

Business and pleasure... and all that jazz

1997 Poa Annua Classic combines business meeting with outstanding seminar, golf and entertainment

The 1997 Poa Annua Classic weekend was a combination of business and pleasure for those who participated. The weekend began on Friday, May 16 with an 8 a.m. continental breakfast board meeting of the Florida Golf Course Superintendents Association to discuss association business and ongoing projects.

After committee chairman reports, FTGA President Roy Bates gave an update on the independent peer review of IFAS and the Turf Coordinator selection progress. Darren Davis previewed the almost finalized version of the new FGCSA video. The board devoted the rest of the morning to the budget worksheet for next year.

In the brief transition period between the morning board meeting and the afternoon education seminar, the first meeting of the FGCSA Past Presidents Advisory Council took place to organize and define its mission and purpose. The Council is being formed as a resource group primarily for incoming boards to help provide continuity and support when needed.

The members of the group will be available to assist on committees and answer any questions the current board may have. Since each past president has



The FGCSA Board Meeting gets an early start Friday morning to address association business. Unfortunately, not all chapters were represented. Photo by Joel Jackson.



President Dale Kuehner, center, is flanked by past presidents, from left, Paul Crawford, Joel Jackson, Tom Burrows and Scott Bell. They met to discuss formation of the Past Presidents' Advisory Council.



Seminar speaker Dr. Tom Morgan told the crowd that news is big business and not always the search for truth. Photo by Joel Jackson.



Superintendents seeking CEUs and information learn how to deal with the media and prepare for interviews at this year's Poa Seminar. Photo by Joel Jackson.

served at least four years on the board and in many cases remains active in local chapters and on FTGA and GCSAA committees, the council is seeking to organize all that service and leadership experience to provide a ready resource to the officers and directors of the association.

The year's seminar, "Crisis Spokesperson Training," was presented by Dr. Tom Morgan, a former radio broadcaster and university professor of mass communications. Dr. Morgan presented a very illuminating yet somewhat dark picture of the news media in today's visually oriented society.

Statements like "News is what I say it is!" and "Don't let facts get in the way of a story!" and "Reality doesn't matter; it's what the Great Public thinks!" were sobering thoughts to digest.

Dr. Morgan cited examples from Hitler to Madison Avenue to prove his points. Since news has become big business, Dr. Morgan then gave numerous tips on how to get organized and handle yourself in an interview if you must be the spokesperson in a given situation.

The moral of the seminar was that turf and agribusiness interests need to have a definite plan and hopefully trained spokespersons who can deal with the media. Dr. Morgan said, "Issues management is cheaper, more effective and more rewarding than crisis management. Get ahead of the issues in your field and position them where you want them."

After a day of business and education, it was time for friendly competition on the links Saturday morning as individuals and chapter teams vied for victory.



Receiving the Poa Annuu trophy for the Everglades Chapter were, from left, Wayne Kappauf; Terry Woods, EGCSA president; Dan Surman; and Nat Hubbard. Team members not pictured were Roy Bates and Scott Hamm. Photo by Joel Jackson.



Jim Torba, GCS of the Univrsity of South Florida course in Tampa shot a 69 to win the Superintendent Division. Photo by Joel Jackson.

The overcast skies threatened rain, but spared the field and the Poa Annuu tournament was completed on schedule.

The host Everglades Chapter took the coveted team trophy. Jim Torba, golf course superintendent at the University of South Florida Golf Course in Tampa shot a 69 to take top honors in the Superintendent Division. John Swaner of Kilpatrick Turf Equipment was victorious in the Supplier Division.

Later that night, everyone participated in the annual banquet and awards ceremony. Entertainment for the evening

was the annual Naples Jazzfest held this year under the stars on the Naples Beach Club Hotel grounds.

On Sunday morning, the final event of the weekend was held as 50 two-man teams played a nine-hole scramble and a nine-hole alternate shot event in the G.C. Horn Memorial Tournament. Proceeds from sponsorships and entry fees go into the G.C. Horn Endowment Fund for scholarships and research funding in tribute to one of Florida's leading turf pioneers, Dr. Granville C. Horn.

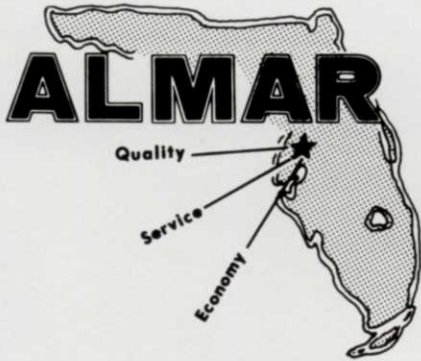


John Swaner took low gross honors in the Supplier Division. Photo by Joel Jackson.



Contestants warm up Sunday morning for the G. C. Horn Memorial Tournament which raises money for turf student scholarships. Photo by Joel Jackson.

•TURF TRACER • FOAM GARD • RUST BUSTER • BEAUTY GREEN • PENETROL • KICK IN THE GRASS • TURF IRON • SUPER WET • EV R GREEN •
 KNOCK M' DED • GRIME OFF • GREEN LAPPING SOAP • RUST BAN • GREEN MAGIC
 SCRAM // TURF KOTE • WATER PENN • GREEN MASTER



CHEMICAL CO. INC.

P.O. BOX 290415
 TAMPA, FL 33687

CALL
800-900-6444

STUART COHEN
 EAST FLA.

RUSS VARNEY
 WEST FLA.

EVERYTHING YOU EXPECT FROM AN ADVANCED BIOSTIMULANT.

With conventional liquid biostimulants, you get what you pay for. And what you're paying for is mostly water – as much as 90% by volume.

Except the Water.

BioPak™ & IronPak™ are different. Dry-packaged in pre-measured, water-soluble paks or easy to use jars, our unique, synergistic biostimulant products cost less per application, ship more economically, store more efficiently and won't freeze, separate, degrade or ferment on the shelf.



A Potent Stimulant Boost – Plus Beneficial Bacteria. In One Convenient Application.

BioPak™ and IronPak™ deliver all of the essential ingredients required for rapid root growth. But that's not all. Our innovative dry product formula includes a mix of beneficial nitrogen-fixing, phosphorus solubilizing and growth-promoting bacteria

you won't find in any liquid biostimulant products.



BioPak™ and IronPak™ are trademarks of Plant Health Care, Inc. ©1997

Plant Health Care, Inc.
 440 William Pitt Way, Pittsburgh, PA 15238
 www.planthealthcare.com

1(800) 421-9051