



There's Much to Learn While Doing Time in Anaheim

Poll the attendees of GCSAA's Conference and Shows and you'll find Anaheim near the bottom of the venue popularity chart. After you've been to Disney World, tiny Disneyland isn't much of a draw. Couple that with infamous southern California freeway traffic woes and this destination begins to lose some its luster as an after-seminar-hours "fun stop" on the conference rotation.

With a little local knowledge or exploring though, it's not hard to find some excellent restaurants like Orange Hill or Orange Hill Mining Company which offer some spectacular views of the valley during dinner.

But business is business and only a handful of convention centers in the Sunbelt can house a conference our size. As convention centers go, Anaheim fulfills its primary duty and it was great to walk out the side door of the hotel and cross the street into the classrooms and show floor.

Learning is the primary goal of attending this event and learning opportunities abound in every nook and cranny. It doesn't matter if you're in a seminar classroom, an open forum, press conference, special session, a booth at the trade show or just networking after hours over coffee, sodas or a beer. The information flows and the knowledge grows.

You have to plan and



Florida Green editor Joel Jackson, left, joins other award-winning editors from around the country for a group photo at the GCSAA Newsletter Editors' Forum in Anaheim.

prioritize most of your educational sessions. So I always celebrate the serendipitous pearls of wisdom picked up in lobbies, restaurants, and receptions where the grapevine bears the juicy fruit of insider information and legends of the business dispense experienced observations and sage advice in the warm and friendly conversations of kindred souls.

The theme for the 1998 conference was "Lights! Camera! Action!" Here are some sound bites and headlines:

Florida superintendents receive awards.

• **Darren Davis**, GCS Olde Florida GC, was presented the GCSAA Leo Feser Award for best GCM article, "Sowing the Seeds of Knowledge," which discussed his program of educating school children about the benefits of golf courses.

• **Jeff Ball**, GCS Panama City CC, and **Bob Bittner**, CGCS, The Club at Pelican Bay, received GCSAA's Environmental Steward Awards as Regional and

Merit Winners respectively for the Florida Region.

• **Editor Joel Jackson**, CGCS, accepted the Best Overall award in its category for the *Florida Green* magazine in GCSAA's Newsletter Editors Contest.

Celebrity sages

• Keynote speaker **Peter Jacobsen** announced that he would like to be the first professional golfer to donate \$25,000 to the "Investing in the Beauty of Golf" campaign. Jacobsen then reminded clubs that the proper green speed for a course is dictated by the original design, not a Stimpmeter. Speeds of 10, 11, 12 and higher at Augusta are ridiculous, he said, and green-speed wars between clubs is stupid and contrary to the spirit of the game and the design of courses.

• **Ken Venturi** humbly accepted the Old Tom Morris award at the banquet Feb. 7. Inspirational for overcoming numerous personal challenges and tragedies in his life and career, Venturi had these comments: "The biggest fear

I would have as a superintendent would be of the man who sits behind a desk for 25 years and then is voted on the green committee and overnight becomes an agronomist. Those are the people that scare me."

• **Brad Klein** on how superintendents can get more attention for the good things they do:

"Typically, superintendent issues are low on the list of a golfer's priorities. Make sure your story is of real importance. Use good visuals. Create reliable and credible relations with journalists. Invite journalists to play a round at your course. Return all phone calls.

"Be honest in your dealings with journalists. Don't always expect good news. Be able to live with criticism. Write more articles in club newsletters. Interact with players on the first tee. Call in to radio talk shows. Write tips for local newspapers. Speak at garden clubs."

• **Eddie Albert**, actor and star of the television show "Green Acres," has been an advocate of soil conservation for 25 years.

"The topsoil is the most important thing on earth. Once its gone, its gone forever" he said. Albert has spoken about topsoil conservation at more than 60 universities. He said he is at the trade show to meet superintendents because "they are the people who are making a difference and I would like to thank them."

• **Steve Mona** says influential golfers need to understand the value of superintendents and that the association should influence their thinking in this regard.



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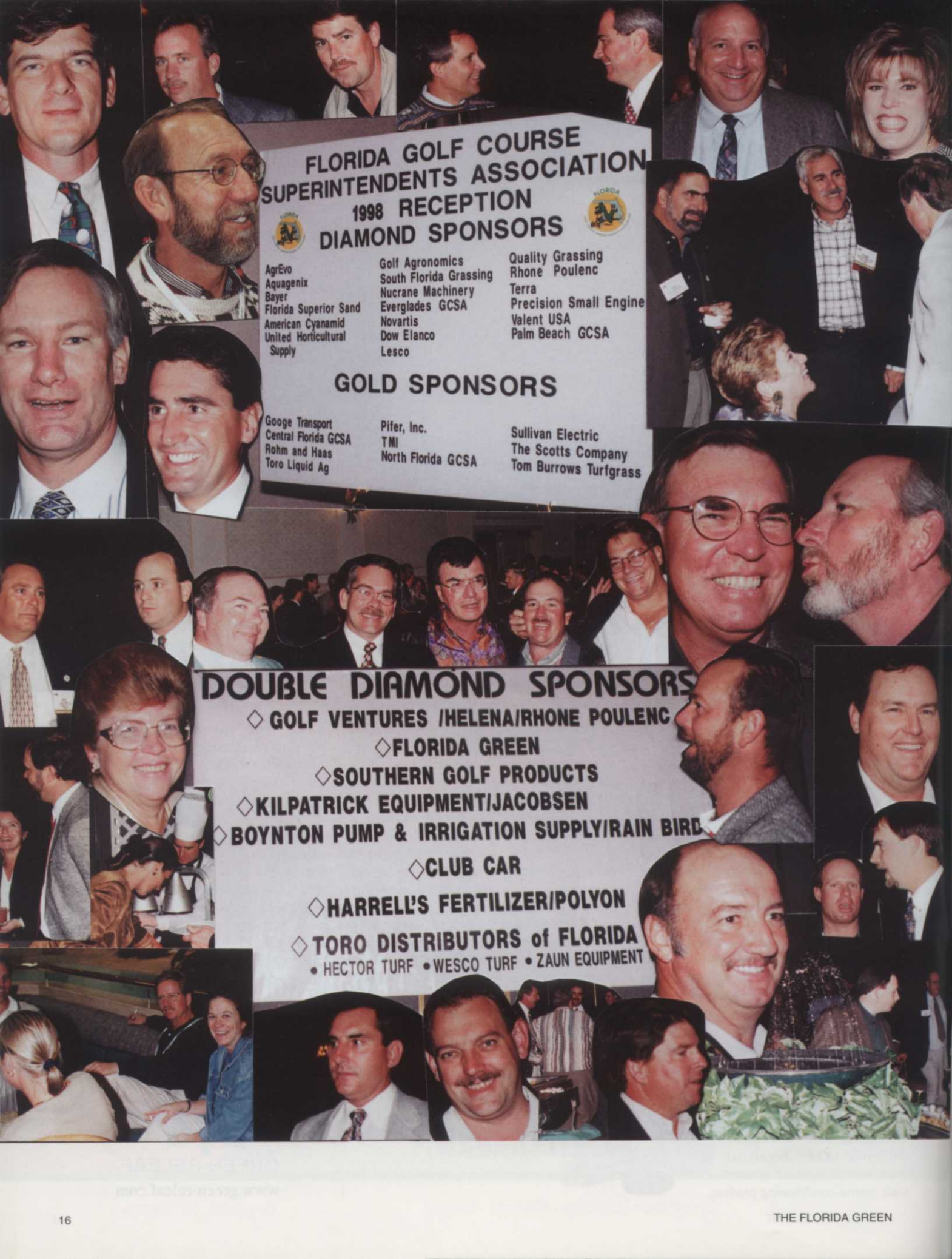
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LCCC 6th Annual Endowment Tournament Raises \$10,000

Lake City Community College alums met in Naples to raise money for their alma mater. The Lake City Endowment fund was started in the wake of budget cuts to allow the golf course operations program to progress without missing a beat. This year's Tournament Committee consisted of co-chairmen David Fry and Glenn Zakany; Diamond Sponsors, Scott Hamm; Gold Sponsors-Resort Packages, John Johnson; Host Superintendent, Jerry Baker; Raffle Prizes-Skins Game, Odell Spainhower; Raffle Prizes-Pairings, Dick Bessire; Public Relations, Brad Walters. All LCCC photos by Joel Jackson.



Co-chairman Glenn Zakany, left, announced that this year's tournament proceeds should be close to \$10,000. Mike Lee, right, representing LCCC, thanked the sponsors and participants for this continuing event which has raised \$50,000 for the endowment fund.

"We need to educate employers as to the problems facing superintendents, gain their understanding and increase their respect for the superintendent."

• **Dan Quayle** chided some "environmentalists" for spending more time in offices than out in the field. Quayle said, "Environmentalists should go out and see how superintendents are working to enhance and conserve the environment. This success story needs to be told."

ADA and Golf

The most important thing that golf course superintendents need to know about the 1990 Americans With Disabilities Act (ADA) is that they have considerable discretion to implement the rules based on research and common sense. Common sense is the key word here, according to Cynthia Kelly Smith, GCSAA's government relations counsel.

Semi record

Attendance records were set for the educational seminars, but overall attendance did not surpass last year's in Las Vegas.

JJ

Education, Fund-Raising Start Fast

Education got off to a fast start in 1998 with seven formal conferences and seminars around the state in January with more to come in the spring.

In February, many Florida superintendents took one- and two-day college-level courses at the GCSAA Conference in Anaheim, Cal. to meet Class A level

requirements or to earn continuing education credits to renew their Certified Superintendent status.

Local and special-interest fund-raising events also got rolling and will continue throughout the year. These events, usually a combination of education and golf tournaments, generate the life blood revenue that pay for turf research, scholarships, endowment funds and community projects related to golf or the environment.

Peter Blum of Valent USA Corporation launched FGCSA's 1998 fund-raising at the Winter Board Meeting with a \$7,500 check from Valent's Right Course 1997 rebate program, which will be in effect again in 1998. Turf research dollars will be earned through the sale of Valent's Orthene TTO and Pinpoint products.

Central Florida Event Nets \$4,000 for FTGA Research

The Interlachen County Club in Winter Park once again played host as Central Florida Chapter superintendents invited club officials to a day of education and golf to raise money for research and equipment at UF's Envirotron Laboratory.

Guest speaker Tim Hiers, CGCS, of the Colliers Reserve Golf Club in Naples regaled the audience with a fun- and fact-filled slide show on the importance of environmentally friendly golf course management. Hiers's rapid-fire delivery of common sense and easy-to-understand technical information had the group listening.

Hiers summed up the



Superintendent Jerry Baker (right) and his Assistant, Tim Haskins had the course in great shape for the competition. An IGM managed facility, the Pelican Strand CC is a 7,400 yard Gordon Lewis design with FloraDwarf greens and GN1 bermuda tees and fairways. It was the first opportunity many of the golfers have had to putt on one of the new ultra-dwarf grasses. They were rolling very smooth and true.



Winners A Flight: Odell Spainhower, left, and Walt Shirey



Winners B Flight: L-R Jim Leiseberg & Gary Sorenson



During lunch at the Interlachen CC, Cary Lewis, CGCS, left, congratulates Tim Hiers, CGCS on his presentation to the joint audience of superintendents and club officials at the 10th Annual Central Florida FTGA Research Tournament. Photo by Joel Jackson.

challenge of communicating the golf superintendent's message to employers, golfers and the public by saying, "People not involved in the business don't have the time or interest in learning the technology behind what we do. We have to find ways to get our point across in terms they can visualize and understand.

"Don't tell a disgruntled club member the course is closed because it rained eight inches yesterday. Tell him it was like the course was subjected to the equivalent of Niagara Falls falling on the course for a minute."

After the educational program, the group dined on the always-fabulous gourmet lunch on the veranda.

Following lunch the two-man scramble golf event was held with Tom Trammel, CGCS and his partner, Brad Hauer of MetroWest CC taking low gross honors in the First Flight with a score of 66. Other gross winners: Second Flight, Buck Buckner and Brent Jorgenson of Isleworth CC (69); Third Flight, Jim Schleutker and Tom Brewer of La Cita CC (74). Net Winners: 1st Flight, Barry Schurman and Ron Parris of Timacuan CC (65);

2nd Flight, John Lammerish and Art Morgan of Orange Lake CC (65); 3rd Flight, John Kopack and Tom Forbes of Alaqua CC.

FTGA/IFAS Run 5 Regional Seminars

The Florida Turfgrass in conjunction with the University of Florida's Institute of Food and Agricultural Sciences (IFAS) sponsored a series of five turf management conferences around the state.

Featuring speakers from universities and industry the programs dealt with topics ranging from weed and insect control to regulations and products in the future.

These conferences were held in West Palm Beach, Ft. Myers, Sanford, Tampa and Jacksonville. Attendees earned CEU credits toward renewal of their Commercial Applicators Licenses.

Ultradwarf Review at SW Seminar

The 1998 Southwest Florida Turfgrass Management Seminar sponsored by the Everglades GCSA drew a crowd of 180 to the IFAS program at the Sheraton



Regulatory compliance guru Bert McKee of United Horticultural supply spoke to a crowd of nearly 400 superintendents, spray techs and lawn care operators in Sanford. The FTGA and IFAS sponsored a series of five regional turf seminars across the state in January and February. Photo by Joel Jackson.

Place in Ft. Myers Jan. 20.

Topics included an update in biological control of mole crickets. Modest successes have Dr. Howard Frank returning to South America to look for cold-hardier strains of parasitic nematodes.

Trapping and monitoring statistics show that some biocontrol agents such as the red-eyed fly and parasitic wasps have established populations and spread naturally. Mole cricket populations are down slightly.

Dr. Jerry Sartain discussed projects at the Envirotron and his evaluation of several new fertilizer materials on turfgrass. Research biologist Ernesto De la Vega of the Ft. Myers Hyacinth Control District urged the audience to use an integrated management plan of mechanical, chemical and biological controls to keep waterways clear.

Dr. Dennis Howard, environmental administrator of FDACS in Tallahassee discussed recommendations and common-sense practices for fill and wash pads and chemical storage facilities. A local professor, Dr. William Berndt from Edison Community College, spoke about creating a turf program to help train people for the turf job market with an eye to a

degree program.

The highlight of the afternoon portion was a panel discussion of the new ultradwarf grasses now being installed on courses in the area. Matt Taylor gave an account of the grow-in of the Champion variety at the Bonita Bay East project.

Darren Davis talked about the preparations and precautions taken to establish the test green at Olde Florida that has four of the new grasses. Rick Tatum discussed rebuilding and replanting his greens on the Bobcat course at The Forest.

While each superintendent had some unique experiences and observations, one thing they all agreed upon was that the new ultradwarfs do not offer a miracle cure. They encouraged superintendents contemplating a grass change to first grow and maintain a large plot under playing conditions to learn how the grass responds to different environmental and cultural pressures.

The new grasses aren't necessarily easier to manage, they're just different!

Palm Beach Runs Assistants' Seminar

The Palm Beach Chapter's

annual turfgrass conference for the assistant superintendents and key crew members on Southeast Florida golf courses is held on the Palm Beach Community College campus and is moderated by adjunct professor and turf consultant Joe Konwinski.

Konwinski, the feisty 82-year-old former superintendent, took the class through an anecdotal history of turf management. The patriarchy of South Florida turf's wit made the day pass quickly.

The Palm Beach program has been providing much-needed training and education in turf management to key golf course employees for 19 years.

FGCSA Actions Look to Future

The FGCSA moved at the Winter Board Meeting in Orlando to strengthen its position in the future. In a morning meeting with officers and board members of both the FGCSA and FTGA, Joe O'Brien of the GCSAA facilitated a meeting to build on the associations' common areas of interest.

Recognizing that the most successful turfgrass associa-

tions partner with a strong university-based turf program, both associations see the need for the University of Florida to get the turf program organized and moving forward. The slow process of naming a coordinator for the University of Florida's turfgrass program has made supporters in both camps anxious and impatient.

The FTGA with its Research Foundation is the main institution for dealing with the university since it encompasses all members of the turf industry. Both associations have vowed to improve communication to build a stronger turfgrass program which will benefit everyone. Both associations agreed to have a board member sit in on each other's meetings to improve continuity, and the FGCSA volunteered to organize the golf turf education portion of the FTGA Conference and Show.

Later that day in the FGCSA board meeting, President Joe Ondo opened the discussion on the subject of creating a new staff position for the association. The Board, acting on several



Instructor Joe Konwinski, at podium, introduces superintendents (from left) Tom Vlack, CGCS; David Court, CGCS; Randy Bushway; Steve Kuhn and Jeff Klontz, all of whom answered questions at the Palm Beach Chapter's 19th Annual Turfgrass Conference for assistant superintendents and crew members. Photo by Joel Jackson.



past Long Range Committee recommendations and on the results of the FGCSA Strategic Planning Meeting last November, agreed to create the position of director of communications.

A motion was made and approved to appoint Joel Jackson, CGCS, current editor of the *Florida Green* to fill that position. Jackson recently took early retirement from the Walt Disney company after 20 years of service and has been working with members of the Board to develop a job description for the position. The position was approved for a one-year trial period to evaluate the benefits and successes.



FGCSA President Joe Ondo, CGCS, left, accepts a \$7,500 donation for turf research from Valent's Peter Blum for Valent's 1997 Right Course rebate program. The FTGA also received \$7,500 from Valent. Photo by Joel Jackson.

Initially, duties of the director will include being

the full time editor of the *Florida Green* magazine and *Green Sheet* newsletter. The editor will now be able to cover more events and report on the positive contributions made by each local chapter. Additionally, the director will work on public and media relations, Inter-chapter communications and help all FGCSA committees in membership, education, government relations, allied association relations and fund raising.

In the past two months since he began, Jackson represented the FGCSA at meetings of the new Florida Golf Alliance; a coalition of Florida pesticide users to respond to the impact of the

Food Quality Act; golf media relations and ADA forums in Anaheim; given an interview to *Golf World* magazine on the effects of El Niño and attended several chapter events.

Jackson has also created a combined FGCSA/FTGA calendar of events and distributed it to all chapter external vice presidents to share with members. Current projects include creating an FGCSA mission statement and job descriptions for officers and committees; building a network of media contacts throughout the state; providing frequent informational bulletins and reports to the officers and board members.

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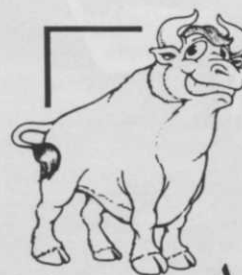
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