

He Gets the Job Done

After only four years in Florida, Ray Hansen is the 10th president of the FGCSA. In all his business dealings, he prefers the direct route.

BY LARRY KIEFFER

Ray Hansen doesn't mess around. Four years ago he came to Florida with no job and one lead from architect Joe Lee. Four days later he was hired as the superintendent at the Ocean Reef Club on Key Largo and never did get around to following up on Lee's lead.

Four years later, on Aug. 4, 1990, the 1960 graduate of Penn State University's turfgrass program became the 10th president of the Florida Golf Course Superintendents Association.

"When you see something that needs to be done, you do it," says Hansen, who recently moved to Lee-designed Delaire CC, a 27-hole private club in Delray Beach.

"I got involved with the association because I don't see how any superintendent can stay abreast of developments in the field without it," he says. "Continuous education is the primary function of professional associations and the environmental pressures we face are only going to get worse. If you don't keep up, you're not going to last."

Running a 27-hole golf course and the largest statewide superintendent association in the country would tax most professionals;

for Hansen, who had been general manager of two resort communities in Pennsylvania's Pocono mountains before coming to Florida, it's semi-retirement.

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Ray Hansen
Age: 55

Education:

A.S. Turfgrass Science,
Pennsylvania State University
(also two years toward degree
in physical education from
Panzer College, Montclair, N.J.).

Current Position:

Golf Course Manager,
Delaire CC, Delray Beach

Previous Experience:

Ridgewood CC, Fairlawn, N.J.
caddie during high school;
Essex CC, West Orange, N.J.
assistant supt. (summer internship),
supt., general manager;
Lake Naomi & Timber Trails, Pa.
general manager;
Ocean Reef Club, Key Largo, supt.

Other Employment:

Pierson's Mill, distributor of
golf course equipment, sales manager.
U.S. Army, clerk/typist.

Unusual Job:

One year in Iceland with U.S. Army

Personal:

Married 30 years to Sandy, RN from
State College, Pa., Daughter Cheryl
(husband Scott Banford, son Timothy),
special education teacher; son Kirk,
assistant manager of resort hotel in
Pocono mountains.







Number Eight/Orange

Delaire Country Club

Delaire Country Club is a typical Joe Lee South Florida golf course. It offers a very fair round of golf for the recreational golfer.

Built on 250 acres in 1978 by the Palm Aire company, the 27-hole facility was sold to its 350 members about five years ago.

On a typical winter day, about 60 percent of the members will test the layout which features 18 ponds and 125 bunkers. Water comes into play on 11 holes. With 27 holes and 250 rounds on the busiest day and 50 in the summer, we don't need tee times.



Ray Hansen

The Orange, Brown and Blue nines measure 3405, 3366 and 3413 yards from the tips, respectively, all playing to par 36. Toughest test is the Orange/Brown combination, which is rated at 72.4 with a Slope of 125.

From the front tees, the courses measure 2657, 2608 and 2667 yards, with the Blue/Orange's 70.6 rating at Slope 119 offering the stiffest test to the ladies. That same combination is rated 65.4/114 for men.

About 200 of the 250 acres are irrigated and we maintain the entire property with a staff of 22, counting two assistants — one for the golf course and one for the grounds — two mechanics, a foreman/irrigation technician, a spray technician and an administrative assistant.

The six acres of greens are Tifdwarf and everything else, including the roughs, is Tifton 419 bermudagrass. We don't overseed. The fairways cover about 60 acres.

By far my favorite view on the golf course is number three on the Brown, a short par three over water with a fountain.



Hansen's crew also is responsible for the grounds



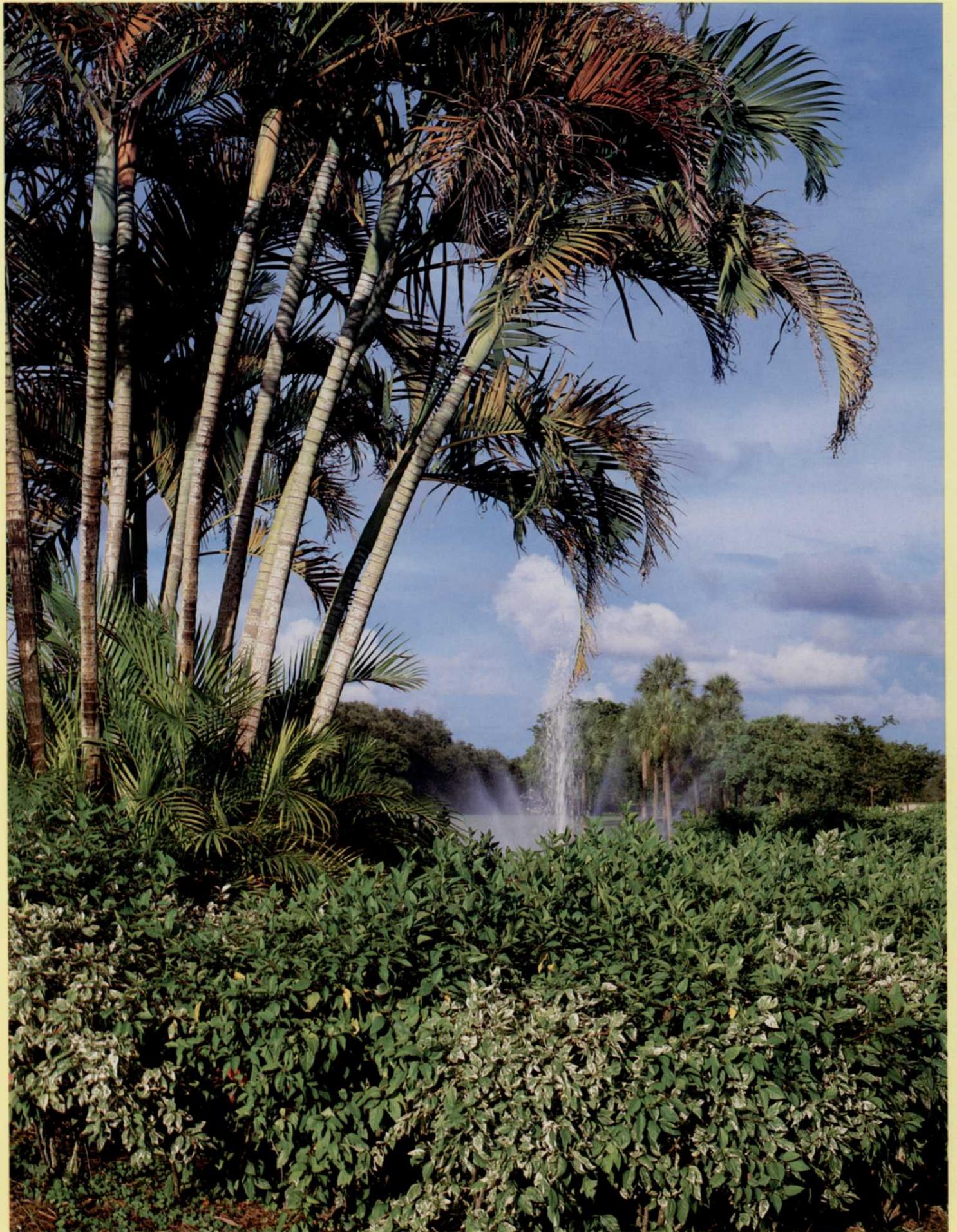
Number Three/Orange



Number Four/Orange



Number Three/Brown



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"I enjoyed the challenges of supervising 160 people with the responsibilities of a city manager, and the job helped me put both my kids through college. But the day after I wrote the last tuition check in January 1986, I resigned."

Hansen arrived in Florida on a Thursday, astonishing his friend and former Penn State classmate Tom Burrows, the former superintendent at the Turtle Creek Club in Tequesta and FGCSA president, now practicing agronomy full time. He had a job Tuesday morning.

"The hardest part of getting the job was convincing the people at Ocean Reef that I didn't need the challenges of running the whole show," recalls Hansen.

So instead of running the show, Hansen chose to run a series of projects in South Florida, notably the South Florida GCSA's Field Day and help in guiding the planning, funding and

construction of the state association's research green at the University of Florida's IFAS Research and Education Center in Fort Lauderdale.

"The Field Day pretty much runs itself now — Marie does most of it," says Hansen, referring to FGCSA Executive Secretary Marie Roberts, who serves the South Florida GCSA in the same capacity.

The day begins with an education session for continuing education credits, then features a two-hour trade show and buffet luncheon inside before moving outside for equipment demonstrations.

The precision of those demonstrations says a lot about Hansen's leadership. Each exhibitor is permitted three minutes with each piece of equipment.

"They can take less time than allotted, but not a second more," says Hansen, bull horn at the ready as he prepares to start the demonstrations.

Less than two hours later, they end. Right on schedule.

Perhaps it was two years as an Army clerk right after the Korean Conflict that gave Hansen the ability to organize projects.

"There's nothing to it, really," Hansen says. "You just count how many demonstrations you have, make out the schedule and stick to it. What's hard about that?"

Following his discharge from the Army in 1956, Hansen enrolled at Panzer College in Montclair, N.J. — now part of Montclair State College — where he spent two years preparing to be a physical education teacher.

Then he heard about the new turfgrass program for golf course superintendents at Penn State and Hansen decided to transfer. Having spent his high school summers maintaining a driving range and pitch-and-putt course in his native Fairlawn, N.J.,

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Hansen didn't take long to decide on a career change.

"I investigated the four-year program, but they told me to take the two-year program if I wanted to be a golf course superintendent.

"So I did."

He graduated in 1960 with an associate of science degree in turfgrass management, married a "townie" RN named Sandy, and took to the road selling golf course supplies for a company named Pierson's Mill. He became sales manager in 1963.

"I probably would have stayed in sales all my life, but in 1966 I got a call from Essex Country Club in West Orange, N.J., where I had spent my last summer internship as assistant superintendent under Alex Edgar, a Rutgers man."

Edgar had left to run his own golf course. Would Hansen like the job?

"It's probably the only golf course job I would have accepted at the time," he says.

Essex CC is a 36-hole equity facility but, when times got tough during the Depression, the club opened 18 holes to the public.

"I had the unique experience of running a private course and a daily fee course at the same time," Hansen said.

In 1970 Hansen was offered the post of general manager with the stipulation

that he retain responsibility for the golf course and that if he did not like "inside" work, he could step down with no hard feelings.

"I was a true general manager," Hansen said. "I hired the golf professional, the club manager and they did away with the greens committee and house committee and so on. I ran the club and reported directly to the executive committee.

"If somebody had a complaint, I was there to fix it.

"We kept the golf committee and the entertainment committee because I didn't care what kind of parties they had or what kind of games they played on the golf course. I stayed out of that end and they stayed out of management.

"That's the way it should be."

In 1974 Hansen left Essex to work for developer Logan Steele in the Pocono mountains. Together, they built the sister resort communities of Lake Naomi and Timber Trails, including an 18-hole golf course at the latter. Hansen was general manager of both communities.

"Of all the people at a golf course, I think the superintendent has the best background to be a general manager — if they make him a true general manager like I was," says Hansen, a 30-year member of the GCSAA and a 16-year member of the Club Managers Asso-

ciation of America. "I hired the other executives, I managed them and I was responsible for their actions to the executive committee or, in the Poconos, to the owner."

Hansen stayed in the Poconos until he wrote that last tuition check.

"I enjoy running a golf course," he says. "I hope to keep on doing this for the next 15 years if my health holds up."

He sees environmental protection and government regulation as the biggest challenges facing the profession.

"We are going to face even more changes in the next 10 years than we did the the past decade. That's scary.

"The environment needs to be protected," he says, "and perhaps a lot of people in our industry were too lax in that area, but the pendulum has swung too far.

"We really needed some of the attention we are getting to weed out the bad apples. The days of using mercuries are over and they should be.

"But to take Diazinon out of the hands of licensed pesticide applicators on a golf course and leave it in the hands of the homeowner makes no sense. *No sense at all!*

"All because of one person abusing it. That person should have been prosecuted and, at the very least, had his license taken away. But don't punish

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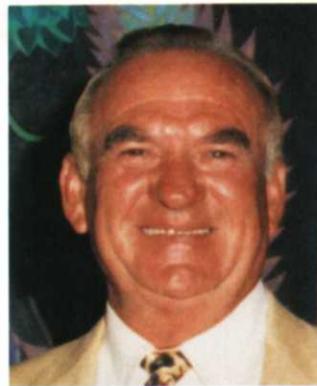
Adam Yurigan



Paul Turcotte



Bob Sanderson



Carl McKinney

LARRY KAMPHAUS

the rest of us.

“Government regulation like that scares me.

“With rising budgets and regulatory compliance that gets more complex every day, superintendents are becoming managers. That’s really what we are now.

“When somebody asks me what I do for a living, I say I manage golf courses. If I said I ‘superintend’ them, they wouldn’t know what that meant.”

Hansen has three goals for his presidency. Typically, they are all clearly stated and two of them are easily quantifiable:

- Association Growth. “Right now about half of Florida’s superintendents are members. I don’t see how a superintendent can survive today without the continuous education provided by our association. A lot of the information isn’t available anywhere else.”
- Research Green. “We have the PhD’s who can do the research on pesticide and nitrate leaching and do the product testing and we gave them the facility. We need the information and we need it fast.”
- Pesticide Awareness. “Every superintendent should critically assess each

proposed use of any pesticide. All it takes is one mistake — as proven by Diazinon — and the product will be taken off the market.”

Hansen took office Aug. 4 at the FGCSA annual meeting in conjunction with the 14th annual Crowfoot Open at Grand Cypress Resort in Orlando sponsored by the Central Florida GCSA.

Highlights of the three-day weekend included an education session on the use of computers in golf course management, the annual awards banquet Sunday night, followed by Monday’s golf tournament.

Jerry Faubel, CGCS, president of the



LARRY KIEFFER

Fred Klauk, left, accepts the 1990 Crowfoot trophy from Larry Kamphaus, CGCS, organizer of the golf event.

Crowfoot Open Results

Superintendent Division

Individuals Gross: Fred Klauk 73, Steve Sorrell 73, Mark Henderson 76.

Net: Steve Wright 67, Dale Reash 67, Chuck Blankenship 69.

Team: Central Florida (Steve Wright, Dale Reash, Chuck Blankenship, Steve Sorrell)

Commercial Division

Gross: Joe O’Donnell 76, Bill Fowler 77, Fred Tannler 79;

Net: Charlie Campbell 66, Jim Sartin 68, Bill Lloyd 69

Closest to Pin

Steve Moskos (4N), Joe Pantaleo (8E), Lou Conzelmann (8N), Tom Trammell (5E)



LARRY KAMPHAUS

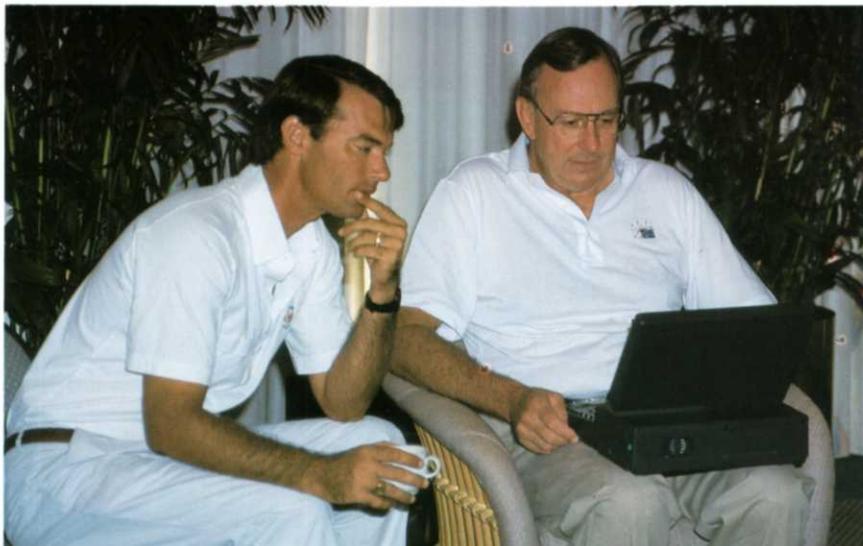
Just because the course at Grand Cypress is “wide open” does not mean you can’t lose a lot of golf balls.

FGCSA SPOTLIGHT

GCSAA, attended all three days.

Other officers installed at the annual meeting were Tom Benefield, CGCS, vice president, and Mark Jarrell, CGCS, secretary/treasurer. Benefield is superintendent at BallenIsles CC of JDM in Palm Beach Gardens and Jarrell at Palm Beach National GC in Lake Worth. Joel Jackson, CGCS, of Isleworth CC in Windermere, becomes immediate past president.

Presentation of the FGCSA's Distinguished Service Award to Kevin Downing, CGCS, manager of Willoughby GC in Stuart, topped the awards banquet. Also honored were four of the five inaugural recipients of the President's Award for lifetime achievement in golf course management: Bob Sanderson, CGCS, Del Tura CC, North Fort Myers; Carl McKinney, who retired from JDM CC in Palm Beach Gardens in 1988; Paul Turcotte, retired from the City of Miami and second president of the FGCSA; Adam



Jerry Faubel, CGCS, right, president of the GCSAA and John Foy, USGA Green Section regional director, put a laptop computer through its paces during the Crowfoot education seminar on computers.

Yurigan, who helped found the Central Florida GCSA and the Treasure Coast GCSA. Bud Quandt, Pasadena Y&CC in St. Petersburg, was presented the President's Award at a meeting of the Florida West Coast GCSA.

All award recipients will be profiled in upcoming issues of *The Florida Green*.

Fred Klauk's 73 won the golf tournament and a repeat spot on the Florida team in the national tournament scheduled early next year. Steve Wright's 67 took low net honors. Steve Wright, Dale Reash, Chuck Blankenship and Steve Sorrell led the Central Florida GCSA to the team title.

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