

Great Advice That I've Received

By Bruce Williams

Over the years, I have been fortunate to be around a group of people who shared many things with me. Their advice has been very valuable as I continue to learn and grow professionally. I thought I might share some of that advice with my peers in



this article.

- The harder I work the luckier I get. Nobody attains success by mere luck alone.
- Hard work alone does not ensure success. You need to toot your own horn and develop your own PR program.

- When it comes to ethics it is really pretty simple. If you take anything that you do or say and could write it on a 3"x 5" card...then tape that card to your forehead for all to see... then it is probably an ethical action or comment.
- The person who thinks he knows it all has a lot to learn. I have always admired the superintendent who attends seminars until retirement. Jim Neal, CGCS attained certification just a year before he retired. Hats off to those who have a lifelong commitment to learning.
- Some would say, "It is not what you know but who you know." I would agree that networking is often overlooked. Let's go a few steps further and think about the idea that it is not only who you know but who *they* know as well.
- The sharpest people I have met have shown me that it is not so important what you know as what you are going to know. Sometimes we need to just shut up and listen, because nobody ever learned anything by talking.
- Find a mentor to help you along your career path. It may be somebody you work for or a peer whom you

respect in the industry. Re-pay the favor by mentoring the next generation of golf course superintendents. Their questions will help you stay young and alert.

- When the golf professional, superintendent and manager have different agendas, nobody wins.
 - The customer or member is not always right but they are the customers. Never lose sight of who pays the bills.
 - Get involved. The best learning exercises, of my adult life, were those gained while serving on committees and boards. Leadership lessons learned have helped at the golf course, as a parent and as a citizen of the community.
 - Dress for success. While it may be an upfront cost, dress like the successful people you aspire to be like. If you want to be thought of and paid like a key member of the staff then look the part.
 - Never miss a chance to speak with your golfers. Be prepared and develop a comfort level for addressing golf groups, green committees, board meetings, etc. Learn to speak the game. Even bogie golfers, like me, can enjoy the game and speak intelligently about it. Position yourself as an insider when it comes to discussions about golf.
 - Don't be a policeman. Show me a superintendent who spends his time worrying about where the carts are being driven and I will show you someone who needs to learn which battles to fight. The golfer that you lock horns with today may be the one who approves your budget (or disapproves your budget) in the years ahead.
 - Love your work. I wouldn't do this job if I didn't love it. The fact that I am compensated well is only icing on the cake. If I won the lotto I would still go to work tomorrow.
 - Don't paint yourself into a corner. Develop external interests that might even provide you an alternate career path in the future. It is a shame to see people unhappily working somewhere because they have to work there to survive. Prepare yourself for those years after age 50. You would be amazed at how many proficiencies you have that could be the beginning of new career paths.
 - Treat people as you would like to be treated yourself. Enough said!
- I have been fortunate to work for people like Bob Williams, Bruce Sering, Frank Dobie and Hubby Habjan. I have been fortunate

to learn from instructors like Joe Vargas, Paul Rieke and Ken Payne. Fellows like this have given me the direction, motivation and inspiration to excel. I will always be thankful for their advice that I have shared with you.

Obituaries

T.E. Ed Freeman, UF/IFAS Pathologist, Dies at Age 73

Dr. T. E. Freeman, plant pathologist and turfgrass specialist died on Tuesday, September 16, 2003 in Gainesville, Florida at the age of 73. During his tenure at the University of Florida's Institute of Food and Agricultural Sciences, Ed Freeman specialized in turfgrass diseases and their control, publishing extensively on the subject. He chaired the multi-departmental UF/IFAS Turfgrass Working Group for several years. His other area of research involved the biological control of water weeds with plant pathogens.

Dr. Freeman was a positive influence on the lives of his students. In noting those influences, former graduate students Drs. Michael Olexa, director of the Agricultural Law Center UF/IFAS and Ray Martin, chair of the Plant Pathology Department at Purdue University stated that he allowed them the freedom to explore many avenues of research which helped nurture the creative spirit of good scientists and educators. Both agreed that one of the most important lessons they learned from their mentor was that you're never too old to learn. He always expected his students to do more and learn more than he did. Ed Freeman was never ashamed to admit that he didn't know something and was eager to learn about a new technique or result. Both have applied his philosophy of learning to their own students and career development. To these former students, he was a quiet man, a great man, and a good friend and mentor.

Dr. Freeman is survived by his wife of 50 years, Imogene Freeman; son Thomas Freeman; daughter Roxane McGinniss; brother, Barry Freeman; grandchildren, Whitney and Mason McGinniss. Following the memorial service, those attending were provided with turfgrass for planting in Dr.

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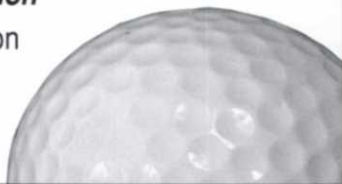
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Freeman's name. Memorial contributions may be made to University City Kiwanis Foundation, c/o Chris Dodd, 635 NE 1st Street, Gainesville, FL 32601.

Paul Bundschu, Turfgrass Publisher, Dies at Age 62

Paul Bundschu, president of Harvest Publishing Co., died at his Winter Haven home Oct. 13 following a brief illness. He was 62.

Harvest Publishing Co. publishes the *Florida Turf Digest* and *North Carolina Turfgrass*. The firm is a strategic affiliate of Janlark Communications, which manages the *Florida Green*.

Harvest Publishing has assisted the Florida Turfgrass Association with planning and pro-

ducing the last three annual conference and shows and other special projects.

Mr. Bundschu had been a group publisher of agricultural magazines for Harcourt Brace Javonovich in the Midwest and Florida before founding Harvest Publishing Co. in 1993. He was a graduate of Cornell University with a bachelor of agriculture science degree.

Paul Bundschu was preceded in death by his daughter, Susan Horn. He is survived by his wife, Terri; sons Paul Bundschu Jr. (Joy), TJ Brablec (Candace) both of Winter Haven, and Steven Horn of Michigan; daughters Christy Davies (Robert) and Betsy Serviss, both of Buhl, Ida.; and six grandchildren.

In lieu of flowers, the family has requested donations to the Turfgrass Green Industry Memorial, 3008 E. Robinson St., Orlando, FL 32803.

art of growing turf on top of limestone, they may add legitimacy to the name. They hope growth continues because they are dependent on effluent irrigation. No new toilets, no irrigation water. This is also the only place where golf maintenance budgets have Dun and Bradstreet ratings.

North Florida - A chapter with a real identity crisis; it was founded as the Georgia-Florida Turfgrass Association in 1961. When Jacksonville built more golf courses than Jeckyll Island, it became the Florida-Georgia GCSA. When Florida began to whip Georgia regularly in the annual Gator-Bulldog Tailgate Party, it became the North Florida GCSA, since the Georgia members refused to attend any more meetings on Florida soil. Go Crocodiles. Rumor: Ron Hill has been president of all three of the organizations.

Palm Beach - The county government has been in touch with the leaders of this chapter since 2000 after noting that the PBGCSA was able to hold annual elections and elect a new slate of officers without any recounts in its long history. In researching the success story of the chapter they did find one conspicuous by-law (Section II, sub paragraph 3 - There shall be no members with the name Chad). They also noted that the vote count was done by a show of hands. The chapter wisely did not specify which hand should be raised, thus keeping the process as simple and easy to execute as possible. The Palm Beach County elections supervisor, a female 18-handicapper, is reportedly demanding that the number of left-hand and right-hand votes be tallied. Look out 2004.

Ridge - Able to build on the mistakes of the older chapters, this chapter is the most honestly named chapter of the Dirty Dozen. The sandy ridge running up and down U.S. 27 is home to most of its courses. Their subsequent shortcomings were well documented in the last issue.

Seven Rivers - While this chapter grabs headlines every year by hosting the most successful turf research fundraiser in the state, investigators have found they are masters of deception of almost Enron proportions. Advertised as the chapter with seven major rivers flowing through their region, evidence has surfaced indicating there are really eight rivers in the area and the chapter has knowingly lied to protect their favorite fishing holes along the Crysalcocchie River. Don't bother looking it up on the map. In fact, next time you unfold your

road map, check out the name of the publisher, Bozellander, Inc. These guys have been logging record bass in the headwaters and trophy reds, snook and trout where it empties out in the Gulf of Mexico.

South Florida - This is the granddaddy of all chapters. Born in 1939, they spawned the *South Florida Green* magazine, which became the *Florida Green* when the state association was formed in 1980. I have nothing negative to report about the South Florida GCSA. They made me an offer I couldn't refuse.

Suncoast - Since all of Florida is a "Coast" this name doesn't help identify where the chapter is located at all. However, a few buddies of Hernando DeSoto (Hugh Bebout, Royce Stewart and Jim Svabek) looking for the fountain of youth did find a place they called Manasota, which is an old Spanish word meaning, "You're away," which referred to how far they were from home. Since the Indians didn't have a reciprocal arrangement with the Madrid County Club, these three adventurers built their own golf courses in Florida. The well-preserved remains of these pioneers are often on display at monthly chapter meetings.

Treasure Coast - Contrary to the belief of many, this chapter was not founded by Mel Fisher, famed treasure hunter. Many thought that since a few WWII relics and equipment used to practice for the Normandy invasion became exposed on the beaches, the area was named the Treasure Coast. Typical of superintendents not trying anything new unless someone else has done it first, they took the name that was already in use since there were no negative reactions. Only later did they find out that the Treasure name came from shipwrecked Spanish galleons, and now everybody thinks golf is only for the wealthy, and it's all the Treasure Coast Chapter's fault.

West Coast - Oddly enough for the second-oldest chapter in the state (1949), there are only two or three golf courses close to the beaches and none actually on the coast. Actually most of the courses are in the metropolitan areas surrounding Tampa and St. Petersburg. Did you ever wonder why there are so many old folks in St. Pete? Think about it: St. Peter at the golden gate. Next stop paradise. Then the yuppies bring in the Devil Rays. Talk about the conflict between good and evil. That conflict sometimes spills over into the golf world. I'll let you debate whether we are good or evil.

The Rest of the Story

In the last issue the soft underbelly of the Ridge Chapter (Alan Puckett) was laid bare in a scathing expose of the infamous Ridge Rules of Golf. Just in case the other eleven chapters were feeling left out, the Florida Green received an unsolicited report in a plain brown wrapper containing formerly unknown secrets and some historical facts about the

chapters. On our 30th anniversary and in alphabetical order: **Calusa** - Still just a toddler in terms of age, the Calusa chapter had to make a name change already for their premier event, the

GREEN SIDE UP



Joel Jackson, CGCS

Superintendent-Pro-Supplier Golf Tournament. Originally billed as the Supt-Pro-Liers, the vendors revolted claiming the "-Liers" part could be

construed as "Liars" and so the title was expanded to spread the guilt around evenly.

Central Florida - Amazing as it seems, Central Florida's claim to be Central has never gone unchallenged. Any person with a high-school course in geography can draw a north-south line and an east-west line and find out that Lake Wales is the geographic center of the peninsula. Even that is a cop-out since you have to throw out the Keys, which is the separate Conch Republic and the Panhandle part of the state, which in reality is the southern coastline of Alabama and Georgia. Sorry, Pensacola. A voluntary name change to the Metro-Orlando - East Central-Space Coast Chapter would be warmly received I'm sure. Members of the Central Florida chapter have to file travel vouchers and make overnight accommodations when attending monthly meetings.

Everglades - Another misnomer, this chapter is not located in the Everglades. If it were, the headquarters would be in Chokoloskee, which is where you can find most of the superintendents fishing on weekends. However if expansion continues eastward and they continue to master the