

For many years we superintendents have recognized the need for a strong lobby to represent us in Tallahassee. With conception of the Florida Golf Council and through its executive director, former Lt. Gov. Bobby Brantley, we have seen this lobbying process become a reality. But yet there is

trouble in River City.

The Florida Golf Council was envisioned to bring together all of the different facets of our industry to form one voice. This could be the most politically power-

ful voice in Tallahassee.

We have probably the best man on the job that we could hope to ask for. If you wrote a job description for this position, you would be describing Mr. Brantley to a tee. The Florida Golf Council has almost all the key ingredients to be successful: it has the vision, the direction and the right people.

What it does not have is the members.

At this time a small segment of our industry that is financially carrying the overwhelming majority. It seems that private member-owned golf clubs feel they are immune to the regulatory climate and they don't need to support the council. This self-deceiving attitude will surely lead to problems that could

well be the death of not only these private clubs — but the whole golf industry.

It is sad to see the Council hard at work on issues such as taxes on club memberships and minimum spending for the benefit of all the clubs and only being supported by a few dedicated clubs and groups.

It is time for the fence-straddlers to get off their derrieres and get into the battle. Never before has the very existence of our industry been threatened as it is today. Yet we see constantly an attitude of nonchalance from the very people, club members, who are going to be affected the most.

The FGCSA is convinced that the creation of the Florida Golf Council is the most important event to happen for golf's future in the last 20 years. We also put our money where our mouth is and have contributed \$7,500 this year alone.

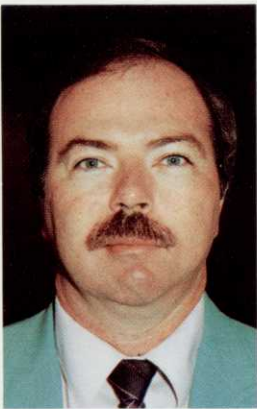
We are thoroughly confused about club managers, club presidents and other elected private club officials not doing their part. For you see it is the club members who have the most to lose. The increased cost from new taxes and regulations will be paid by the club members.

Club members have a vested interest to become involved — especially through their financial support.

We must have this representation and if everyone does their fair part we will be successful. Pick up the phone and call the council at 904-893-9755. Talk to Bobby Brantley. We think you will see the Florida Golf Council is deserving of your support.

Tom Benefield

Florida Golf Council deserves support



Tom Benefield, CGCSA
FGCSA President