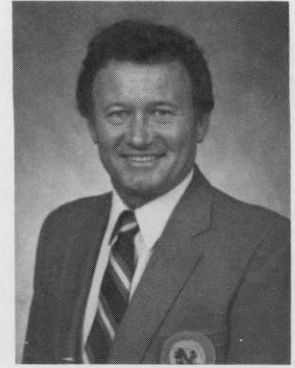


President's Message



Professionalism of the Florida Golf Course Superintendent has evolved from the 50's through the 80's and is now ready to take on the 1990's.

Florida golf in the 50's and early 60's was a game of leisure for a very few. There were far less than 100 courses and the golfing season was 2 or 3 months at most. Budgets were a few thousand dollars; equipment, chemicals and fertilizer varieties were few. Courses were maintained by Greenskeepers with low salaries and there were few demands from the golfer.

During the late 1960's, 70's and 80's, retiring snowbirds came to Florida by the thousands, many because of golf. Today there are nearly 900 courses and golf is recognized as one of Florida's leading economic industries.

The demand for top quality golf courses began and persists today throughout the state. The "Greenskeeper" evolved into the "The Golf Course Superintendent" and then on to "Golf Course Manager." His responsibilities included care of multi-million dollar golf courses with budgets in excess of 1/2 million dollars annually. Old maintenance barns evolved into highly organized maintenance complexes. The low maintenance practices of years gone by changed to high maintenance, highly-groomed golf course facility for a non-stop, twelve month season. The golfer's demands became many and management salaries rose accordingly.

Today's Professional Golf Course Manager operates a highly organized maintenance operation in compliance with the demands of golfers and owners, various federal and state regulatory bodies, such as OSHA, EPA — Water Management Districts — and his own professional trade organizations. He met these demands by his own professional desire to achieve and by constantly furthering his education by attending seminars on management, accounting, computers, budgeting and forecasting, golf rules, communication techniques, turfgrass, golf cart operations, negotiating, plant nutrition, irrigation, business writing, pathology, and on and on.

Today's aggressive golf course manager is unquestionably a member of a learned profession. ■