

## Research and communication will win the day

**T**he challenges to our industry to show that we are properly managing turfgrass in an environmentally sound manner are accelerating at a phenomenal pace. We must continue to demonstrate our professionalism through responsible management practices and through our involvement with our associations to

help educate our legislators and the general public. We must seek alternative methods and resources, and be ready to

change our practices if research dictates that changes are needed.

We are suffering the slings and arrows of ambiguous, ill-conceived regulations and sensationalistic journalism. The current factual data is on our side, but we need more! Our

current research efforts are focused in that direction to help allay the fears of the public. We will continue to communicate to them what an amazing, beneficial ecosystem a properly maintained and operated golf course provides.

The pressure on golf course superintendents is increasing. Golfers, club members, managers, and owners must also be aware of this pressure. This is the time to strengthen the relationship between the club and the superintendent. This is no time to

sweep issues under the carpet, hoping they will go away. The liability factor is closing in on all operations, and everyone needs to be aware of his legal responsibilities. Setting up organized, positive programs established to comply with current laws will reap the reward of improved communications within the club and help avoid potential crippling fines and negative publicity.

There is no greater time than the present for superintendents to become more involved in their local and national associations. There continues to be an unwarranted number of unbelievable stories of instances of ignorance and malpractice in our industry. There just isn't more room for those kinds of errors of omission or deliberate circumvention of label restrictions or other regulations. Make sure you or your superintendent is a member of his local association and that things are in order or are being put in order.

**B**y the time this issue is in your hands, I will have only a few days left in my term as president. It certainly has been an eventful year for me, beginning with open-heart surgery in the fall, hosting the GCSAA Conference and Show in the winter, and assuming editorship of the *Florida Green* in the spring. Those events, coupled with the ongoing challenge of managing bentgrass greens

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*Joel D. Jackson*  
Joel D. Jackson, CGCS

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in Central Florida, have made my 1989-90 term a very memorable year.

This past year has perhaps been filled with more reflection than satisfaction, but it has been a positive experience. It has been positive because I have seen and heard the con-

cerns of our members as they seek to become responsible turfgrass managers in the 1990s. It has also been positive because I have seen the high regard which other associations have for the FGCSA. I recall that last August in my presidential acceptance

speech, I noted some of the qualities I admired in my peers. Qualities that made me proud of our industry. It is those qualities that reflect resourcefulness and determination that will help us persevere in the days to come.

I thank you for the opportunity and privilege of serving you this past year.

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## NATURAL BALANCE

*In the beginning*

*There was Earth, beautiful and wild;  
And then man came to dwell.*

*At first, he lived like other animals  
Feeding himself on creatures and  
plants around him.*

*And this was called, "In balance with  
Nature."*

*Soon man multiplied.*

*He grew tired of ceaseless hunting for  
food;*

*He built homes and villages.*

*Wild plants and animals were  
domesticated.*

*Some men became Farmers so that  
others might become  
Industrialists, Artists or Doctors.  
And this was called Society.*

*Man and Society progressed.*

*With his God-given ingenuity, man  
learned to feed, clothe, protect,  
and transport himself more  
efficiently so he might enjoy Life.*

*He built cars, houses on top of each  
other and nylon.*

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