Industry Leading, Direct Sales of Fertilizers, Chemicals, Plant Protection Products, and Grass Seed.

As your one-stop supplier, Direct Solutions' commitment to you is simple:

**Our Promise.** Provide a complete range of the most advanced turf-growth solutions on the market.

**Our Partnership.** Develop agronomic and economic solutions tailored to your specific turf conditions, budget and delivery schedules.

**Our Performance.** Deliver proven turf management programs with environmentally-responsible fertilizer technologies, micronutrients, seed and chemical products.

**Our Products.** We proudly offer all leading turf & ornamental products to meet your needs, and feature these fine fertilizer technologies along with the exciting new nematode product, MultiGuard Protect.

Proud to be a new Platinum Level sponsor of the FGCSA. We are Direct Solutions, and we are committed to growth.

www.aatdirectsolutions.com
The Juliette Falls Golf Course: 
Treasure at the End of the Rainbow

The Juliette Falls Golf Course is located in the rolling countryside near the city of Dunnellon in Marion County just off State Road 40 and very near the headsprings of the Rainbow River. While the course is relatively new on history’s timeline (it opened in 2007), the land on which it sits began to write its recent history back in the 1880s when hard rock phosphate was discovered in the area.

The town of Juliette sprang up and, as a result of the phosphate mining, farming and the popularity of the springs and river, it became a booming community. However, archeological evidence indicates that the waters of the Rainbow River have attracted and sustained human inhabitants for more than 10,000 years.

I have been to the Juliette Falls course a couple of times over the years, attending Seven Rivers Chapter meetings and their annual Toys for Tots Christmas Tournament. I can’t think of the name Juliette without thinking of Shakespeare’s play, “Romeo and Juliette!” Back in the 1880s they must have been thinking the same thing as a nearby cattle-raising community called Romeo was founded! Railroads from the two towns intersected at what is now the golf course’s driving range tee area, and Romeo and Juliette got together a couple of times a month to trade beef and vegetables.

In the 1930s Rainbow Springs began to develop as a tourist attraction and hit its prime time in the 1960s. During that era activity increased to include glass-bottomed boat rides, riverboat cruises, log raft rides, a gift shop and café, an aviary, gondola and monorail rides, a rodeo and submarine boat tours. The attraction closed in 1974 when tourists began using I-75 instead of U.S. Highway 41 and an attraction called Disney World opened. The state purchased the area that was
formerly the attraction in 1990 and volunteers began clearing
the overgrown park and the 1,459-acre Rainbow Springs
State Park opened in 1995.

Today on the Juliette Falls course there are reminders of the
area's past. To the right of the eighth green a huge daunting
foliage-filled cavity (think small canyon) that is the vestige
of the phosphate-mining days. It is an imposing hazard for
wayward golf shots. In the woods to the left of the twelfth
tee are the remnants of a cattle chute and corral fence that
once housed bulls raised for the Rainbow Springs Rodeo
attraction. That's a quick look at the history of the area, now
let's talk about what's happening now!

The concept of Juliette Falls Golf and Spa Community was
that of a leisure lifestyle near enough to conveniences but
far enough away to be a tranquil and relaxing place to live
and play. The only problem was that soon after opening its
doors the bottom fell out of the economy and, like many
developments of that time, it had to hunker down and move
along at a slower pace than anticipated.

The property has a couple of things going for it. First, the

### Meet Steve Keller

**Originally from:** Born in Cheboygan, MI. I grew up
in Charlevoix, MI

**Family:** Wife Tina. Sons: Taylor (20) and John (19)
and our dog Samson.

**Education:** 1985, graduated with an associate's
degree in the two-year turf program at Michigan
State University

**Employment history:** 1977-1983 Crewmember
Florida: Assistant Superintendent Pine Tree
GC, Boynton Beach; 1987-1989 Superintendent
Deerfield Beach GC, Deerfield Beach; 1989-1995
Assistant at Seminole GC, Juno Beach; 1995-2000
Superintendent, The Moorings Club, Vero Beach.
2000-2003 Superintendent, Berkeley Hall GC,
Bluffton, SC; 2003-2006 Superintendent, Isleworth
G&CC, Windermere; 2006-present Superintendent,
Juliette Falls, Dunnellon.

**Professional affiliations:** Member of the FTGA,
GCSAA, FGCSA and Seven Rivers GCSA. Served
as board member and vice president of the Treasure
Coast GCSA in 2000.

**Goals:** To keep working to help brand and develop
Juliette Falls as a golf destination and a successful
residential community.

**Personal philosophy of work:** The golf course
turf doesn't know about weekends or holidays. Be
willing to invest the time and effort to present the
best product at all times. Also, be very proactive
in communicating up and down the chain of
command to avoid any misunderstanding of
conditions, challenges and needed support.

**Personal memorable moments:** Playing one of our
rounds of golf in Scotland with Tony Jacklin. I have
been most fortunate to be able to play most of the
British Open venues.

**Hobbies and Interests:** Normal stuff – fishing,
hunting and making golf trips to Top 100 courses.
AmeriTurf
Innovation in Fertigation and Foliar Nutrition.

Authorized full line distributors for the following brands:

Green Industries
RedoxTurf
TurfScreen
PrimeraOne
QUALI-PRO
CIVITAS
Aquatrols
Gigg Bros.
SipcamAdvAn

Brent Holmes (904) 476-0413 Florida’s East Coast
Bill Nye (239) 220-2251 Naples/Ft Myers
Bill Nye (239) 220-2251 Naples/Ft Myers
David Steel (407) 616-4841 Orlando
Jeff Doyal (239) 300-8499 Naples/Ft Myers
Kevin Goolsby (850) 685-2104 Florida panhandle
Office (877) 441-8873 www.ameriturf.com

Revolutionary Fertility Programs — Water Management Solutions — Plant Protection

www.itpturf.com

Call 1.866.ITP.TURF to locate a Sales Rep near you

Serving the Golf Course and Professional Landscape Industry since 2005.
Partnered with leading manufacturers offering the highest quality products.
Technically sound sales representatives across Florida and the Southeast region.

Fertilizers - Chemicals - Surfactants Liquid Nutrients - Specialty Products

Producers & Installers of Fumigated Georgia Certified Quality Turfgrasses for Golf Courses and Athletic Fields

• Tifway
• TifSport
• Tifdwarf
• TifEagle
• TifGrand® (PP21017)
• MiniVerde™
• Celebration™
• Meyer Zoysia
• Zorro Zoysia
• Centipede Sod/Seed
• SeaIsle 1
• SeaIsle 2000
• SeaDwarf™
• Platinum TE

www.pikecreekturf.com

Pike Creek Turf, Inc.
427 Pike Creek Turf Circle
Adel, GA 31620
1.800.232.7453
When you partner with Bayer, you're getting more than just our products. You're getting the Backed by Bayer™ satisfaction guarantee and more. Because we are committed to your peace of mind, all of our research, technical support and training is available for you, when you need it. Rest assured that we stand by our products and the science that created them.
owner, Ron Clapper is an avid golfer so he works with superintendent Steve Keller to provide enough resources to keep the course in good shape. Equally important is the John Sanford-designed course itself! Golf Magazine recognized the course as one of its “Top 10 New Golf Courses You Can Play” and Golf Digest named it among the “Top 5 New Courses in 2008.” Additionally, the course is a certified Audubon International Silver Sanctuary.

That designation plays a large role in Keller’s environmentally friendly maintenance practices. As we toured the golf course, Keller spoke about specific challenges of the site and the budget-conscious modifications he has made to standard maintenance practices. He said, “The universal challenge we have here is the very sandy soil profile, which is great for drainage and playability after heavy rains, but can be a real challenge during dry spells. The soil here is called the “Candler Sand” which is a state geologic formation designation. As a result, we are on a constant “spot” or hand-watering program when it gets dry. We also have amended our greens with Profile® to help retain moisture in the rootzone.

“The sandy soils also are a haven for nematodes and, as they feed on the roots, it adds to the desiccation of the turf canopy. We apply Neotec® to control any serious nematode outbreaks, but we also found that the Profile® seemed to help reduce their populations.”

Because Juliette Falls, like many courses – and the whole golf industry – is working its way through the nationwide economic slowdown, Keller shared some of the site-specific changes he’s made to conventional maintenance practices.

He said, “We have tried diligently to modify our practices to reduce costs without sacrificing overall quality and playability. When the recession hit in 2008, many courses cut back on fertilizer and chemical applications and labor hours out of necessity. We have tried to adjust those cutbacks to become standard operating procedure, which takes diligent monitoring of plant health, but it can be done. This is when you really need to understand your course’s microclimate, soil and water content and chemistry, and the turf’s response to changes.”

“People may not realize how cold we get here. Last year we recorded 23 frosts, and we have had as many as 40 in past winters. We have seen freezing temperatures lasting five to six hours at a time. Fifteen degrees is the coldest I have recorded. When we first opened we mowed fairways three to four times per week like most courses with overseeding. Once we stopped overseeding fairways we found the extended “no-or-slow” growth conditions allowed us to reduce mowing frequency in the cool season by almost 75 percent.”

“The same was true on the greens. We monitored clippings yield and noticed we cut very little turf. Greens
Briggs Golf is proud to announce the acquisition of Spreadrite Inc.

Former owner, Lamar Sapp has earned a reputation of being the best in the industry, which is why Briggs Golf set its sights on acquiring Spreadrite.

Our specially designed trucks can spread sand and fertilizer with no damage to the playing surface. Spreadrite can complete most fairway top dressing projects in as little as two days, and fertilizer applications in one afternoon.

Our winning formula. Over the past 21 years, Roy Briggs and Frank Giacopelli have been trusted advisors to course superintendents, general managers and architects throughout Florida.

Our dedication to superior workmanship, close working relationships and personal trust are what we believe to be the reasons for our success. Briggs Golf has built a reputation for service, quality and attention to detail that is second to none.

With real "Big Game" experience, we can make your next project a winner. Call us today to find out how.

We are industry leaders in golf course construction, renovation, restoration, and shaping

We also provide sports and athletic field construction, installation, renovation and on-going seasonal services

Roy Briggs (561) 718-8219
Frank Giacopelli (561) 339-9622

13636 150th Court, Jupiter, Florida 33478 (561) 575-2338
briggsgolfconstruction.com
Tifton Physical Soil Testing Laboratory, Inc.

Accredited by the American Association for Laboratory Accreditation (A2LA)

Specializing in:

- Testing All Materials for USGA Golf Green Construction.
- Developing Putting Green Rootzone Mixtures that meet USGA Specifications.
- Recommending Topdressing and Bunker (Trap) Sands that meet USGA Specifications.
- Developing Sportsturf Rootzone Mixes with Optimum Physical Properties for Athletic Fields.

1412 Murray Avenue
Tifton, Georgia 31794

T. Powell Gaines
(229) 382-7292

www.tiftonsoillab.com
mowers would often report only dumping once after mowing their six-green zone. So, we cut back on frequency during the cooler season. Beginning in November, rolled greens three to four times per week and only mowed two or three times, depending on the weather. If it's over 39 degrees and we need to clean up spike marks, we will mow.

"I took this reduced mowing frequency concept to the warm season as well, and by managing nutrients, irrigation and weather, we found we could back off overall mowing frequency. Less cutting means more leaf blade surface and more efficient nutrient use and overall plant health, enough to help the bottom line without affecting member expectations."

"Nutrient management was another area of significant savings. We now apply a little less than three pounds of nitrogen per year on the fairways and just a little over five pounds of nitrogen on the greens." Keller uses a spray program to apply most of the nutrients. He said that they have not made a bulk application in several years. He added, "For the past three years, I have been using the Pathway program, which consists of spraying microbial products on our greens weekly and our fairways monthly as part of our nutrient spray program. And I feel that it has helped fix the nitrogen in the soil, making it available for longer periods of time, thus enabling us to reduce over totals and frequency. "We have also recently reduced our overall water consumption. We have gone from 106 million gallons in 2010 down to 80 million in 2012. We have achieved this reduction by reducing turf area and cutting off some heads in out-of-play areas and creating native areas. I also believe the fertilizer reductions have enabled us to cut back on overall run times by promoting deeper and healthier root systems. Keeping golfer expectations in mind to aid turf density and balance in loss in color, we apply Primo weekly on the greens and spray pigments on the greens weekly, tees biweekly and fairways monthly."

"Using this overall effective-but-conservative approach has created a few problems in high-traffic areas along cart paths. Turf damage along paths is normal wear and tear and sometimes difficult to control no matter what, but the effect can be magnified with reduced inputs. So, when the budget allows, we focus on these problem areas, giving them a little more T.L.C with extra fertilizer, soil amendments and installing some hardier Celebration® bermudagrass."

Keller’s cultural programs are not so much different from most other courses. The course closes nine days during the slower summer season. They solid-tine and verticut greens, tees and fairways in three days in June and July and they core-aerify and verticut in August. They also do eight solid-tine aerifications the rest of the year when they are open.

In the pest-management department, Keller said, "Sean Plummer, my assistant, is spot-spraying almost daily including wood lines and out-of-play areas to control weeds. In May and June we apply Merit® and Talstar® to most areas. We get good control of worms, mole crickets and fire ants. We also spot-treat known fire ant hotspots with Award® fire ant bait."
DESIGNED FOR FUEL SAVINGS FROM DAY ONE...

Greensmaster® 3320 TriFlex® Hybrid
The first rider to cut with the precision of a walker.