

Turf Industry Roundup

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Companies doing business with golf course superintendents in Florida are invited to submit their news releases to The Florida Green, c/o Janlark Communications, P.O. Box 336, Auburndale, FL 33823.

Books & Videos

Jacobsen is offering a video training guide for its triplex greensmower in English and Spanish. Designed for use with the operator's manual, the video covers operation from startup to cleanup and includes tips on inspecting, mowing and maintaining the mower. Contact the local Jacobsen distributor.

Excel Industries has released a full-color brochure covering its entire line of commercial turf and grounds equipment. Call 800-835-3260.

NGF conducting survey of 13,000 golf facilities, maintenance practices

The National Golf Foundation has been conducting a major national golf facility operations and maintenance survey of all 13,000 facilities in the U.S. and will publish the results in the fall. Each survey respondent will receive a free summary of the report.

This new report will provide a comprehensive overview of golf course revenues and expenses on national and regional levels.

Data will be gathered in seven areas:

- ◆ Facility characteristics: length of season, estimated rounds played, availability of practice range.
- ◆ Course Maintenance: average size of greens and fairways, source and amount of water used per year, type of irrigation system.
- ◆ Rates and Fees: 1991 weekend/weekday and other greens fees; initiation fees and dues; number of golf cars and related fees, range ball rates.
- ◆ Staff: Number of full or part-time employees by job description.
- ◆ Revenues: Gross revenues broken out in terms of dues/fees, merchandise sales, lessons, club repair, food and beverage.
- ◆ Expenses: Broken out in terms of maintenance, major facility, pro shop, cart rental, range, food and beverage and general/administrative.
- ◆ Capital Expenditures: Amount spent from 1988-1990 on golf cars, maintenance equipment,

cart path construction and nine other expenditure areas.

The new report will replace the NGF's best-selling reports on operations and operations produced separately in 1985 and 1986.



The GCSAA has developed a personnel management handbook for setting policy, writing job descriptions, developing pay scales and handling other golf course personnel management issues.

The handbook, available to both members and non-members, covers employment status, work schedules and pay, attendance, employee conduct, performance reviews, standards of conduct, employee benefits, guidelines, employment laws and job descriptions.

Sample general duties and job requirements are listed for the assistant superintendent, equipment mechanic and his assistant, foreman, equipment operator, irrigation specialist, chemical technician, gardner-triplex operator, landscape gardner and groundskeeper.

The model handbook is \$10 for GCSAA members and \$15 for non-members. Call 913-832-4480 for more information.



"Back to Basics" will be the theme of the **Florida Foliage Association's Annual Convention** July 16-19 at the Jupiter Beach Hilton. Among the programs scheduled: Developing profitable marketing strategies, Changing world of commercial plant tissue culture, keeping the critters out, New ideas in motivation — secrets of outstanding leaders, IFAS research highlights, Financial management: a common-sense approach to business success.



Agri-Diagnostics, manufacturer of Reveal turf disease detection kit, and **Ciba-Geigy**, manufacturer of plant protection products including the larvacide exhibit, are co-sponsoring an advertising program to raise awareness among golfers



Steve Krug



Jean Hughes



James A. Fields



Lawrence L. Courter

about how golf course superintendents are applying sound environmental practices to golf course maintenance.

The ad, titled "Caring for the Earth," highlights the environmental stewardship and professionalism of superintendents and will be placed in publications targeted at golfers, greens committees and club members.

For each superintendent who buys at least three Reveal kits by Aug. 30, Agri-Diagnostics will make a donation toward placement of the ad. Ciba-Geigy's contributions will be based on the sale of cases of Exhibit.

Participating superintendents will receive promotional kits containing posters, copies of the ad and a press release for use in club mailings and other promotions.



James F. Petta is ICI Professional Products' product manager for turf and ornamentals. Richard J. Gouger, national technical manager, has retired from the firm after 18 years.

James A. Fields has been named national sales manager for DuraGreen Marketing of Mount Dora. **Mark Maurais**, of Apopka has been named southeastern sales manager for the Nexus Greenhouse Corp. **Steve Krug** of Redding, Calif., is the firm's new western sales manager.

Lawrence L. Courter is the new plant manager of TH Molding for Rain Bird Sprinkler Mfg. Corp. **Jean Hughes** has been appointed manager of corporate accounting for the manufacturer of irrigation systems based in Glendora, Calif.

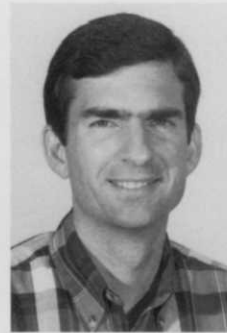
The GCSAA has promoted **David M. Bishop** to director of education and **Teri Harris** to marketing manager and hired **Ben Marshall** as director of communications. **Mary Nowell** has been appointed marketing services manager for the LPGA.

Koala Blooms, an Australian floraculture network, will begin distributing a range of Australian flowering plants developed especially for North American gardens. Nurseries in Miami, West Palm Beach and Naples will take part in the program.

Grace-Sierra Horticultural Products Company has announced four new appointments to the company's management team. **Robert Holton** was named vice president of manufacturing and will be responsible for all United States manufacturing operations and will be the company's manufacturing representative to subsidiaries, joint ventures, and raw material suppliers. **John Neal** is the new vice president of research and development and will be responsible for supporting the



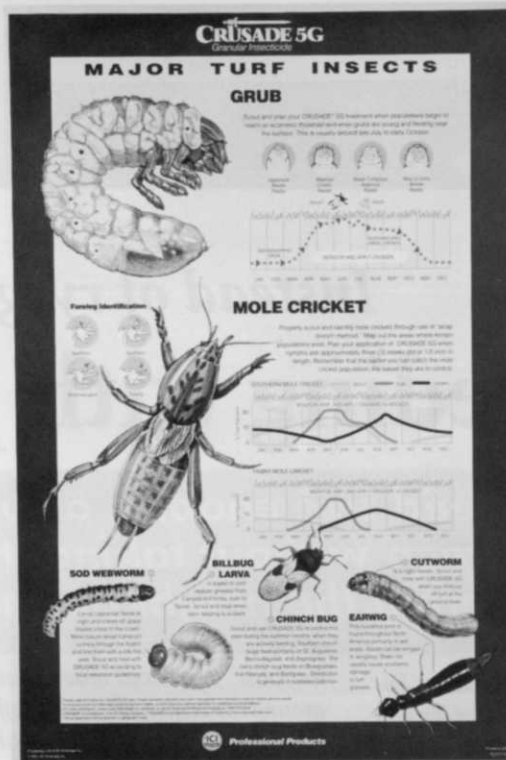
James F. Petta



Mark Maurais

company's long-term business objectives. **Lisle Smith** was promoted to vice president and chief financial officer. **Michael Thurlow** is the new vice president of sales and marketing.

Century Rain Aid and the irrigation division of Banks Supply have recently merged their Florida operations, creating a network of 10 branches across the state's west coast.



FREE POSTER

ICI Professional Products is offering a free four-color CRUSADE turf insect poster that can help golf course employees identify major pests in turfgrass. Detailed illustrations of seven major turf insects and information and charts on the optimal time to scout and treat for each pest. To receive your free poster, phone 800-759-2500.

NEW PRODUCTS



Hunter Industries has introduced the ETC, a programmable electronic irrigation controller for golf courses. The ETC calculates and schedules the precise daily water needs for up to 24 stations, based on historical ET (Evapotranspiration) rates for the locality. Historical ET rates are stored in the controller memory, along with average high temperature rates. The user selects operating parameters for each station, such as soil and plant type, relative slope and precipitation rate. The controller then determines the precise amount of water required and schedules and controls its application. Software updates can be automatically downloaded into the unit with a "flashbox." The ETC can operate as a stand-alone or as part of a network.