendent is doing," best illustrates why Mr. Lee is so respected and beloved by superintendents. Joe has always supported and respected the work of the golf course superintendent, understanding the difficulties of a job fraught with so many uncontrollable factors.

He once said that had he not had the great fortune of success as a golf course designer, he might have enjoyed the profession of golf course superintendent. How many other golf course architects have had a surprise dinner party given in their honor by devoted and appreciative golf course superintendents, as Joe Lee did in 1990 at Pine Tree Country Club?

Joe's book is not for sale. He and Jinny decided to underwrite the entire cost of publication, but they are requesting a \$50-per-book donation to the Joe Lee Scholarship Foundation, Inc., which annually awards scholarships to the children of employees (or the employees themselves) at Joe Lee-designed golf courses. Requests for books, information about the scholarship fund, or donations, can be directed to P.O. Box 1270, Boynton Beach, FL 33425, or call 561-732-2421 or 561-732-5518. Several pro shops have already received books, and more are scheduled, so you might find one at your nearest Joe Lee golf course.

The recent HBO miniseries, "Band of Brothers" swept the consciousness of the current generation as the story of the tremendous human sacrifice by this band of World War II citizen-soldiers was

that we fulfill our managerial mission requirements.

And in our campaign, we too suffer losses. In 2002 our senses have been assaulted by the loss of no less than seven of our comrades-in-arms: Chuck Almony, Jr., Bill Cowing, Tom Crawford, Chip Fowkes, Joe Konwinski, Mike Cantwell and the last brother to leave us on Dec. 6, Jeff Hayden. Each was known to us in different ways as a class-

**Our Own Band of Brothers**

**GREEN SIDE UP**



Joel Jackson, CGCS

told. The miniseries was based on the book by Stephen Ambrose, who chronicled the lives and battles of the members of Easy Company, 506th Regiment of the 101st Airborne. The show earned Golden Globe and Emmy Awards for the Best Miniseries in 2002. It is a tale of how common men performed uncommon acts of bravery and valor. It is a story of how a diverse cross section of personalities became one of the most highly trained and efficient units in military history.

We learned the hopes and fears and strengths and weakness of each of the true-life characters as they made their way from their training camp in Toccoa, Ga. to the fall of the Third Reich in Germany. Along the way, life happened. Choices they made enriched or ended their lives. They bled and died for a noble cause, but in the end more for each other; and they would never be the same.

Brothers, born in combat, they would watch their family numbers shrink after each engagement; the losses taking their emotional toll, making each man question his purpose and his future.

Our modern-day sacrifices are not so grave, but superintendents have a common bond making us a Band of Brothers in many respects. We face so many common challenges in terms of growing and grooming golf's playing surfaces that we share many of the same emotions and stresses associated with the business. We have all had to make a commitment of time and effort to ensure

mate, mentor, leader, friend, contributor, volunteer, associate, buddy, pal and peer. Their spheres of influence range from local to state and national in nature and each was just as important in its own context as their lives interacted with ours in common concerns and achievements.

The title, "Band of Brothers" came from Shakespeare's play *Henry the Fifth*. In honor of our fallen comrades I share with you an edited version of the passage which gave rise to the title:

*He which hath no stomach to this fight,  
 Let him depart; his passport shall be made...  
 We would not die in that man's company...  
 But he that outlives that day shall see old age...  
 And strip his sleeve and show his scars...  
 And say, "These wounds I had on Crispin's Day."  
 ...This story shall the good man teach his son;  
 And Crispin's Day shall ne'er go by,  
 From this day to the ending of the world,  
 But we in it shall be remembered;  
 We few, we happy few, we band of brothers;  
 For he today who sheds his blood with me  
 Shall be my brother..."*

Though our daily battles are far less rigorous than those heroes of another age, they are no less a measure of our abilities and our loyalties. In that regard, we owe it to each other to be prepared, to be competent, to be diligent and to make sacrifices so that our unique profession lives on in honor. We few, we happy few, we band of brothers. For those whose paths I followed and for those who have walked in my footsteps, living and gone - they are my brothers forever.



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