

and Jeff Gredvig, a brand manager for John Deere who explained the significance of John Deere's logo change in 2000, and how powerful and recognizable the John Deere logo has become around the world.

Following an awards luncheon on the front porch of the clubhouse of the Rock Island Arsenal Club, it was back on the bus to get ready for dinner on the Celebration Belle riverboat as we toured the Rock and Mississippi rivers through the early hours of the evening. Then it was back downtown to the renovated historic district for some after dinner entertainment.

Kenny G had been performing in the arena behind our hotel, so the downtown district was filled with locals. This was our last night in town and Alan and I spent our remaining time with Brian, Brian, David and Gene. The locals (Gene Paul referred to them as "The

Molinians") were very friendly, with just about everyone describing some work experience with John Deere.

During our visit we were overwhelmed by the effort that John Deere had put forth on our behalf to make this such an enjoyable event. Deere & Company was entertaining a very large group of people this week, and still they made our small group feel that all of their energies were focused on us. Every detail was covered from transportation, and outstanding service, to smaller details such as a \$50 donation to each caddie's high school golf program.

As Clair Peterson said, "The real value of this program is allowing the employer to understand the significance of the golf course superintendent. The benefit of the relationship is what we're after in this partnership with the GCSAA."

It was obvious from my employer's reaction, that John Deere's efforts had

helped my employer reach the goal Peterson was emphasizing. If Alan told me once, he told me 25 times, "Thank you for writing that essay Bob."

The travel time, and all the activities present participants and their employers the opportunity to improve their communication skills, and get a better understanding about each other's point of view. The only challenge that David, Gene Paul, Alan and I are facing now is how to get invited back next year.

But I'm not worried. I think Gene Paul is working on it.

Editor's Note: David Court CGCS and Gene Paul Stifter's teamwork has resulted in Boca Lago becoming the first club in Florida to sign up for the Golfer's For A Better Environment joint grassroots effort by the Florida Turfgrass Association and the University of Florida.

Call for Articles

This is a call for articles for the 2001 issues of the Florida Green.

Contact Joel D. Jackson, Editor for more information. Phone: 407-248-1971. Fax: 407-248-1971. E-mail: FLGrn@aol.com. All slides and photographs should include identification of persons in the picture and the name of the photographer.

HANDS ON TOPICS: Share your best practices and tips for these upcoming topics. Slides or photographs are encouraged.

- Spring 2001 - Fertility Programs
- Summer 2001 - Utility Vehicles
- Fall 2001 - Computers as Management Tools

SPOTLIGHT: People and events making news in Florida. From award winners to chapter tournaments and other accomplishments. Send in your story.

SUPERINTENDENT'S JOURNAL: Personal observations or experiences related to any phase of the turf management profession.

PROFESSIONAL DEVELOPMENT:

General management topics beyond turf. Examples: Education, facilities, personnel, computers, training, etc.

INDUSTRY NEWS: News items of interest to Florida superintendents from allied associations in the turf/ horticulture industry.

OPINION: Exactly what it means! Articles voicing a personal point of view on any topic concerning Florida superintendents.

RESEARCH: A section reserved primarily for university and technical authors to report on research results within the turf industry. Also reports of practical on-course testing.

RUB OF THE GREEN: Articles and anecdotes with a humorous twist.

STEWARDSHIP: Superintendents are invited to submit ideas and articles about environmental issues and initiatives at their courses.

Wanted: Slides and photographs to help tell the stories!

Letters to the Editor

Dear Joel:

I just read the summer copy of The Florida Green and just wanted to express my admiration to you for its quality.

There's little fluff and the writing is excellent. Much better writing, in fact, than GCM. I looked on the frontispiece to see who edited it and was surprised that it was a working superintendent. It must take a lot of your time to keep it so good.

Just wanted to let you know that someone appreciates what it takes.

Jim DeReuil, GCS
Kelly Plantation GC
Destin, Fla

Many thanks for the "atta boy" for the Florida Green. While myself, Dan Jones and Tom Benefield all wore the editor's hat while being full time superintendents, I have been able to take "early retirement" recently and make this my full time/ part time job. For the record Marie Roberts our advertising manager and our publishing consultant are also in the trenches with me to make The Florida Green golden!

Joel Jackson, Editor