



Officers

President Ray Hansen
Del Aire CC
4645 White Cedar Lane
Delray Beach, FL 33445
(407) 495-0536

Vice President Thomas Benefield, CGCS
Ballen Isles CC of JDM
10600 Ave of PGA
Palm Beach Gardens, FL 33418
(407) 622-0177

Secy/Treasurer Mark Jarrell, CGCS
Palm Beach National GC
7500 St. Andrews Road
Lake Worth, FL 33467
(407) 965-0046

Past President Joel Jackson, CGCS
Isleworth Country Club
Address FGCSA business to:
6780 Tamarind Circle
Orlando, FL 32819
(407) 363-4514

Directors

Ridge Buck Buckner
Orange Tree Golf Club
(407) 352-0330

Everglades Lou Conzelmann, CGCS
Fiddlesticks
(813) 768-2332

West Coast Frank Cook
Bardmoor Country Club
(813) 392-1234

Palm Beach Paul Crawford
Palm Beach Country Club
(407) 845-2395

Big Bend Robert Giehis
Killearn G&CC
(904) 893-2412

South Florida Bill Jeffrey, CGCS
Indian Creek Country Club
(305) 866-7224

Sun Coast Larry Livingston, CGCS
Gator Creek Golf Club
(813) 922-0833

Central Florida Joe Ondo, CGCS
Winter Pines Golf Club
(407) 671-1651

Treasure Coast Scott Bell
Bent Pine Golf Club
(407) 567-9422

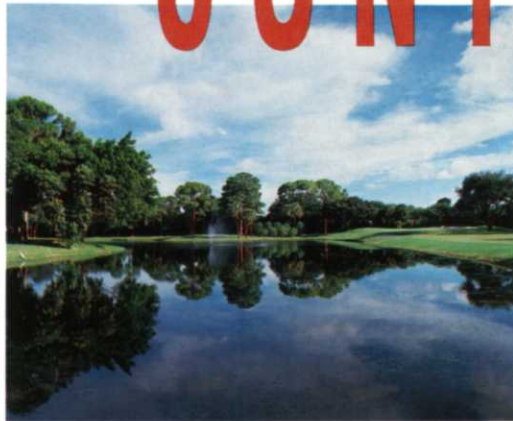
North Florida Eddie Sripes, CGCS
Oak Bridge Club at Sawgrass
(904) 285-5552

Staff

Secretary Marie Roberts
1760 NW Pine Lake Dr
Stuart, FL 34994
Phone: Days (407) 692-9349

CONTENTS

FALL 1990



NEWS ROUNDUP INAUGURAL FLORIDA GOLF SUMMIT SET 13

The Florida Golf Council, a newly formed trade association, has called for a three-day meeting in Orlando Oct. 11-13 to discuss industry/government relations.

COVER STORY HE GETS THE JOB DONE 20

After only four years in Florida, Ray Hansen is president of the largest statewide superintendent association in the country.

FGCSA SPOTLIGHT AWARDS AND ELECTIONS 22

Kevin Downing received the Distinguished Service Award and four of the five inaugural recipients of the President's Award for Lifetime Achievement attended the Crowfoot banquet to pick up their hardware.

RESEARCH RESEARCH FOR THE 90s 30

Golf course superintendents are going to have to turn corners of their golf courses into laboratories if they want to get the data they need.

ARCHITECTS, ETC. GET THE DETAILS RIGHT 36

Jan Beljan has parlayed a GCSAA college scholarship and experience as an assistant superintendent into a top job with one of the world's foremost golf architects.

SUPPLY SIDE GOOD IDEA ISN'T ENOUGH 44

Going into business for yourself is a lot tougher than you might think... even if you have the right product at the right time.

AFTERWORDS ENFORCE THE CODE 54

The Code of Ethics must be clear and unambiguous... and enforced, says Mark Jarrell, FGCSA secretary/treasurer.

GREEN SIDE UP COOPERATIVE STUDY A BIG STEP 56

Now that he has turned over the President's Message to his successor, Editor Joel Jackson begins his regular column.