

REFLECTIONS REFLECTIONS

Editing the chapter magazine gives a superintendent something to do in his spare time



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Tom Mascaro and I sat at the table in his office, deciding how to fill up the 16 pages of *The South Florida Green*. Tom said we would use a two-column format with 62-pica columns and 6-point letters with 36-point titles. It all sounded Greek to me. Then Tom asked me if I would consider being the editor.

Wow! Me?

Ignorance is bliss. It was December 1975.

The telephone rings. It is 8 p.m., Sunday evening, Dec. 3, 1989, and Larry Kieffer wants to know if we should hold *The Florida Green* to 86 pages or increase it to 94. We have received 47.5 pages of advertising for the Winter issue, and our policy is 50 percent editorial and 50 percent advertising.

On Monday evening, I call Daniel Zelazek at work (he works the night shift at Pratt Whitney Aircraft) to inform him that we are ready to take the cover picture of our golf team in Orlando.

"Didn't I tell you my wife is having a baby any day now and I can't go anywhere?" says Daniel.

I assure him he forgot to tell me as my heart flutters. I hurriedly call Larry and inform him of the situation.

"You'll have to find a photographer in Orlando," I say.

Tuesday, Irene calls Ralph Baxter at Hector Turf and tells him we will need Cheshire labels for the mailing house used by our new printer. Ralph says he has never heard of Cheshire labels and will have to talk to his computer department.

Wednesday, our largest advertising client calls three days after our ad deadline and wants to run an additional two-page ad. We reluctantly accept the ad.

We call Larry, who says he has just spent three hours on the flow chart (the diagram that shows where each ad and story will go) and is almost halfway finished. We tell him about the ad and he mutters something about deadlines.

Thursday, Dick Long — our printer for 12 years — calls and says he needs some money. (Sixty days after printing the Fall issue, our bill is only half paid.) I quickly look in the checkbook, but I already know what I will see. Too many receivables. I tell him I will bring it to him the following week. All the way to South Miami!

Larry calls back and says that his cover photographer has backed out. I tell him to keep looking.

Yes, Tom, I will accept the editorship. It will be exciting and give me something to do in my spare time. Now if I can get Max Brown to write a quarterly column. And maybe Irene to type the articles. I can probably get Harry McCartha to do the...