



THE SOUTH FLORIDA GREEN

VOLUME 7

JANUARY, 1980





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President's Message



I hope 1979 was a good year for everyone. It was definitely a year of change for the South Florida Superintendent. We saw our association divide its territory and the price of gasoline reach \$1.00 per gallon. At the F.T.G.A. Conference our former President Leroy Phillips was elected Director and Bob Sanderson received the "Wreath of Grass Award". Congratulations to both of these men. Two successful tournaments were held, the "Poa Annua Classic" and the "Crowfoot Open".

As we face 1980 our winter visitors are returning to our area. Our talents and knowledge will be put to a true test . . . with heavy play and slower growing conditions we are expected to keep the courses in top condition. Those who could not afford to overseed (or chose not to) are hoping for a mild winter. This is the time of year for many of us to prepare our budgets. This will be harder than growing grass since so much of our materials we use are derived from petroleum.

A few comments about the Florida State Golf Course Superintendent Association. In October officers were elected and By-Laws approved. Our initial goal of unifying the Superintendents in the State of Florida has been accomplished. It is our hope that the National Association will recognize this State Association. The next meeting of FSGCSA will be held during February in St. Louis at the national conference. The Florida State Golf Course Superintendents Association, through contributions from the local associations will have a suite at convention headquarters for all Florida superintendents and their friends to meet.

Hope to see you in St. Louis

Alan Weitzel

The South Florida Green

The Official Bulletin of the South Florida Golf Course Superintendents Association
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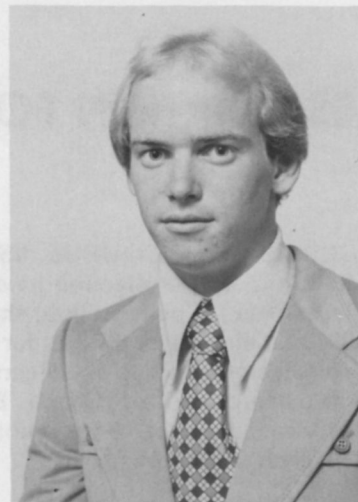
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HOW I SPENT MY SUMMER VACATION

By WALTER J. McMAHON



Being an on the Job Training Student from Lake City Community College, I feel very fortunate that I was sent to Country Club Aventura for my summer's OJT. It is a quality golf course, run by quality people. My summer OJT experience started on April 23, with my becoming familiar with the course and my job duties. I was hired primarily as spray technician. My main objective was to eradicate goosegrass from fairways and roughs. I was introduced to a product new to me for this task, Sencor, a relatively untested chemical. This product had not been used at Aventura and my first applications were to be experimental.

Mike Perham, Assistant Superintendent, told me we would be going at a rate of 1/2 lb./A, Sencor being 50w. This rate is 1/4 lb./A active ingredient. Along with the Sencor we used MSMA @ 2 lb./A. This rate discolored the Bermuda grass and showed up within 30 hours after spraying. First applications were made May 3, Hi T° for the day was 84°, Lo 74°. On May 4, every place I had turned the booms of my spray rig on showed up as a yellowed square of turf. I spent the next few days wondering how severe or permanent this discoloration would be. I covered the back nine of the north course fairways and roughs May 3 and 4. Monday, May 7, was rainy and we did not spray.

Superintendent, Dan Jones, after observing the effects of the first applications, changed the rate of the Sencor to 1/4 lb/A which is 1/8 lb/A active ingredient. This is the rate we used for all further applications. This rate discolored the Bermuda grass less and seemed to have the same effect on the goosegrass as the stronger rate. Everyone who attended the July 10 meeting of the South Florida Golf Course Superintendents Association is familiar with Sencor. I can not relay any formal data in the manner Dr. Johnson did. I have no percentage of injury, or damage, no plots measured. I can only relate my observations as an applicator. I covered 36 holes with two applications. In 17 days of spraying, from May 3 to June 5, the average Hi T° for that period was 86.8°, Lo 75.9°. We did not spray any days it rained. One day, May 9, we got a shower right after I had sprayed. The rain had no effect on the action of the chemical. The discoloration of the Bermuda still occurred as did damage to leaf tips and leaf margins of goosegrass plants. These applications did an outstanding job on the goosegrass population and also eradicated many broadleaf weeds, some in just one application.

The only weed not controlled by Sencor/MSMA was Nutsedge. Mike Perham told me that last summer they had to have two people spraying well into September to reach the point of control we had by mid June. They used MSMA & 2,4-D last summer. I know from past experience using MSMA & 2,4-D, the traditional herbicide combination in this area for weed control, that Sencor can save a lot of money for a superintendent. Why spray five or six times with MSMA & 2,4-D when you can achieve better results in two applications of Sencor & MSMA? Care must be taken not to spray any areas under stress from heat or lack of moisture. If your irrigation does not come on one night after a day of spraying Sencor, you will become aware of this fact very soon. You have to get water on that Bermuda grass after it has been sprayed, not immediately — just don't miss any normal irrigation or you run the risk of damaging the turf.

We were fortunate not to have killed anything. Those first few days of discoloration keep you wondering though. Recovery time is about 10 days. Some areas took longer to recover than others, but the fact remains all areas sprayed recovered; areas around sand traps took longer to recover and discolored greater than others. This could be related to soil texture; the relative proportions of sand silt and clay in a soil — sandy soils exhibit good aeration and infiltration of water. These characteristics of sand would put the Sencor to the root zone of the plant quicker around sand traps than other areas of the course that have a finer textured soil. Care must be taken spraying turf on sandy soils with Sencor. Around traps were areas I was particularly selective in spraying. Also, I stayed away from greens and trees, only fairways and roughs were sprayed.

I had a great learning experience at Aventura this summer. The use of Sencor is the most significant thing I have seen and to be the person to apply it gave me a knowledge of the chemical and its potential to kill goosegrass and broadleaf weeds, also its potential to injure Bermuda Grass. In conclusion, I would say that Sencor has a place in South Florida and I am sure more and more superintendents will be using it once they try it and gain confidence in the material. It is an excellent herbicide for controlling goosegrass. I will try to implement its use wherever I go to work next summer and hopefully will have as good results as achieved at Aventura.

NEW ASSOCIATION FORMED

FLORIDA MUNICIPAL GOLF COURSE ASSOCIATION has been officially formed. At a meeting held on June 28, 1979, at North Palm Beach Country Club, the association adopted its by-laws and elected its officers for the first year of operation. Those elected to serve as officers for the year are: President, Dick Medford of Cocoa Beach; Vice-President, Steve Baeumel of Pompano; Secretary-Treasurer, Bill Haycock of Orlando.

Dues have been established at \$30.00 a year for municipalities and \$60.00 for associate members, which are considered to be any person or organization having an interest in public golf courses.

The purpose of the association is to foster a general relationship, an exchange of ideas, procedures and operations to benefit municipality operating golf courses.

A comparative study of municipal golf courses has been taken and copies of the survey will be available to all members of the association who have paid their dues.

For the purpose of definition, municipalities are towns, cities, villages, counties, states or federal government which own or operate a public golf course. We would like to urge all municipalities in this state to become members of the association.

If you are interested, please contact:

Bill Haycock
Dubsdread Golf Facility
City of Orlando
549 West Par Street
Orlando, Florida 32804

Municipal Golf Course Operation

By William W. Kriegel

We read many articles on the quality of turf found on our southern golf courses and the programs that the Superintendents use to achieve the high quality demanded by the membership. There is, however, one area of golf courses that has been greatly overlooked in this perspective of golf, the area of the municipal golf course.

Typical of southern courses, we are open every day of the year with no surcease in the number of rounds played each day. Being a course open to the public at all times, we, by virtue of this, have acquired an exceedingly large membership, often too large for the golf facilities to handle. During the season, we average approximately 360 players each

day. In the off season this figure will drop to about 200 a day. It does not take any great mental capacity to realize that the number of rounds played each year can totally defeat most maintenance programs needed to improve course quality.

From this maintenance stand point, all work has to be done around the players on the course. Work that is normally done in four hours can often take two days to accomplish and can only be accomplished at the inconvenience of the golfers and the maintenance personnel. Due to this hazard of work, there are two basic cries cited by the golfers: (1) "How come you are always tearing up the course when we want to paly", and (2) "We want the course to be like Augusta National but don't do any work while we are playing".

The superintendent on the municipal course, therefore, has a major problem in his maintenance program. If he does the work necessary to improve the course, he is damned because he interferes with play. If he tires to accomodate his members by doing just the minimum of maintenance, he is damned because he is letting the course deteriorate beyond the point of recovery.

In defense of the municipal golf course superintendent, I must say he probably has one of the hardest jobs of any superintendent on any golf course. Everything seems to work against him in his efforts to do his job. Excessive play constantly works against his efforts to relieve compaction on the course. It also beats his turf to death and in many instances creates bare spots where no grass can grow. He also has a very limited budget to operate with which does not allow him the luxury of having the supplies necessary to improve the course quality, but merely be able to hold the status quo. This area will get much worse in the next few years as there is a "tax payers revolt" to reduce the already inadequate monies necessary to meet the needs of rising inflation. Many of the courses are forty to fifty years old and are nothing more than a hodge-podge of grass, each requiring different maintenance practice. There is no uniformity of turf that exists with the mordern turf grasses and generally no capital improvement account to convert to the modern varieties.

I feel that any superintendent who achieves success in maintaining a municipal course at better than average standards should be given all the credit he can be. With a low budget, low pay, and excessive play, the municipal superintendent is in a class by himself as to devotion to his job and his desire to do the best possible with his existing conditions. Maybe all superintendents should have at least one year's experience on a public course before moving on to the better, private clubs.

SEE YOU IN ST. LOUIS

BEHIND THE SCENES . . .

AN INTERVIEW WITH AL FRANK

By HARRY McCARTHA

As this writer has been involved with the construction industry for more than 30 years I have been intrigued with the work at P.G.A. National.

The big job at hand is to construct a complex for man to enjoy and not spoil the natural tropical setting nature offered. Every effort is being made to protect the natural environment and add to the botanical beauty.

For some of the facts we talked to Al Frank . . . a man that has been involved with engineering projects the world over. He has been here since the beginning and seems to love every square inch of the beautiful property. Al is continually on the move in his four-wheel drive vehicle, quietly and efficiently overseeing all the contractors and their work.

The earth moving and site development is under contract to Rubin Construction Co. of West Palm Beach. One-half million yards of fill will be moved building the first course alone. 145 men using 60 pieces of major equipment are hard at it . . . Large pans (24 yard capacity) scurry constantly to meet the construction schedule.

Our readers would marvel at the scope of the work. Imagine building a 26 acre lake in "wetlands" and satisfying all the concerned agencies. Building lakes requires "rim-ditching" on the outer perimeters with drag-lines. These, of course, are deeper than the lakes and are kept dry with giant pumps. Dewatering in this manner allows the giant pans to move the fill needed to create the elevated fill areas.

One lake now being created will require the removal of 248,000 cubic yards of earth.

In one 10 acre area near the club house the elevation is being raised 18 feet. This area will afford comfortable viewing for thousands of spectators during golf events. Several golf holes are being built with elevations more than 28 feet above sea level, quite an engineering accomplishment and costly indeed.

Final contouring and shaping is being done by forces and equipment of the Golf Course Architect, George Fazio. The work is under the direction of his nephew, Jim Fazio.

Al Frank has sincere words of praise for the workman-like manner the Fazio people are doing to complete the course.

Potable water supply, sanitary and storm drain work is being done by Belvedere Construction of West Palm Beach.

Al is proud of the cooperative spirit that prevails by all workers on the job. Lost motion is at a minimum and that's rare these days.

Design of the project (excluding golf courses) has been professionally monitored by Mock-Roos and Searcy, Consulting engineers.

This is a tremendous project being executed by "pros" in the finest fashion. Congratulations Mr. Ecclestone — We wish you the very best in the days and years ahead.

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New PGA Complex Adds Impact To South Florida Golf

By EARL COLLINGS
Director of Communications, P.G.A. of America

The administrative headquarters of the PGA of America have been in South Florida for many years. For the past seven years the offices have been in an office building in Lake Park. Several warehouses hold a building store of golf reference material and memorabilia.

Now that the new PGA National Complex is launched and ground broken for the new administrative building, the 625 acres located at the quadrant of PGA Boulevard and the Florida Turnpike intersection in Palm Beach Gardens will fast become the national and international focus of golf.

Construction plans for the new 36,000 square foot administrative building are moving at full speed. Completion is scheduled for early next Fall. In this building the burgeoning interests of the nation's 8,400 PGA professionals and 4,000 apprentices will be nurtured and promoted. The educational and tournament programs, membership and apprentice records and services, two national publications and a host of hundreds of pieces of literature, will be generated and administered from the modern new PGA headquarters.

The long awaited PGA Hall of Fame, Museum and Library will soon be located on a five-acre tract near the entrance of the complex. When completed it will offer visitors to the Palm Beach area the largest golf library in the world and a history-laden Hall of Fame featuring memorabilia and artifacts of the 48 members of the shrine. Expanded educational facilities for Association members and apprentices will be constructed also.

As you read this, the first of three Fazio-designed golf courses nears completion. The first rounds will be played

there in January. The Championship course is scheduled for completion in early Fall, and a third course will be ready in December.

The first competitive event will be held at PGA National in March when one of the popular PGA Club Professional Tournament Series 36-hole events is played there.

The first national championship to be contested there will be the PGA National Junior Championship in August. Thousands of juniors from all over the nation enter, and the finalists will include a boy and girl champion from each of the PGA's 40 Sections, plus winners of other major junior events.

Then in October, PGA National will host the world's largest all-professional championship, the 13th annual PGA Club Professional Championship. International competition will be coming to South Florida also. PGA National will host the 1983 Ryder Cup Matches.

At final completion there will be 6,800 housing units, including 1,400 single family residences. The first town house units went on sale recently with PGA members from all over the United States on hand for the initial sales. And when 200 of the units were offered to the public, they were "sold out" in less than three hours.

The final product of the PGA Complex will be an international Showcase for Promoting Golf in America — for 15,000 future residents, for golf-related conventions, for tourists, golf related industries, for national and international competition and for anyone fascinated by the lore of the game.

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THE ART OF THINKING

The art of thinking is the greatest art of all, for "as a man thinketh in his heart, so is he." The thinker knows he is today where his thoughts have taken him and he is building his future by the quality of the thoughts he thinks.

He recognizes his sovereign control of his own mind and decides what will enter his Mental Kingdom through his sense gateways; he thinks for himself, considers the evidence, seeks the truth and builds his life upon it.

He sets no limitations on the power of thought; he recognizes that big thinking precedes big achievement.

He creates mental pictures of his goals, then works to make those pictures become realities.

He knows that everything starts with an idea and that the creative power of thoughts is the greatest power in the universe.

He sees with the "single eye" of intense concentration, seeking facts just as a powerful searchlight penetrates the darkness.

He keeps an open mind, observing, analyzing, considering, questioning — looking for the hidden key which will unlock the problem.

He thinks of his mind as a factory and gives it the raw material, the facts and data, from which ideas are fashioned.

He thinks both objectively and subjectively; he gathers mental power both from the world without and the mind within.

He uses the magic power of his subconscious mind, commanding it to come up with ideas while he sleeps; he knows that thought, like a tree, grows night and day.

He studies the laws of cause and effect and strives to work in harmony with them.

He approaches problems both intuitively and logically; he uses the light of his imagination to create and his critical mind to judge; he tests inspiration with logic.

He avoids the one-track mind and sends his mind forth in all directions to expand the range of his mental horizons.

He creates ideas with humility knowing that behind the idea he calls his own are the thoughts and efforts of many men.

He realizes that he is at his creative best when he is in tune with the Infinite; when he is open and receptive to the higher powers of mind and spirit.

He exercises his God-given power to choose his own direction and influence his own destiny and he tries to decide wisely and well.

—Wilfred A. Peterson

THE "OFFICIAL" CALLAWAY HANDICAP SYSTEM

By LIONEL F. CALLAWAY, Golf Professional
 Post Office Box 1081, Pinehurst, North Carolina
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Under the Callaway System a player's handicap is determined after each round by deducting from his gross score for 18 holes the scores of the worst individual holes during the first 16 holes. The table below shows the number of "worst hole" scores he may deduct and the adjustment to be made, based on his gross score. For instance, if his gross score for 18 holes is 96, he turns to the table and opposite that score finds that he may deduct the total for his three worst holes scored on Holes 1 through 16 inclusive. Thus, if he has one 9, one 8, and a 7, his handicap totals 24. From his total further plus or minus adjustment is then made according to the adjustment shown at the bottom of each column. For a gross score of 96 the adjustment requires a deduction of 2, resulting in a final handicap of 22. Thus 96 minus 22 handicap equals a net score of 74.

SCORE

DEDUCT

—	—	70	71	72	scratch	—	no adjustment
73	74	75	—	—	1/2	worst hole and adjustment	
76	77	78	79	80	1	worst hole and adjustment	
81	82	83	84	85	1 1/2	worst holes and adjustment	
86	87	88	89	90	2	worst holes and adjustment	
91	92	93	94	95	2 1/2	worst holes and adjustment	
96	97	98	99	100	3	worst holes and adjustment	
101	102	103	104	105	3 1/2	worst holes and adjustment	
106	107	108	109	110	4	worst holes and adjustment	
111	112	113	114	115	4 1/2	worst holes and adjustment	
116	117	118	119	120	5	worst holes and adjustment	
121	122	123	124	125	5 1/2	worst holes and adjustment	
126	127	128	129	130	6	worst holes and adjustment	

Maximum Handicap—50

ADJUSTMENT

—2	—1	0	+1	+2	Add or Deduct to Handicap
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- NOTES:
1. No hole may be scored at more than twice its par.
 2. Half strokes count as a whole.
 3. The 17th and 18th holes are never deducted.
 4. In case of ties, lowest handicap takes preference.



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AUGUSTIN AND BURCH JOIN IFAS SOUTH FLORIDA



Dr. Bruce J. Augustin has recently assumed the position of Assistant Professor at the University of Florida's Agricultural Research Center in Fort Lauderdale, Florida.

His efforts will focus on the water use of turfgrasses, with 70% extension and 30% research responsibilities. Extension activities will include the development and dissemination of information on turfgrass growth and management recommendations regarding water conservation and quality. Research activities will be directed towards evaluation of the quantity and quality of water required by turfgrasses and their relationship to management practices.

Dr. Augustin obtained a B.S. degree in Plant Science from the University of Delaware, a M.S. degree in Plant Science from the University of Idaho and a Ph.D. degree in Agronomy from the Ohio State University. He has worked on public and private golf courses in Delaware. While at the University of Idaho, he was a graduate research assistant in the turfgrass seed research program. At the Ohio State University he served as a graduate teaching associate for several crop courses, including turfgrass science.



Dr. Derek Burch was recently appointed to the position of Assistant Professor of Ornamental Horticulture at the University of Florida Agriculture Research Center in Fort Lauderdale. He joins an interdisciplinary group concerned with the production, protection and management of ornamental plants. As Extension Foliage Specialist he will have the responsibility of supporting the work of the County Extension agents with commercial growers in the southern half of the state. He will place particular emphasis on strengthening the flow of information to the growers and on ensuring that educational and research efforts are responsive to the needs of the industry.

Dr. Burch was born in Great Britain, and received his training in Agriculture and Botany at the University of Wales where he went on to complete a Masters degree in Plant Pathology. After working with a sugar company in the Dominican Republic, he came to Florida and held positions with Fairchild Tropical Garden and Fantastic Gardens in Miami before continuing graduate studies at the University of Florida. On the completion of his Ph.D. he was appointed Chief Horticulturist at the Missouri Botanical Garden in St. Louis, leaving there after four years to teach and to develop the botanical garden at the University of South Florida in Tampa. For the past five years Dr. Burch has been a consultant and owner/operator of a nursery and landscaping business in Puerto Rico.

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Finding Quality Personnel

By BOB HENDERSON

Manager, Old Warson Country Club, St. Louis

All of us need to attract high quality personnel to our clubs and we need to motivate them to quality performance. The club industry is not alone with this problem; the entire hospitality field must deal with it if we want the best personnel. The future starts tomorrow; let's discuss how to attract and how to motivate.

Opportunity attracts. The industry offers a worker the chance to earn a living, at the very least, but this won't get or keep a quality employee.

Attraction must equal opportunity for growth. For any employee showing traits of reliability, sobriety, conscientiousness, diplomacy with staff and members and a thorough knowledge of food and drink preparation and service, that opportunity exists. For advancement to management level, an employee needs only one last requirement: Knowledge about financial matters.

A bright employe will spot his opportunity for growth; training will motivate him to accept advancement when it comes. Systemized, good formal management methods, such as Management by Objectives (MBO), can work in a club as it works in small and large General Motors plants. It can help you find a staff trainer when you don't even have an assistant and it can help you keep a trained employee once he's through training. It even can show you how to promote staff to the top of their profession, such as the head housekeeper, sous chef, head waiter or maintenance man.

MBO requires that each department head train his back-up to take over the department should the need arise. MBO says each department head must train the people in his department to be able to train. Rosie, the department head riveter, for example, is no more talented as a professional trainer than a maitre d', but she trains her staff to rivet.

The manager is the trainer of the people who train, by insisting the department heads train, by attending training meetings and by developing reports essential to tracking training progress.

The problem of attracting high quality personnel and motivating them to quality performance belongs to the manager because it exists everyday in his club and it won't go away.

Editor's Note: Reprinted from Club Management.



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BENT TREE

AVENTURA

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WILDERNESS

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You may get temporary discoloration following application. But your turf will quickly grow out of it, with no ill effects. Just be sure not to apply above labeled rates, as permanent turf injury may occur. And don't apply Asulox to freshly mowed turf or turf that's under stress.

This season, why not simplify and improve your turf weed control program? Spray Asulox. A single application will control crabgrass, goosegrass, bullgrass and sandbur for one whole season.

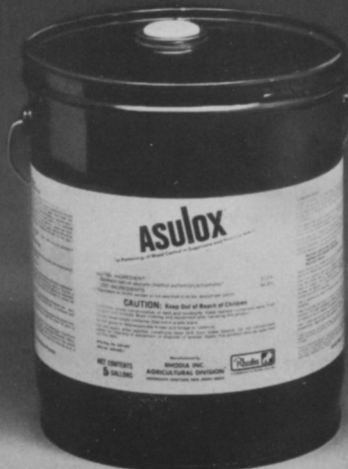
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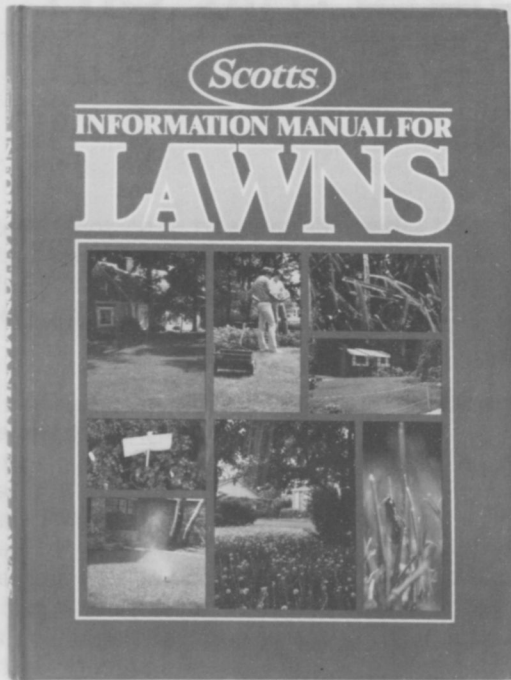
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New Lawn Manual Published

Turf varieties, troublesome weeds, diseases, and insects are major topics covered in a new Information Manual for Lawns, just published by O.M. Scott & Sons, Marysville, Ohio.

The 96-page hard-cover book also discusses lawn planting, lawn management, and spreader usage, with key concepts highlighted in more than 140 color photographs and illustrations. Designed and written by Scotts lawn experts, the manual offers specific identification tips for lawn problems as well as general lawn advice.

The Information Manual for Lawns may be ordered directly from Bill Boyd, O.M. Scott & Sons, Marysville, Ohio 43040. Individual copies are \$7.95 each, including postage and handling.

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GEORGE ROY



SLOAN APPOINTED VICE PRESIDENT

PLANTATION — C. Wayne Sloane has been appointed statewide vice president of community facilities at Gulfstream Land & Development Corp.

Jack Chambers, Gulfstream president, said Sloan will continue to serve as operations officer of Gulfstream's Jacaranda Country Club and Jacaranda West Country Club complexes, as well as Jacaranda nursery and landscape subsidiaries, and maintenance divisions.

Sloan holds a bachelor of science degree in agriculture from the University of Georgia and serves as president of the Florida Turf-Grass Association.

He joined Gulfstream in 1970 as director of golf courses, and was named an assistant vice president in 1976. Sloan and his wife reside in Fort Lauderdale.

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ADVISORY COMMITTEE GUIDES LAKE CITY GOLF COURSE OPERATIONS PROGRAM

The golf course operations program at Lake City Community College may be a small program at a small school in a small city, but its advisory committee members are scattered throughout Florida and Georgia, and its graduates find positions all over the United States. A small program with a large and interested following, one might say.

Jerry Cheesman, program director, may have trouble assembling his committee for twice-yearly meetings, but the results are worth it. Cheesman says the committee's help in forecasting trends in the field is invaluable. "I'm isolated from this, and my advisory committee keeps me informed," he says. Besides keeping tabs on the field, the committee has input into course material, finds specialists to conduct seminars, and a few of the members even teach classes themselves. The committee members' areas of expertise range from landscape architecture, pest control, and agronomy, to selling turfgrass, running a nursery, and naturally, managing a golf course. This broad base gives the committee a "composite view," claims Cheesman.

By listening carefully to committee recommendations and maintaining communication with graduates of the program, most of whom enter what is generally regarded as a cliquish field, Cheesman can boast that in the last 11 years he hasn't had one student go without a job. "The pros are aware we exist," explains Cheesman. "They utilize our graduates in several lines of work." Working closely with the Golf Course Superintendents Association of America helps Cheesman to keep abreast of job openings. In addition, alumni frequently join the organization after establishing themselves, so a constant recycling process occurs. Cheesman has found that alumni are extremely helpful in finding internships for students.

Exactly what a golf course superintendent does on a daily basis Cheesman hesitates to define. He will volunteer, however, that it's a seven-day-a-week job that normally begins at 6:30 a.m. He points out that "when an irrigation line ruptures at 2:00 a.m. in the morning, it's the superintendent who has to go fix it." Typical daily duties include getting the crew to mow the greens, changing cups and tees, manicuring the greens, looking for damage and signs of vandalism, checking the irrigation system, renovating sandtraps, and many others. Cheesman is quick to warn that a person earns the \$12,000 s(he) makes the first year in the business.

Since turfgrass is the most intensively maintained agricultural crop, a golf course superintendent is responsible for a multimillion-dollar operation. An 18-hole course can mean the responsibility of \$250,000 worth of equipment, a crew that requires close supervision, and a budget of up to \$500,000. After five years, many superintendents make over \$30,000 per year.

Cheesman says it takes a certain sort of person to succeed in this work: "Someone who can get greasy fixing a clutch on a tractor at 1:30 p.m. and four hours later have a three-piece suit on and be ready to present a budget to a group of doctors and lawyers."

To prepare students for the multifaceted job, Lake City offers a three-year program. It includes instruction in a variety of areas: golf course mechanics, preventive maintenance, diesel mechanics, plant growth, grasses for golf and landscape, agricultural chemistry, landscape art, soils and fertilizers, accounting, materials calculation, management, golf course organization and administration, and a host of others. Highlights of the program are fall and spring tours of different types of golf courses, which allow students to learn firsthand from superintendents all that is involved in the occupation, and on-the-job training during a summer internship. In Cheesman's opinion, these experiences "make the program real."

Each year, 40 applicants are accepted in the program, although between 8 and 10 students leave after the first year. Usually, 25 students out of the original class complete the entire program. Two other programs are conducted alongside of golf course operations: golf course equipment mechanics and landscape design and sales. After the first year in golf course operations, a student can obtain a certificate in golf course equipment mechanics. This certificate allows the student to become a mechanic without further education. "This is the hottest market of all," says Cheesman, who claims that the need for trained mechanics in the area is great.

Landscape design and sales, a two-year program, provides instruction for 25 students per year. The program does not compete with the University of Florida's program in landscape architecture, a more conceptual program emphasizing the design of cities and towns. In fact advisory committee members for the Lake City program, many of whom are graduates of Florida's program cited the need for a program that emphasized smaller-scale design, such as the design of hospital and school landscapes. So the program was begun. A graduate of the landscape design and sales program can expect to earn \$10,000. Enrollment in the program is 50 percent female.

Female enrollment in the golf course operations program is much lower — one female student this year. Females are encouraged to apply, however. Cheesman adds that women are "more meticulous than men, and better at manicuring. All employers are extremely pleased with the women they've hired. In this field, women are not at a disadvantage."

Cheesman mentioned that one prestigious golf course in Pinellas County has a crew of 70 percent women, and if

(Continued on Page 17)

FIRMS TOLD WHAT TO DO WHEN UNION KNOCKS

By JOE SUMMERS
Business Writer

Editors Note: Reprinted from the Fort Lauderdale News.

Unions are coveting many South Florida industries' workforces, aided by a management attitude of "it can't happen to me."

That's the warning sounded by Dr. David J. Schwartz, chairman of the South Florida Manufacturers Association's Labor Relations Subcommittee, and Stephen Cabot, senior partner in a law firm that specializes in labor relations.

Schwartz and Cabot conducted a seminar recently for the SFMA on "What To Do When The Union Knocks." But, the two warn the industry that waits for the union to knock may have already waited too long.

"Our whole point is to make manufacturers aware of what they can do, legally and ethically to deal with labor-relations problems before the union knocks on the door," said Schwartz, president of The Management Consortium, a Fort Lauderdale consulting firm. Schwartz is quick to add that he's not anti-labor. He began his career as a union organizer.

"We can best illustrate the problem by taking the old real estate adage on the three words that make a successful builder: location, location, location," said Cabot, author of the book *Labor Management Relations Act Manual: A Guide to Effective Labor Relations*.

"Those three words for labor relations are: communication, communication, communication."

Schwartz and Cabot are in the business of representing the management side of labor relations, explaining how to avoid union and labor problems by improving management's relationship with employees.

South Florida is ripe for union organization, they say, because the unions are already strong in the populated Northeast, Midwest and West Coast industrial areas of the U.S. Florida's "right to work" law has lulled many employers into a false sense of security and the state's smaller companies are particularly ripe for unionization.

"If I were still a union organizer, I'd be in my car right now blanketing this area with union material," said Schwartz.

The disadvantages of a union shop from management perspective are many, including loss of control of the business, the inability of being able to deal with employees on a one-to-one basis, and declining productivity and efficiency, the speakers said.

What should the employer do if he's committed to non-union status?

"The best line of defense is getting their act together now, organize what they can do and say, before it's too late," said Schwartz. "The biggest mistake management makes is that they don't listen. The problem is that most companies, their managers, don't know how to communicate."

Most employers, it seems, are unaware of worker unrest due to such factors as working conditions, compensation, benefits or even job security. And management is too often surprised that the first evidence of unrest is presentation of a demand to hold a union election.

"Management generally underestimates, takes employees for granted," said Cabot. "You can't talk above the level of the employee, because he won't understand what you're saying and he'll resent it. You can't talk below them either. You have to talk at them, to them and through them."

The open-door policy contributes to less communication in many instances, Cabot added. The employer who says his door is always open to hear complaints assumes everything is okay when he doesn't hear complaints. But a low-level worker isn't going into the boss's office to detail what bugs him.

"Instead of being satisfied that it hears no grievances, the management should find a way to encourage grievances," added Cabot. "The feeling for job security, and not being able to get it, is most commonly what makes the employee seek an outside organization for help."

Schwartz agrees. "Being willing to deal with employees is the key. The employees in most industries seek dependence. If he can get that dependence from his employer, then what does he need from a union to get dependence for him?"

The key, Cabot concluded, "is understanding yourself, understanding your employees and understanding who the adversary is."

LAKE CITY

(Continued from Page 16)

there were more women available, the owner would gladly hire more.

It would seem that such a program would have few if any problems. Not so, says Cheesman. He is highly concerned with reductions in vocational funding that may result in the elimination of small, high-cost programs, or worse, the expansion of the program without necessary staff and equipment. His question is one voiced by many: How do we maintain a high level of quality in an economic crunch? It's a question that haunts many programs where small is beautiful.

BY DR. IRWIN ROSS

The human brain is one of the most wonderful things in the entire universe. Most of us think of it as a delicate mechanism, which it is; but it is also sturdy and durable, a far more useful tool than is generally realized.

Here are five important facts, some turned up by recent research, which can help you to use your brain more efficiently.

1. Is there such a thing as "brain fatigue?"

Laymen often speak of "mental fatigue," thinking that long, concentrated mental effort produces tiredness in the brain itself. Yet scientists believe that this state cannot exist. Your brain is not like your muscles. Its operations are not muscular but electro-chemical in character, comparable in part to a direct-current wet-cell battery.

When your brain appears tired after hours of mental work, the fatigue is almost certainly located in other parts of the body, your eyes, or the muscles of your neck and back. The brain itself can go almost indefinitely.

What seems like mental fatigue is often merely boredom. In reading a difficult book, for example, you are torn between the desire to go on and the impulse to stop. It often is not fatigue that you feel but inattention and the inability to ignore distracting thoughts.

2. The brain's capacity is almost inexhaustible.

That part of your brain involved in thinking and memory, and all your conscious activities, has as its most important part 10 or 12 billion minute cells. Each of these has a set of tiny tendrils by means of which an electro-chemical message can pass from one cell to another. Thinking and memory are associated with the passage of these electrical currents. Quite possibly, people in general employ only 10 to 15 percent of their brains' capabilities.

How the brain stores its memories is still not fully known. Some scientists believe that each item of memory is contained in a loop of cells connected by tiny tendrils with an electrical current going around and around the loop, which might be hundreds or thousands of cells in length. Other theories suggest that the memory is somehow impressed, or *etched* on the cell, or exists on a chain of cells like knots in a string.

Be that as it may, the number of items that can be remembered is far greater than the total number of brain cells. After 70 years of activity, the brain may contain as many as 15 trillion separate bits of information. Thus your memory is a trea-

sure house whose size and strength are almost beyond human comprehension.

3. Age need not prevent your learning.

One of the commonest misconceptions about the brain is that as you grow older something happens to it so that further attempts to study are difficult. This is true only to such a minute extent that for most of us it is of no practical importance.

You are born with all the brain cells you will ever have; a few of them die from time to time, and are not replaced. Except in the case of a serious brain disease, however, the number that die is negligible.

Do you know your brain's unrealized powers?

It is true that all old people suffer impairment of their physical powers, and that some experience a decline of mental power. The best current medical opinion is that, in both cases, what happens is a series of minor "accidents" to various parts of our marvelously complicated physiological mechanism. None of these may be serious by itself, but the total effect can be severe.

Yet severe mental impairment occurs only in part of the elderly generation. Everyone knows of men and women who are vigorous and alert mentally into the ninth or even the tenth decade of life. Their existence proves that impaired mental powers are not an inevitable accompaniment of the passing years, but a result of disease processes.

Science knows of no reason why the average person cannot continue to learn with at least 85 to 90 percent efficiency through the seventh decade and beyond. It would be a fine thing if retired people went back to school or college or began to learn new skills and subjects. On the false notion that they are "too old to learn" millions of elderly people cut themselves off from exhilarating intellectual adventures.

4. Your mental powers grow with use.

Like the muscular system of the body, the brain tends to atrophy with disuse, and to become better with exercise. This is proved by the fact that if the optic nerve is

destroyed early in life, the brain cells in the corresponding visual area of the brain stay undeveloped.

As your brain matures, the nerve fibers are surrounded with a fatty substance called myelin, and they do not function properly until this has taken place. A newborn baby lacks most of its myelin, which is one reason why we cannot remember much that happened before we are two or three years old. Many physiologists believe that intensive exercise of any part of the brain encourages the growth of additional all-important myelin.

Anything you do with your brain exercises it, though obviously there is more exercise in doing something difficult than something easy. The more reasoning you do, the easier it is to go on to new reasoning. The ability to memorize also improves with practice.

Every aspect of your personality is stored in your brain. This includes your will power, which is also developed by practice. Each time you exert your will to drive yourself to the completion of an unpleasant or irksome task you make it a little easier next time to do what you need to do.

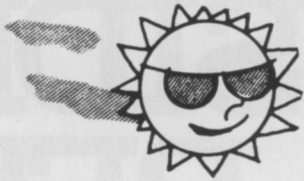
5. The storehouse of the unconscious mind.

The most wonderful part of your mind is undoubtedly the unconscious, which lies below the recoverable memory and is thousands of times larger. We don't yet know very much about the unconscious mind, but we are learning fast and someday may know how to tap its great powers.

Your unconscious mind contains many millions of past experiences that, so far as your conscious mind knows, are lost forever. By means of several devices we now know how to bring back lost memories. One method is "free association," used by psychiatrists. If a patient lets his conscious mind wander at will, it can give him clues to forgotten things which, skillfully pursued by the doctor, will bring up whole networks of lost ideas and forgotten terrors. There are certain drugs which also help in this process; hypnotism, too, can be of tremendous value in exploring a patient's unconscious.

We can make more use of our unconscious minds. Innumerable people have found that they can profitably "talk to" their unconscious. Some people find that they can bid themselves to wake up at a certain time in the morning. You can sometimes even improve your tomorrow's mood if you will say to yourself when you go to bed—and believe it—that you will be more cheerful in the morning. ☺

Editors Note: Reprinted from Sky, Delta Airlines Inflight Magazine.



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If you're hardnosed about business decisions, you want to get the in-depth facts on a product before you buy. That's why we've put together this head-to-head comparison between the insides of an E-Z-GO and a Cushman. We took comparable top-of-the line models, E-Z-GO's GT-7 and the Cushman Turf Truckster. Here's what we found.

Power Source: 18 horsepower OMC engine, tightly compartmentalized. Ground speed 0 to 22 mph.

Braking: Hydraulic internal expanding.

Payload: 1000 pounds.

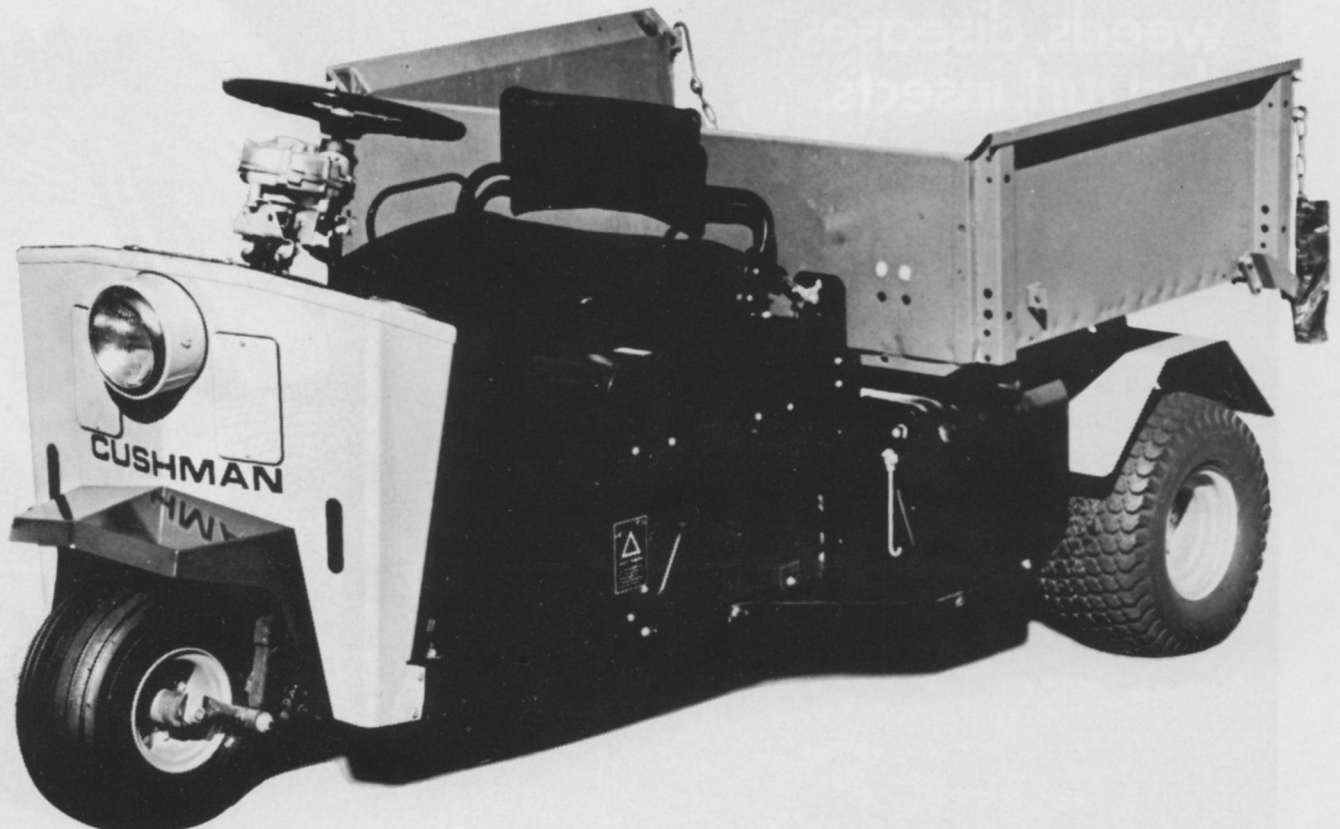
Suspension System: Torsion bars, leaf springs, front and rear shocks.

Dump Construction: Single wall.

Headlights: Single.

Seating: Single seat for one passenger with back rest and hip restraint.

Price: Virtually the same.



AN E-Z-GO MAKES THE BUY.

Power Source: A rugged, reliable 18 horsepower Onan engine with the power to carry a full payload up to 24 mph. Substantially larger engine compartment for easier maintenance.

Braking: Improved hydraulic internal expanding.

Payload: 1500 pounds. A massive 50% greater carrying capacity than Cushman. More cubic space for greater material volume.

Suspension System: Heavy duty torsion bars, leaf springs, front and rear shock absorbers, designed to support the bigger payload.

Dump Construction: Heavy duty diamond plate steel with rugged rear bumper for heavier loads and longer life. Easily convertible to flat bed.

Headlights: Dual lights for greater night vision.

Seating: Dual seats for two passengers with individual back rests and hip restraints, constructed for larger men, greater comfort.

Price: Virtually the same.

Summary: E-Z-GO carries a greater payload, is easier to maintain, is larger, more durably built, and safer with a wider wheel base. E-Z-GO uses top quality components from companies such as Bendix, Borg Warner, Dana, Onan, and Rockwell International.

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The St. Louis Convention

ANN MANHEIMER

That St. Louis is centrally located is well known; that it houses a new and, by most reports, excellent convention center is also widely recognized; that it is the home of the Gateway Arch, the third-most-attended man-made attraction in the United States, likewise is no secret. Nevertheless, according to meeting planner Sylvia Rottman, the city is still a surprise.

"They call it 'surprising St. Louis,' and it really is," testifies the administrative assistant of meeting services for the 28,000-member Association of Operating Room Nurses, which held its March 1979 convention in St. Louis. "Perhaps because St. Louis does not sound like an exotic location, I did not expect to like the city. But when I arrived for our first planning meeting, I noticed that parts of the countryside resembled areas of France, with its green grass and rolling hillsides. The Mississippi River makes it even more exciting." During the meeting itself, she met with more pleasant surprises: "The people and the city itself contributed to the success of our convention. The citizens were very willing to please and seemed happy we were there. Cabdrivers were extremely polite, and the staffs in all the hotels we used — from management down to service personnel — were very helpful. We have not received more cooperation anywhere than we did in St. Louis."

Jerry Bedford, Director of Convention Promotion for the Convention and Vis-

itors Bureau of Greater St. Louis, outlines what he sees as the major reasons for selecting St. Louis as a convention site: "First, we are in the center of the country, which is particularly important during the current energy crunch. Second, we house a number of Fortune 500 companies, which makes it easier for local members of many associations to become involved in national conventions. Moreover, we have an excellent convention center as well as several good hotels. And we are planning additions in both the downtown area and in St. Louis County.

"From another point of view, it is important to ask where the convention attendee stops and the tourist starts — the answer is as soon as he walks out the door of his hotel. St. Louis has certainly proved itself to be a good tourist attraction. More than five million people visit each year, a great percentage of whom are attracted by the arch, which has become a real symbol of the West."

Attracting Conventions

Such sites have been drawing conventions to St. Louis in increasing numbers. According to Bedford, the city hosted 286 conventions in 1973 for a gross value of \$40 million; in 1978, it hosted 494 conventions for a gross value of \$98 million. The latter figure might have been even greater, he notes, were it not for the current boycott of states that have not ratified the Equal Rights Amendment. "To say that the boycott has not hurt us would be untrue. While the actual cancellation of confirmed meetings has been minimal, we have had a number of tentative agree-

ments on the books that were canceled because Missouri has not ratified the ERA. And there is no way of knowing how many associations might have considered St. Louis were it not for the boycott." Nevertheless, he is optimistic about future business. "We are confident that by the mid-1980s, we will be booking more than 600 conventions within a calendar year, not including corporate and small state meetings."

The feature that seems to attract most planners to St. Louis, at least the first time around, is its location. Situated within 500 miles of 83 million people, the city can attract a surprisingly large attendance. Such was the case with the Screen Printers Association International (1650 members), which held its September 1978 convention in St. Louis. "That meeting attracted the largest attendance we had ever had," recalls John M. Crawford, CAE, Executive Vice President of the association, who believes that "a good part of that attendance was due to the city's central location. With airfares as reasonable as they are now, I don't understand why a meeting on either the west or the east coast does not pull as much attendance from members on the opposite side of the country. They do, however, seem willing to go halfway. Being in the middle of the country helps."

The city's accessibility will be improved even further when the airport expansion

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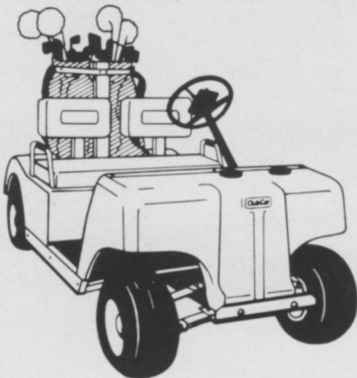
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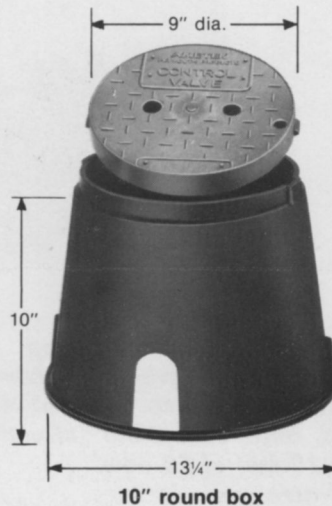
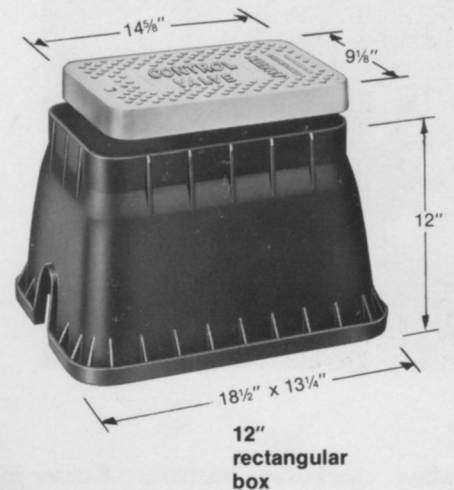
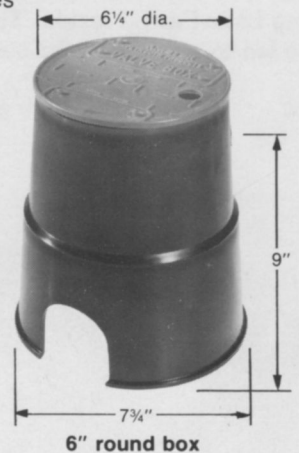
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P.G.A. NATIONAL GOLF CLUB RETURNS TO SOUTH FLORIDA

By DAVID BAILEY

The Professional Golfers Association of America has happy news on the horizon. Their goal of a national headquarters with a golf complex will become a reality with the opening of a golf course in January 1980 at their Palm Beach Gardens location. The P.G.A. facility is the heart of the total project to be developed under the leadership of Llwyd Ecclestone, Jr. The finished product will be completed in the early 1990's and will be the largest in Palm Beach County history. On completion the 23 acre site will house the P.G.A. Headquarters, three golf courses, a resort hotel and a community of 15,000 people. Land for the new complex was purchased from the late billionaire John D. MacArthur.

Since 1974 the P.G.A. Headquarters has been in neighboring Lake Park, Florida. The desire for more than just an office led to numerous site studies in Palm Beach and Mar-

tin Counties. In 1977 the agreement with Llwyd Ecclestone, Jr. was announced with two years work in planning, zoning and environmental clearance . . . thirty-two agencies were involved and their approvals obtained. The firm of George Fazio was chosen as golf course architect with Tom Fazio leading the site work after a ground breaking ceremony in March 1979.

In June 1979 Mr. Ecclestone announced the appointment of Donald Padgett as Director of Golf, a key decision. Padgett has been well schooled in golf and administrative matters. This immediate past President of the P.G.A. comes to South Florida from the 63 hole Callaway Gardens Resort in Georgia. For twenty-three years Don was head professional at Green Hills County Club in Muncie, Indiana.

(Continued on Page 27)



Reading clockwise, starting left we see Larry Weber and Dan Jones, Editor of SOUTH FLORIDA GREEN, standing in a "wash-out" on one of the green slopes . . . forty inches of rain in forty days is more than adequate.



Center top, Don Padgett and Larry Weber standing where huge observation area is being build. Since this photo was made 18 feet of fill now cover a 10-acre area.



Top right, Giant earth movers work long hours to complete the enormous construction job.



Bottom right, "Casual Water" covering the pre-fabricated metal that will be one of the maintenance buildings.

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(Continued from Page 22)

currently under way is completed. "The luggage area has been updated, 32 new gates have been added, and more concourses are in the works," describes Bob Koebbe, Director of Visitor Promotion for the St. Louis convention bureau. There are, however, still more improvements on the books: "There are plans to extend all of the runways, the taxi areas are being improved, and all-weather gates will be added. The baggage area will also undergo further remodeling and will eventually be expanded to more than three times its current size. The work is approximately 1/3 complete now."

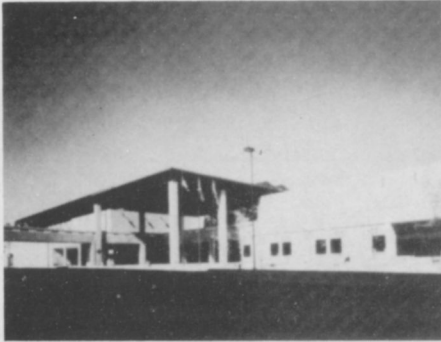
Perhaps because of these improvements and because of St. Louis's central location, many airlines have added new flights to the city, making it increasingly easy to get there. "Since the first of the

vention bureau's Bedford, "and offers good, spacious, bright exhibit areas. It is the only hall in the country that houses a post office. The meeting rooms are color-coordinated, and tickets can be printed to match them. There are two levels of meeting rooms, but all the halls are on one level. The lobby is spacious and has people movers rather than escalators." The cost, he adds, is "30¢ per square foot with a minimum of \$5000 for a typical three-day show with a three-day move-in, move-out. The meeting rooms are free when you're using one of the halls. For meeting rooms alone, there is a specific charge for each size room, ranging from \$50 to \$800."

According to Patrick E. Raleigh, Director of Membership and Convention Services for the 20,000-member American Society of Clinical Pathologists, the convention center is well worth the price. "It is just great — it left me with a fantastic impression. It provided us with most of the space we needed and with the convenience of having meeting rooms and exhibit halls all in one building. For our

dors. For our purposes, the St. Louis convention center is probably the best meeting facility in the country."

Carol Bennett, National Administrator for the National Office Machine Dealers Assn. (3000 members), which met in St. Louis in July 1978, says that the center is a "beautiful facility," but it still had problems that had to be worked out when she was there. For example, she points to a



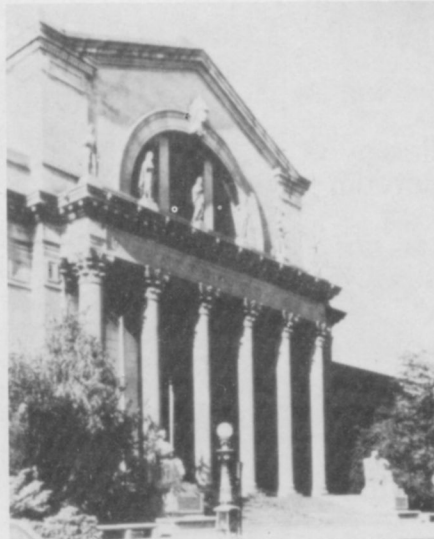
St. Louis's new convention center offers 44 meeting rooms and 240,000 square feet of space in three exhibit halls.

year, we have added probably close to a hundred new flights," says Koebbe. "And Northwest Orient as well as Texas International have begun flying to St. Louis. Moreover, St. Louis is the largest hub for the entire TWA system; more TWA flights go in and out of St. Louis than in any other city, including Chicago and all three airports in New York."

Convention Center

Twenty minutes from the airport is one of the city's major attractions, at least for meeting planners — its A.J. Cervantes Convention and Exhibition Center, named after one of the city's former mayors. Open in 1977, the center houses three exhibit halls of 80,000 square feet each; some 44 meeting rooms that can accommodate 15-2000 persons; full kitchen facilities, a cocktail lounge, and concessions; six covered truck doors that allow for either end or side loading, and unlimited floor load that permits trucks to drive directly onto the hall through five of the doors; individual air-conditioning controls for each area; and offices, a VIP room, and dressing, shower, and restroom facilities.

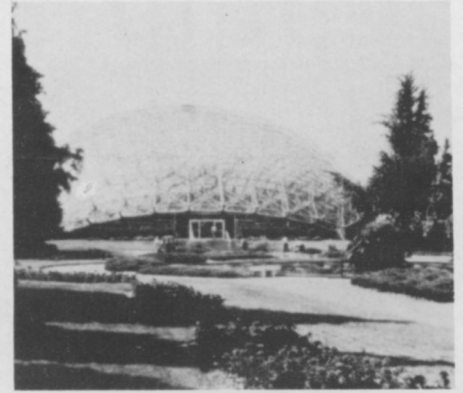
"It is an excellent hall," boasts the con-



The St. Louis Art Museum dates from the 1904 World's Fair, which attracted two million visitors to the city.

vention bureau's Bedford, "and offers good, spacious, bright exhibit areas. It is the only hall in the country that houses a post office. The meeting rooms are color-coordinated, and tickets can be printed to match them. There are two levels of meeting rooms, but all the halls are on one level. The lobby is spacious and has people movers rather than escalators." The cost, he adds, is "30¢ per square foot with a minimum of \$5000 for a typical three-day show with a three-day move-in, move-out. The meeting rooms are free when you're using one of the halls. For meeting rooms alone, there is a specific charge for each size room, ranging from \$50 to \$800."

"The meeting rooms are a good size and flexible. They are located just across the foyer from the exhibit facilities, so they are very convenient, but it is still possible to hold a relatively noisy exhibit while meetings are in session without disturbing the latter's attendees. There is plenty of room in the hallways and corri-



The Botanical Garden's Climatron is a geodesic-dome greenhouse that simulates four different climates.

problem she encountered on the first day of her exhibit: "The air conditioning in our section of the hall was not working. Our show includes computers and copy machines that must operate under dry conditions, and the humidity in the hall was just terrible. The temperature reached close to a hundred." She adds, however, that the staff handled the problem very well. "They quickly found the difficulty, but by the time the engineers and servicemen arrived, it was too late to salvage that day. We were fortunate that the other two halls were not in use and the staff was able to open the partitions to let us take advantage of the air in the surrounding halls. As a result, the attendance did not seem to suffer at all; people just kept going out for a breath of air. And the staff had the air conditioning working by opening time the next day."

Convention Bureau

The Screen Printing Association International solved the problem of lounge space with help from the convention bureau — help that John Crawford feels exemplifies the kind of service that the bureau provides. "The bureau has a trade-show booth of its own, specially constructed to look like a paddle boat, that is used at conventions to promote the city. I had seen it at the ASAE convention and decided to ask what the chances were of us using it as a lounge. The bureau loaned it to us at no charge; we had only to pay for having it erected and dismantled. We put it in the middle of the

P.G.A. RETURNS (Continued from Page 24)

The scope of this enormous golf complex requires a top-flight golf course superintendent. Llwyd Eccleston and Don Padgett obtained such a man in Larry Weber. (See front cover of this issue for photograph of these three men). Larry is certainly well qualified for his position at P.G.A. National. A graduate of the University of Florida, his B.S. Degree was awarded in Ornamental Horticulture (specializing in Turf Grass Management). Weber is well known in South Florida. He was born in Salem, Ohio and raised in Miami. Formerly a member of South Florida Golf Course Superintendents Association he served well as Director and Secretary-Treasurer of our chapter. Larry worked with Bobby Heine in the construction and early years of the Woodlands Country Club in Fort Lauderdale. For five years he was superintendent of Inverrary Country Club where he worked closely with John Montgomery helping to make the Jackie Gleason Classic so successful. Three years ago Larry moved to Sarasota, Florida to oversee construction of the prestigious Meadows Country Club and community. At the Meadows Weber served as general manager, responsible for all phases of the golf facility. As a key member of the five man management team he also coordinated construction of the country club.. This large development encompassed 1300 acres.

Now a bit more about P.G.A. National . . . the turf grass on the new course greens will be Tifgreen 328 bermuda grass and Tifway 419 on tees, fairways and roughs. Larry tells us he has an excellent soil mix to use on the greens. Natural sand is being used to shape the contours, with drain tile at a twelve inch depth in eight inches of gravel. Next comes 300 yards of very coarse sand and 50 yards of peat, both are rototilled to a uniform blend. This construction is being done to aid in maintaining healthy turf in the rainy seasons. The complex will have three maintenance buildings allowing turf equipment shorter travel distances for storage and servicing.

The level of the ground water in the development will be controlled by a master pump station with 2 - 200 H.P. pumps. Multiple 10 inch wells will be utilized to recharge the lakes during the dry season. (See companion article in this issue by Harry McCartha — Interview with Al Frank, Project Superintendent.)

The question of an opening date is always a big topic on any course. The winter target date is a big accomplishment when you remember that land clearing started in April. Weber said, "September and early October were tough times for us . . . *forty inches of rain in forty days!* We were not able to fertilize for six weeks after planting and for this reason growth has been slow." Knowing Larry he will get the job done in spite of the elements.

Earl Hudson, noted landscape architect has established an immense on-site nursery for plants and trees. Over 150,000 plants will be used on the golf courses and environs. Hudson has won many local and national awards. The American Association of Nurserymen awarded him first place nationally for his work at Inverrary and Quayside residential community in Miami.

At this writing (mid-November) construction on the first three courses is underway. Course #1 is completely grassed and is growing beautifully . . . course #2 is being shaped and contoured and #3 is being cleared.

To visit this complex is an exciting experience. Larry Weber's first love is construction and he's hard at it! It's refreshing to watch the Director of Golf (Don Padgett) work with Larry . . . they respect each other and the resulting course should be everything the P.G.A. and Mr. Ecclestone dream it will be.

Our Association is honored to recognize P.G.A. in this issue and all of Florida can rejoice that this world golf center is being built in our area.

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exhibit floor, opened it to a more spacious size, put a few sofas on it, and had a lounge in the center of the trade show. It helped to contribute to the atmosphere of a meeting in St. Louis." And, he adds, so did the service provided by the bureau: "It's one of the best convention bureaus that I have worked with anywhere in the country."

Sylvia Rottman offers similar praise. "One particularly helpful service that the bureau provided was to assign one person to stay with the convention throughout the entire process — from booking through completion of the meeting itself. If, for instance, we came up against any kind of problem, rather than contacting the person or organization responsible for the difficulty, we could simply get in touch with our bureau contact, and he would smooth it out. This helped both diplomatically and with communications; it prevented long-distance explanations that can easily be misunderstood and provided us with a person right on the scene who knew our organization and our needs."

The bureau is some 70 years old and is funded primarily by a tourism tax on hotel rooms. Its first responsibility, as Bedford describes it, "is obviously to bring people in to look at St. Louis. Once the meeting is booked and confirmed, we meet with the planners to help them run a smooth convention. We have a staff of registration hostesses who work very closely with convention personnel, and we try to help out locally. We also provide a computerized housing service — in fact, we were the first bureau to go into computer housing."

That housing service is one of the reasons Rottman is so liberal with her praise of the bureau. "We do not use the convention housing office until the very end, when they help us with those who were not able to register in advance. In this instance, one hotel was not able to take a number of rooms that had been assigned

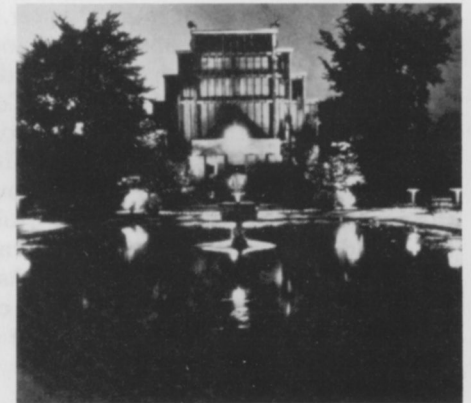
there. I found out about this on Monday, and everyone was due to arrive on Saturday. The woman in charge of housing immediately started calling other hotels in the area. It was very tight at the time; the city was practically sold out. But she kept digging and found a room here, a room there, and helped me to place all of the attendees. She also helped to compose the telegram to advise attendees that their rooms had been changed. As a result, we did not have a single bad comment; our members felt that we had done our best to take care of them."

Hotels

While planners are usually generous with their praise of the convention bureau and center, they seem somewhat less so in their praise of St. Louis's accommodations. The primary problem is apparently not so much with the hotels themselves as with their location. Says Patrick Raleigh: "We used the Chase-Park Plaza as our headquarters hotel because it could meet our need for suites. However, it is 5½ miles away from the convention center, and transportation turned out to be a headache. We set up a shuttle service with Bistate Busing, which was very good, but just getting on the bus and sitting through that long haul, particularly after a day of scientific courses, was less than ideal. It took anywhere from 20 to 40 minutes, depending on traffic, to return to the hotel. This meant that we had to use some staff time for transportation; when, for instance, some of the officers at the convention center had to be at a meeting at the headquarters hotel, the staff had to shuttle them."

Rottman encountered a similar problem but solved it by planning her housing arrangements very carefully. "We used more than 20 properties and that required a great deal of planning. We had to

go as far out as ten miles from the convention center, but we simply worked our shuttle buses around that. And since our nurses had to attend meetings at 7:00 in the morning, we tried to reserve the rooms nearest the convention center for them and housed our exhibit personnel in the farther hotels. We received a few complaints, but mostly the exhibitors agreed that the nurses needed to be closer; they were very philosophical about it. Our shuttle service also helped; we have used the same company for the past three years, and the staff knows our



The St. Louis Floral Conservatory or "Jewel Box" is located in the city's famed Forest Park, site of the 1904 World's Fair.

needs. Buses were scheduled in the downtown area at the peak hours of our meeting every ten to fifteen minutes; in the outlying areas, they ran every half hour to an hour."

The bureau is aware of the need for more hotel rooms closer to the convention center and expects the problem to be soon ameliorated. "As it stands now, we have approximately 4000 rooms in the downtown area," reports Bedford. "That is a sufficient number for many groups, but some won't even look at a city unless it meets a certain minimum number of rooms within five minutes' walking distance. With some of the planned additions to our hotel facilities, we are confident that we will soon be able to attract some of these groups. We are now planning additions that will give us about 3000 more hotel rooms throughout the county. Two major chains are seriously looking at the area around the convention center; we hope to make one announcement later this year and another in 1980. In addition, the Marriott Pavilion is doubling the size of its downtown hotel, which will give us an additional 400 rooms, and three more hotels are going up in the county for a total of close to a thousand more rooms. Another addition under discussion is a 500-room hotel to be located at the old Union Station, about five minutes from the center."



Three St. Louis attractions — Kiener Plaza, the fully restored Old Courthouse, and the Gateway Arch.

Reprinted from "Association and Society Manager".

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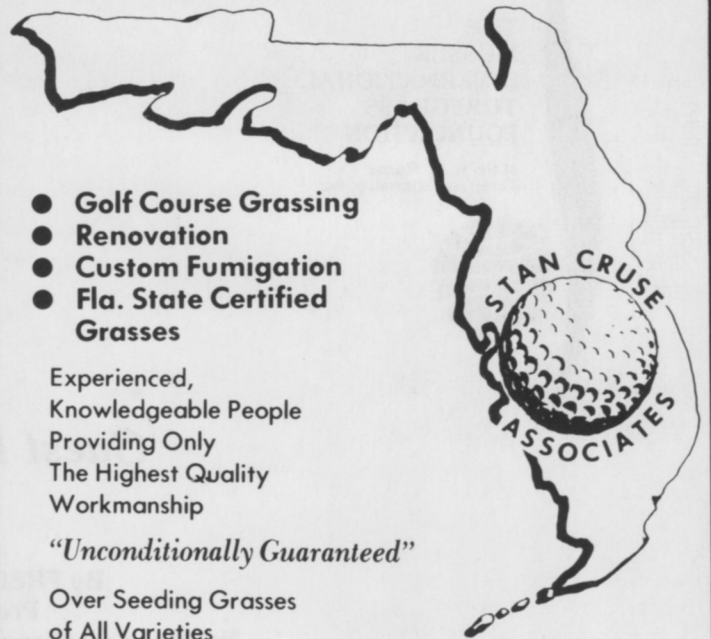
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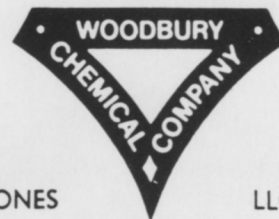
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Fred V. Grau

Guest Editorial

By FRED V. GRAU
President

Musser International Turfgrass Foundation

Should golf clubs provide secretaries for golf course superintendents offices? Before that question can be answered definitively the question of professionalism becomes pertinent. Some offices are such that no self-respecting secretary would work there. Then there are those that are neat and clean, spacious and well ordered. The greatest need exists where the superintendent holds positions in local, state and national professional organizations and, in addition, is involved in publishing a newsletter or a magazine. The superintendent is a businessman with responsibilities involving millions of dollars of investment. Record keeping, book-keeping, correspondence, reports, orders, and other details often are handled in a less-than-efficient manner when the busy season hits. With a secretary maybe more superintendents would answer mail more promptly. Dan Jones has one! I wonder how many other superintendents' secretaries there are? Don't be surprised if a trend is noticed soon.

Quote: "Nothing great ever was accomplished without enthusiasm." Author unknown.



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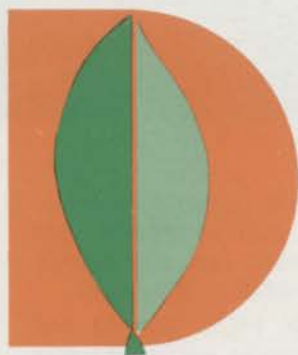
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