

*The trade show, which occupies less than half the schedule of the International Golf Course Conference and Show, is one of the 150 largest shows in the United States. Until Orlando's Orange County Convention Center was expanded last year, no building in Florida was large enough to hold it.*

# It's the Greatest Show in Turf

If the rest of the golf world is in for a treat when it takes a close look at the situation in Florida, the same thing can be said for Floridians getting their first look at the International Golf Course Conference and Show sponsored by the Golf Course Superintendents Association of America.

As many as 20,000 golf course superintendents, owners, operators, architects, builders, agronomists and mechanics from all over the world will pass through the doors of the Orange County Convention/Civic Center during the eight days of the 61st annual conference, which runs Feb. 19-26.

Although the trade show, which is so large that fewer than 20 facilities in the United States can handle it, is the most visible part of the convention, it is not the focal point. The show doesn't even open until the sixth day.

In fact, they don't even get around to holding the opening ceremonies for the conference until late on the fourth day, by which time 40 one-and-two-day seminars will have been completed.

Among the most popular seminars is the one-day session on study guidelines for the certification examination.

The seminar is recommended for those who are beginning their program of study for the CGCS designation, not those slated to take the six-hour examination two days later.

The seminars are available by advance registration and many are sold out months in advance.

Although it is now too late to take advantage of the GCSAA's offer of free reg-

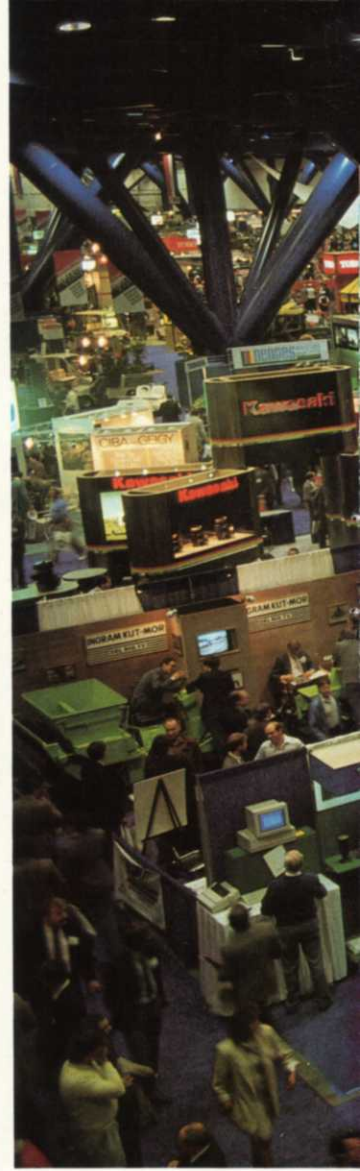
istration to all first-year GCSAA members, general registration will be available at the door starting Feb. 22. Basic admission is \$165 for members and \$215 for non-members. For information about last-minute seminar openings or other registration details, call the GCSAA at 800-GSA-SUPT.

Spouses may register for \$60, which includes admission to the Spouse Center Friday-Monday (Feb. 23-26), admission to the trade show Sunday and Monday, continental breakfast Friday, arts and crafts exhibit and major speaker on Sunday and entertainment by Claude the Gator on Monday. Optional escorted tours are available to all major tourist attractions and shopping areas.

Children age 3 and older may be registered for the Spouse Program for an additional \$60.

Students may obtain complete conference registration for \$50 (\$45 if a student-member of the GCSAA), as may golf course mechanics.

Mechanics will probably want to take advantage of a new half-day pro-



## MAJOR CONFERENCE COMPONENTS

- Golf Championship
- 40 Continuing Education Seminars
- 6 GCSAA Education Sessions
- Trade Show
- 2 Symposia
- 3 Major Speakers
- Golf Course Builders of America
- American Society of Golf Course Architects
- USGA Green Section
- Golf Course Mechanics
- GCSAA Annual Meeting
- Old Tom Morris Banquet



GCSAA FILE PHOTO

gram devoted to their craft on Sunday afternoon, Feb. 25 (See agenda, Page 52).

Florida GCSA members who are registered for the convention also may issue a limited number of free passes to the trade show valid only on Feb. 26, known as Grounds Industry Day, to their own crew members.

Grounds Industry Day was inaugurated by the GCSAA last year to accommodate trade show exhibitors

who wished to expose their products to turf maintenance professionals who would not benefit from the golf-oriented education programs of the conference.

Golf course superintendents are not eligible for Grounds Industry Day passes.

Although the annual conference is sponsored by the GCSAA, three other major organizations in the golf course

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industry conduct half-day open sessions. The Golf Course Builders of America meet Feb. 24; the American Society of Golf Course Architects meets Feb. 25; and the USGA Green Section's program is on Feb. 26. (See agendas, Page 52).

Environmental issues probably will be the primary topic of the conference, with a full day devoted to the subject during Friday's concurrent educational sessions. Among the topics to be covered are water quality and conservation, integrated pest management, hazard communication, underground petroleum tanks and the storage, disposal and recycling of chemicals.

## As many as 2,000 foreigners may attend

The "International" in the conference title is no pretension.

Fully 10 percent of last year's attendees came from more than 30 foreign countries and, according to GCSAA Executive Director John Schilling, there is no reason to expect this year to be any different.

That means as many as 2,000 foreign visitors can be expected.

To take advantage of this unique international gathering, the GCSAA has scheduled an International Golf/Turfgrass Roundtable for Feb. 24.

The Roundtable is in addition to the traditional international reception, scheduled this year for Feb. 22 at 2 p.m.

## CELEBRITY SPEAKERS

**Dr. Ken Blanchard**, author of *The One-Minute Manager* and noted motivational speaker and business consultant. Keynote address, Feb. 22.

**James B. Irwin**, Apollo 15 astronaut and eighth man to set foot on the surface of the moon. Prayer breakfast, Feb. 25.

**Dr. Gayle Carson**, motivational speaker. "Making Time Work for You," Feb. 25.

**Joe Griffith**, humorist and motivational speaker. "Grass Won't Grow if You Won't.," Feb. 25.

**Tony Orlando**, singer and actor. Featured entertainer at the closing banquet and show, Feb. 26.

Faculty for the environmental session includes Dr. Richard Cooper, University of Massachusetts; Dr. Richard Hull, University of Rhode Island; Dr. Stuart Cohen, Biospherics, Inc.; Dr. Bruce Branham, Michigan State University; Fred Haskett, Haskett/Mc-

Causland & Associates; Judy Heckman, EPA Office of Pesticide Programs; Jeffrey Holmes, Grand Traverse Resort; Mary Knaggs, Westchester CC; Bryan Corsini, American Association of Nurserymen; Vonnie Estes, Agri-Diagnostics; Dr. Charles Peacock, North Carolina State University; Dr. John Cisar, University of Florida; Al Kline, CGCS, University of New Mexico; Les Kennedy, Jr., CGCS, Oak Lane CC, Woodbridge, Conn.; Ross O'Fee, The Springs Club, Rancho Mirage, Calif.; Dr. Clark Throssell, Purdue University; Rod McWhirter, Rain Bird Sales, Inc.; Dr. Bruce Augustin, Lesco, Inc.; Ed Davis, R&D Sod Farms, Inc.; and Dr. K.A. Langeland, University of Florida.

Those not interested in environmental

issues have their choice of four other half-day sessions, each with similarly star-studded faculties.

Also new this year will be a government relations forum moderated by Robert Ochs, GCSAA legal and legislative counsel. The forum will be held in conjunction with the GCSAA's government relations committee meeting. Its purpose is to give superintendents the tools they need to inform government

*(Continues on Page 52)*

## SPECIAL INTEREST FORUMS

### Certification Open Forum

The GCSAA confers the designation, "Certified Golf Course Superintendent," or CGCS, to superintendents who complete a rigorous program of study, peer review and a written examination. The Certification Committee will answer questions about the program at an open forum Feb. 25.

### Government Relations Forum

The GCSAA Government Relations Committee will conduct an open forum in conjunction with its meeting Feb. 25. Purpose is to equip superintendents to inform regulators about the unique nature of the profession.

### Computer Users Group Meeting

Informal exchange of ideas on latest developments in hardware, software, and techniques.

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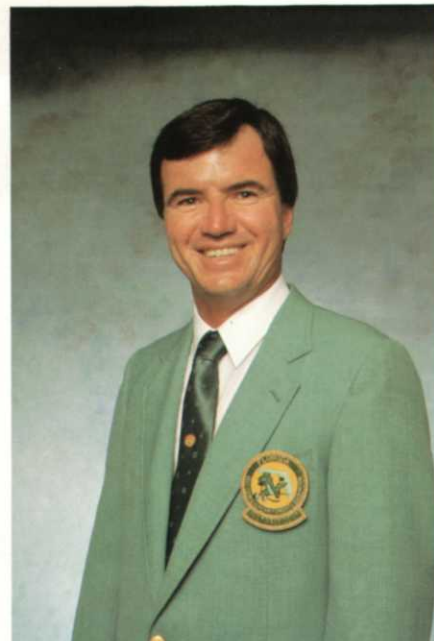
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61st INTERNATIONAL  
GOLF COURSE CONFERENCE & SHOW  
FEBRUARY 19-26, 1990

*Cecil C. Johnston,  
CGCS, will run for  
director of the GCSAA  
at the organization's  
annual meeting in  
Orlando Feb. 26*



# Finally... a Floridian with time for national affairs

*The GCSAA plays an important role in our industry and I'm pleased that you are volunteering your time and energy to support them...I am sure that you will make a valuable contribution to the GCSAA Board of Directors.*

Jack Nicklaus

**F**or the first time in anyone's memory, a Florida superintendent is running for national office.

"We have had lots of people in Florida who are qualified to be on the board of directors of the GCSAA," said Joel Jackson, FGCSA president, at the state organization's board meeting in August. "The problem has been finding a qualified superintendent who could afford to take the time away from his job. Being a golf course superintendent is a 365-day-a-year proposition down here.

"Serving on the board of directors is not like serving on one of the national committees. There is a lot of responsibility and a lot of travel involved in being a director.

"But Florida needs representation on the board. We are too important a part of our industry not to have a voice in the running of our professional association.

"That's why I'm delighted to announce that Cecil has agreed to run if we will endorse his candidacy.

"Do I hear a motion?"

Every eligible voting hand in the Executive Conference Center of the Villas at Grand

Cypress shot toward the ceiling.

So Cecil C. Johnston, CGCS, the 39-year-old superintendent of Avila G&CC in Tampa, became one of four candidates seeking to fill two vacancies on the board of directors of the 8,000-member Golf Course Superintendents Association of America.

The election will be held during the GCSAA's annual meeting, which begins at 1 p.m. on the final day of the convention. Directors serve two-year terms.

Johnston is immediate past president of the 600-member FGCSA, which is divided into 10 regional chapters.

The award-winning editor of his chapter newsletter for several years, Johnston has been most active in government relations and research funding.

As chairman of the state's government relations committee, he singlehandedly coordinated the successful effort to gain permission to use Hoehlon in Florida to control goosegrass.

He has served on the research foundation funding committee of the Florida Turfgrass Association and was moderator of the 1988 FTGA Conference and Show.

A *summa cum laude* graduate of Lake City Community College's school of Golf Course Operations, Johnston has designed a wash stand for maintenance vehicles which has drawn favorable comments from the U.S. Environmental Protection Agency.

His candidacy has been endorsed by all interested parties in the state, including the developers of his golf course, Jack Nicklaus and Robert Sierra.

## Johnston's Platform

- Regulatory compliance is one of the greatest challenges we face.
- We need more support from owners to help us protect their interests.
- The knowledge we require just to do our jobs is exploding at an exponential rate.
- We need more money for research; this job was hard enough when water and chemicals were unlimited.
- Nonmembers need our help and we need the strength of their numbers.
- We must develop our public image as protectors of the environment.



61st INTERNATIONAL  
GOLF COURSE CONFERENCE & SHOW  
FEBRUARY 19-26, 1990

Members of the FGCSA's golf team get their sticks together before a practice round at Hunters Creek GC in Orlando. From left, Buck Bucker, Joe Ondo, Dave Oliver and Fred Klauk.



# FGCSA's best players to face 600 challengers

**T**hree national tournament veterans, including a former champion, and one rookie will lead 20 Florida superintendents against 580 out-of-state challengers in the 40th GCSAA Golf Championship Feb. 19-20.

The tournament, begun in 1938 and held annually since 1968, is the first event of the eight-day International Golf Course Conference and Show.

As host chapter, Florida will have five foursomes vying for the team title that has never come to the Sunshine

State, but this may be the year.

The Floridians are led by former GCSAA national champion David Oliver, now superintendent at Martin Downs in Stuart, who won the 1986 individual title at Palm Desert in California.

"Without a doubt, it was the biggest thrill of my golfing career," says the 34-year-old Oliver, who grew up on Forest Lakes GC in Sarasota.

The former University of Florida intramural champion will have an edge in his quest to win a second national

title and to stop Dave Powell, superintendent at Myers point CC in Charlotte, N.C., from winning his fourth championship in five years: one of the two courses used for the championship flight in the 36-hole event will be the New Course at Grand Cypress Resort.

## Buck Bucker

Superintendent  
Orange Tree GC  
Orlando

**Handicap:** 3

**Basis:** 1989 Poa Annua  
Classic champion

**GCSAA Experience:** First year

**Major titles:** Runner-up, 1989 National  
Lefthander Championship

**Strength:** Irons

**Weakness:** Driving accuracy

**Biggest thrill in golf:** Shot 3 under par over  
last two days in National Lefty



## Joe Ondo, CGCS

Superintendent  
Winter Plines GC  
Winter Park

**Handicap:** 3

**Basis:** First alternate (Low  
Average)

**GCSAA Experience:** 7 tournaments

**Major titles:** Florida Publinx, Crowfoot Open (2),  
Poa Annua Classic

**Strength:** Ability to keep the ball in play; can  
adapt game to "whatever is working today"

**Weakness:** Long irons

**Biggest thrill in golf:** Florida Publinx title



## Dave Oliver

Superintendent  
Martin Downs G&CC  
Stuart

**Handicap:** 2-3

**Basis:** Crowfoot Open  
Champion

**GCSAA Experience:** 5 tournaments, won  
championship in 1986

**Major titles:** University of Florida Intramural  
championship; Poa Annua Classic, FTGA  
Research Tournament (2)

**Strength:** Getting it up and down

**Weakness:** Driving accuracy

**Biggest thrill in golf:** 1986 GCSAA champion





RUMMELL WAGNER

Oliver qualified for Florida's "A Team" (whose entry fees are paid by the state organization) by winning the Crowfoot Open over the same Jack Nicklaus layout... in the middle of the summer.

Other members of the first team

### New Course

Grand Cypress Resort  
**Architect:** Jack Nicklaus  
**Date Opened:** 1988  
**Length:** 6773-5314 yards  
**USGA Rating:** 72.1  
**Slope:** 126  
**Superintendent:** Tom Alex

### Hunters Creek GC

**Architect:** Lloyd Clifton  
**Date Opened:** 1986  
**Length:** 7432-5755 yards  
**USGA Rating:** 77.8  
**Slope:** 127  
**Superintendent:** Craig Shelton

### Magnolia GC

Walt Disney World Resort  
**Architect:** Joe Lee  
**Date Opened:** 1970  
**Length:** 7150-5485 yards

**USGA Rating:** 73.9  
**Slope:** 133  
**Superintendent:** Larry Kamphaus, CGCS

### Palm GC

Walt Disney World Resort  
**Architect:** Joe Lee  
**Date Opened:** 1970  
**Length:** 6917-5398 yards  
**USGA Rating:** 73.0  
**Slope:** 133  
**Superintendent:** Larry Kamphaus, CGCS

### Lake Buena Vista GC

Walt Disney World Resort  
**Architect:** Joe Lee  
**Date Opened:** 1972  
**Length:** 6655-5359 yards  
**USGA Rating:** 71.7 (change pending)  
**Slope:** 127 (change pending)  
**Superintendent:** Scott Welder

are all tournament tested.

Even GCSAA rookie Buck Buckner, who qualified by winning the Poa Annu Classic at the Naples Beach Club, has seen national combat.

The 37-year-old Orlando superintendent (Orange Tree CC), who picked up the game while stationed at Lackland AFB in San Antonio, Tex., scrambled to 3-under the last two days to place second in the National Left-Handed Golfers Championship at Bay Tree Plantation in Myrtle Beach, S.C.

Fred Klauk, 39-year-old superintendent of the Tournament Players Club at Sawgrass in Ponte Vedra — the PGA Tour's home course — made the team by accumulating the lowest total score in the Florida GCSA's three official qualifying events: Poa Annu, Crowfoot and FTGA Research Scholarship tournament.

Also a Gator intramural champ, Klauk was introduced to the game by his father and he played for his high school team in Riviera Beach.

Rounding out the top foursome is Joe Ondo, Florida GCSA's golf chairman and multiple titleholder from

previous years who made this year's team through the back door.

With the second-lowest average for the season, Ondo moved up when FTGA champ Hal Hicks learned he could not play in the national event.

Competitors in the championship flight will be tested by two entirely different types of golf courses.

Nicklaus' links-style New Course has nary a tree and very little water, with ball-eating lovegrass everywhere off the beaten path.

Hunters Creek, the other venue for the low handicappers, features wall-to-wall turf with more than 5,000 trees. Water comes into play on 13 holes.

Designed by Lloyd Clifton and opened in February, 1986, Hunters Creek has been host to the Florida Open, the Florida State Amateur, a U.S. Open qualifier and a PGA Tour Qualifying School sectional tournament.

The rest of the field, competing on a modified point-quota system, will test the three courses at Walt Disney World Resort, all designed by Joe Lee (See profile, page 64).

### Fred Klauk

Superintendent  
 TPC at Sawgrass  
 Ponte Vedra Beach

**Handicap:** 4

**Basis:** Low Average

**GCSAA Experience:** 6 tournaments

**Major titles:** Crowfoot Open, FTGA Research Tournament, Runner-up, Palm Beach County amateur

**Strength:** Middle irons, putting

**Weakness:** Driving

**Biggest thrill in golf:** Second place in the Palm Beach County Amateur against most of the best players in the state



## OLD TOM MORRIS AWARD



61st INTERNATIONAL  
GOLF COURSE CONFERENCE & SHOW  
FEBRUARY 19-26, 1990

# Hey, Sherwood! Do you remember the time we...?

### Old Tom Morris Award Winners

Arnold Palmer  
Bob Hope  
Gerald Ford  
Patty Berg  
Robert Trent Jones Sr.  
Gene Sarazen  
Chi Chi Rodriguez  
Sherwood Moore

SHERWOOD MOORE COLLECTION



Sherwood Moore, right, and his greens chairman in the 1950s, Bob Jacobson, renewed old times at Jacobson's "winter" club, Banyan GC in West Palm Beach, in 1988.



SHERWOOD MOORE COLLECTION

presentation of the award is the highlight of the banquet that ends the annual international golf course conference. Morris also won the British Open four times and was a noted ballmaker, clubmaker and golf course architect.

"They got the right guy, make no mistake about that," says Bob Jacobson, New York stockbroker and greens chairman at Banyan GC in West Palm Beach.

Jacobson was Moore's greens chairman when Moore came to Hollywood GC in Deal, N.J., in 1955. The former had just retired from competitive golf after 20 consecutive club championships and the latter was just entering the world of private golf clubs.

"Sherwood taught me to respect a golf course as a natural thing and you can't always control Mother Nature," says Jacobson. "I taught him public relations with members. It's really tough when you have 150 bosses and each one of them thinks he knows how to do your job better than you do."

"Bobby Jacobson is the finest greens chairman that I have ever had the pleasure to work with," responds Moore. He always went to bat for me and was one of my greatest supporters.

As for his former boss's knowledge of nature, Moore says, "I remember when we were touring the course one spring and he remarked that the poa annua seemed more prominent than usual.

"'Not really, Mr. Jacobson,' I said. 'It's

*(Continues on Page 54)*

*Sherwood Moore aboard his homemade bunker rake at Hollywood GC in Deal, N.J., in September, 1955. "We should have had it patented," he says.*

## GOLF COURSE BUILDERS

**Relationship between Superintendent and Builder:** Jerry Pierman, International Golf Group

**Golf Course Construction in Canada:** Larry Brown, Atlantic Golf Construction, Ltd.

**Why USGA Green Specifications?** William Bengeyfield, USGA Green Section

**Quality Control of Growing Media:** Troy McNeil, Transamerican Soil Blenders

**Getting Water on the Golf Course:** Ed Shoemaker, Rain Bird Golf Division

**Getting Water off the Golf Course:** Dwight Johnson, Advanced Drainage Systems

**Forward Tees and Modern Golf Course Design:** Alice Dye, golf course architect

**Relationship between Architect/Builder and Developer and Superintendent:** Perry Dye, Golf Course Builders of America

## GOLF COURSE ARCHITECTS

**Introduction & Overview:** Robert Trent Jones, Jr. ASGCA

**Historical Perspective of Theory:** Brian Silva

**Case Histories of Western Projects:** Robert Muir Graves

**Case Histories of Southeastern United States:** Charles Ankrom

**Incorporating the Natural Look into Remodeling Projects:** Jeff Brauer

## USGA GREEN SECTION

**New Research Projects:** F. Morgan Tayler, Green Section Committee

**Turf Tips:** Green Section Staff

**Professionalization of Superintendents:** Stanley Metzger, CGCS

**Misdirected Good Intentions:** James F. Moore, USGA Green Section

**The Coming of Public Golf:** B.P. Russell, USGA Executive Committee

**Mother Nature and Government Regulation:** Mark Kienert, CGCS

**It's the Little Things That Count:** Dennis Lyon, CGCS

## GOLF COURSE MECHANICS

**Overview:** Pat Ryan, Chicagoland Golf Course Mechanics Association

**Keeping up with the Times:** John Maguire, Chicagoland GCMA

**Birth of an Organization:** Tino Martinez, Royal Poinciana GC, Naples

**A Superintendent's Viewpoint:** Bruce Williams, CGCS

**Professionalism:** Ed Combest, Lake City Community College

**Relative Height of Cut:** Rich Smith, The Toro Company

(Continued from Page 38)

regulators about the unique situations faced by golf course managers.

The convention is not all work, however.

In fact, the unofficial beginning of the conference is the annual GCSAA Golf Championship, this year being contested by 600 golfers over five courses in the Orlando area (*See story, Page 44*) Feb. 19-20.

Keynote speaker at the opening session, scheduled Feb. 22 at 5:15 p.m., will be Dr. Ken Blanchard, author of *The One-Minute Manager*. A cash bar reception will follow with music for listening and dancing until 8 p.m.

Featured speaker at Sunday morning's prayer breakfast will be Apollo 15 astronaut James B. Irwin, who was the eighth human to set foot on the moon.

Monday afternoon is set aside for politics as the GCSAA conducts its annual meeting, featuring the election of officers. For the first time in anyone's memory, a Florida superintendent is running for GCSAA director. (*See story, Page 42*).

The 61st International Golf Course Conference and Show concludes Monday evening with the annual awards banquet, featuring presentation of the Old Tom Morris Award to Sherwood Moore (*See story, Page 46*) followed by entertainment by Tony Orlando.

Banquet tickets are not included in the registration. If space is available, they may be purchased for \$45 each at the time of registration.

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"Keeping Golf Courses Green"



(Continued from Page 46)

just that now you know what poa annua is!"

Both men point to the growing dominance of science and technology as the biggest change to the art of golf course management in the past four decades.

Moore was an early advocate of using technology wherever possible. In fact, Jacobson recalled, he invented

what may have been the world's first powered bunker rake.

"Hollywood was a Dick Wilson course," said Moore, chuckling at the memory prodded by Jacobson. "We had something like 250 bunkers.

"So we put together this contraption that consisted of three components lifting and lowering off the hydraulic system of the tractor. The rake worked like a charm and we used

it extensively.

"Should have had it patented."

The two men were last together in 1988, when Moore toured Jacobson's winter course, Banyan.

They'll be reunited on the dais at the Old Tom Morris banquet.

"I think it's great for Sherwood," said Jacobson. "I am really looking forward to it. They certainly picked the right guy."

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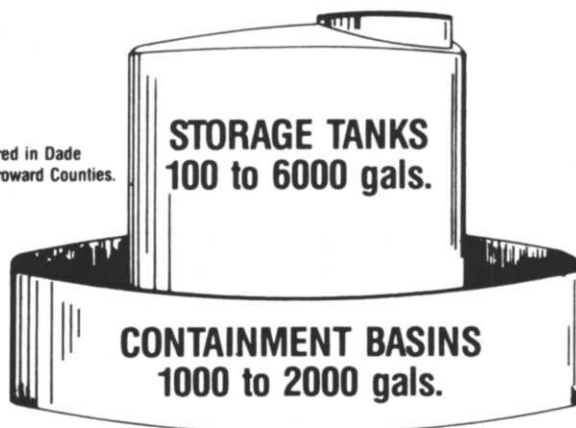
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