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FUN FACTS

Vehicle: Company’s 2005 Ford F-150,
Personal: 2008 Ford Shelby GT500
I stay home to watch:
New York Ranger hockey
The book I’ve been reading:
Nothing lately, should be reading the bible more.
Favorite meal: Sushi
Prized possessions: My family, if that’s considered a “possession.”
Favorite performers:
J. Geils Band, U2, Bruce Springsteen, Johnny Cash, Woody Rowe and all Blues performers.
Personal heroes: The Lord Jesus, my mom and dad, my wife, John deMaine and Steve Masiak.
Nobody knows that I:
Have a collection of Teddy Bears

I’m better than anyone else when it comes to: Spraying! Just ask my assistants, they’ll tell you
If I could do it over: I probably wouldn’t change a thing
I’d give anything to meet: Old Tom Morris
The one thing I can’t stand: Negativity
Words that best describe me: Honest, hard working and humble
My dream foursome would be: Steve Hritsko, Tim Alles and Steve Masiak
My best fish story: Landing a nice bull dolphin fishing in the Keys with Jim Lyle and others. Earned the nickname “Bull Bob” that day.

Bull Bob lands a big bull dolphin on a Keys fishing trip.

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To learn how we can help you meet and defeat your challenges, call 888-668-5868 or visit howardfertilizer.com.
**Coral Creek Club**

**Location:** Placida, Florida  
**Ownership:** Coral Creek Club, LLC  
**Playing policy:** Private  
**Avg. rounds/year:** 10,000  
**Holes:** 18, 7003 yards, par 71, Slope/Rating: 139 (Medal tees)  
**Designed by:** Tom Fazio Golf Course Designers, constructed by: Quality Grassing  
**Opened:** 2001  
**Management Team:** Club President Michael Zmetrovich; General Manager Karen Conroy; Advisory Committee Chairman Steve Iovino; Head Golf Professional Ken Raynor; Executive Chef Myriam Glover and Golf Course Superintendent Bob Wagner  
**Projects:** Conversion of out-of-play areas to native plantings.  
**Acreage under maintenance:** 140 of 231 total property acres  
**Greens:** 5A, avg. size 6,300 sq. ft.; TifEagle w/2A of Tifdwarf collars, HOC 0.80” (winter) to 0.97” (summer). No overseeding. Green-speed goal: 11–11.5 normal play, 12–13.5 special.  
**Tees:** 3.5A on course, 1.5A on practice tee. Tifway 419. HOC 0.5–0.57 inches. Overseeding: Practice range only. PhD Rye Blend @ 500 lbs/A.  
**Fairways and Roughs:** 48A fairways, 45A roughs Tifway 419, HOC 0.5 inches on fwys and 1.25 – 2.0 inches on roughs. No overseeding.  
**Waste or Native areas/beds:** 9A of “waste” bunkers composed of washed beach sand. Tine-harrow raked 1x/week and Sand Pro raked 2x/week.  
**Waterways/Lakes/Ponds:** Total 7, covering 24A, maintained by outside contractor.  
**Irrigation:** Re-use and surface combination. Pumping system: Flotronex/PSI VFD. Control System: Toro Os-mac. 1,500 heads, type: 780, 750 and 1550.  
**Watering restrictions:** Stay within consumptive use permit.  
**Staff:** 15 full-time including superintendent and 3 part-time. 40 hrs per week. Key employees: First Assistant Superintendent Jason Reiswig, Second Assistant Jesus Galvan; Equipment Tech Jim Dilmore. Pest control and irrigation done by superintendent and/or assistants.  
**Communications:** Daily crew assignment or safety meetings. Weekly department head meetings. Annual member meeting and various Golf Advisory Committee meetings and other club functions. Newsletter and course update articles and notices.

An aerial view reveals the close proximity of the course to Coral Creek, Gasparilla Sound and the Gulf of Mexico. Photo courtesy of the Coral Creek Club.
course, nematodes can be an issue. We will be testing some of the newer products now that our Nemacur inventory has been depleted.

“In the fall we are always on the lookout for signs of Pythium blight and we implement a preventive greens-spraying program when conditions might favor the disease. Fairy ring can be troublesome during certain times of the year and we utilize a few of the newer more effective fungicides to help us with control.”

Wagner and company do an excellent job of managing the natural resources at the club as well, so much so that as members of the Audubon Cooperative Sanctuary Program, one of his previous assistants compiled a wildlife Inventory of the property that totals more than 200 species if you add in the oysters and other mollusks, crustaceans and fish in Coral Creek. There are more than 129 species of birds, mammals, amphibians and reptiles alone.

Can you say wildlife habitat?

Beyond the nuts and bolts of turfgrass management, no really successful superintendent has ever made it without help from others.

“I have been blessed with a group of folks who helped guide me in my personal and professional growth,” Wagner said. “They include Tony Taylor at Innisbrook, who encouraged me to get my golf operations degree at Lake City and the likes of Greg Plotner when he was at Tampa Palms,
Larry Weber in his role as consultant at Wentworth GC and John Luper at the Bardmoor CC.

“Then there was Steve Masiak, whom we both know. ‘Maze’ taught me how to envision a golf course from the raw dirt to the finished product and a great deal about the golf industry in general. I also have to mention John deMaine, a former member at Coral Creek who now lives in North Carolina. I learned so much about life and treating people with respect from him. We still stay in touch and I consider him one of my closest friends.

“With all the challenges facing our profession these days,” Bob added as we wrapped up the interview, “I can’t think of anything I’d rather do than grow grass! God, I love grow-ins. At the end of each day I’m ready to go home and enjoy my family time, but every morning when I wake up I’m still excited and ready to go to work. Some day when I finally retire I hope I can get one of those fairway mowing jobs working for some young superintendent.”
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Effective Communications During Tough Times

We all know the challenges facing the our economy these days, and we have all seen how it has affected the revenues and maintenance budgets at our golf courses. Every case is unique and no one solution will fit all situations. But there is one common denominator that can be applied to all courses, and that is developing effective communication methods for getting your message across to management and members or customers.

Each golf course may have a wide variety of leadership and communication skills in various key positions from vocal members, board and committee members to department heads, general manager and the superintendent. Being able to identify and utilize the most effective communication tools at your location will be fundamental in your success and the club’s during these trying times.

If there is an information vacuum about the vision and strategy of the club overall – and especially in course conditioning, which is usually of paramount concern by the members and customers of a facility – that void will be filled with speculation, rumor and doubt unless you fill that void with facts and information.

There is little doubt that superintendents everywhere are stretching fewer budget dollars to maintain golf courses across the state. The net result is that course conditioning priorities must be jointly agreed upon by members, management and maintenance. It is not reasonable for anyone to expect the same level of manicured appearance when labor and materials budgets are reduced as they have been consistently over the past few years.

However, clear effective communication from the superintendent and club management can provide information and facts that can educate and lead to understanding by members who previously did not give golf-course maintenance requirements a second thought. Here are some comments from your peers about ways they are effectively communicating to their clubs:

**Spreading the Word**

Roy MacDonald, at the Hobe Sound Golf Club in Martin County, sets the stage for what most courses have had to deal with the past few years. He writes, “We had poor growing conditions like everyone else this past winter. In fact it was the coldest winter I have experienced in Florida since moving in 1981. Coupled with the fourth consecutive
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FALL 2010
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