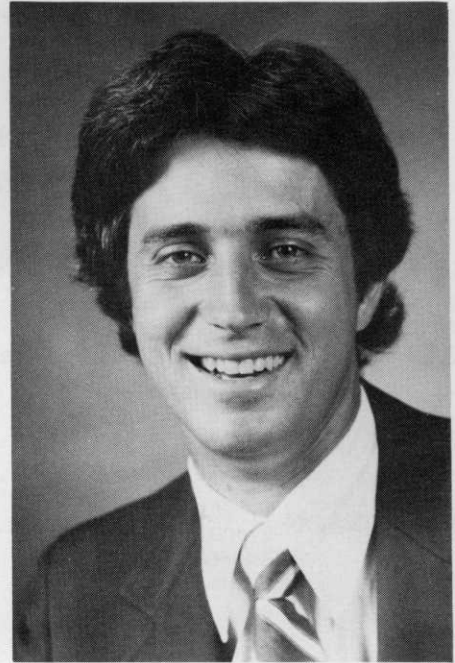


## President's Message



The transition of *The South Florida Green* into *The Florida Green* marks the beginning of a new era for golf course superintendents in the state of Florida. As professionals in the golf course industry our objectives and activities must be coordinated on a state wide basis in order to properly keep pace with today's technology and varied crises. We should continually seek to improve our professional image not only with upper management but with the general public. This can be demonstrated through work we do by continuing to upgrade our professional capabilities and through skilled communication such as this magazine. Only by making people aware of the skills, management, technology and immense responsibility required to operate a golf course facility, can the golf course superintendent receive the recognition for his accomplishments.

This magazine is a valuable communication tool which if used properly will create a multitude of benefits. It's up to the individuals to promote themselves. The golf course superintendent is a great salesperson at budget time, why not promote his or herself with these same skills?

The re-organization of the Florida Golf Course Supt. Assoc. occurred nearly two years ago. From the beginning the officers of your local chapters have devoted many hours to carefully nurture and construct a solid foundation for our state association. Seven organized and unified chapters working toward a common goal and speaking with one voice can be more productive than a fragmented organization. This does not mean a loss of identity, functions or uniqueness for your local chapter. In fact, the accomplishments of each chapter will be magnified because of increased communication across the state.

As a state association our number one priority is to focus on Florida issues and meet the demands of our members and their chapters (an example would be registering a complaint on the ban of DBCP in Florida). The number two objective is to gain support and membership for the GCSAA. This is our national organization that needs our backing and input. The benefits will be many and the recognition that comes from unification of our efforts will be readily available to us.

But, there are many other benefits. Just recently, one of our fellow golf course superintendents Dan Meyers (CGCS) of the West Coast chapter had his story concerning golf course employees featured in the National Magazine, *Golf Course Management*. The article was pertinent to our problems, beneficial and educational.

The golf course superintendents in the state of Florida have been thrust into an enviable position. Because of geographical location, climate, tourist attractions, and expansion, Florida has the fastest growing golf industry in the country. We should take advantage of these opportunities and assume a leadership role in the nation's turf industry.

Possibly, even with all our collaboration and hard work, government agencies will continue to tie our hands and people will still refer to us as "Greenskeepers". It's unfortunate that the work of qualified professionals can be affected or altered by the misuse of others less qualified and thousands of miles away. Let's join together and try the positive approach. Support your local chapter, the state association and the GCSAA. Hopefully, we can continue to endeavor in the field we love for ourselves and the game of golf.

*Tom Hein*