

specialty turf and ornamental market, beginning in the early 1980s. He oversaw construction of the company's first manufacturing plant and distribution center, which began operating in Lakeland in 1984. Through his initiative as chairman of the board, Harrell's has grown to be a recognized industry leader, serving turf customers across the Southeast and around the world. Harrell's serves the ornamental marketplace in all regions east of the Rocky Mountains. Manufacturing plants are now located in Alabama and South Carolina in addition to the corporate headquarters in Florida.

Known for his integrity and for his deep concern for people, Harrell was often consulted by industry associates throughout his home state. Superintendents would often request Harrell's assistance and advice regarding challenges faced on their golf courses. He received the Florida turf industry's highest honor in 1999 when he was awarded the prestigious Wreath of Grass Award. He also received the Larry Kamphaus Award in 2001, presented by the Central Florida Golf Course Superintendents Association.

Aside from work, Harrell's interests included golf, aviation, Lakeland High School and University of Florida athletics, teaching Sunday School, keeping up with his active 93-year-old mother and following the exploits of his large family.

He was a member of Lone Palm Golf Club in Lakeland and Black Diamond Golf & Country Club in Lecanto, Fla. He was a charter member and deacon of Lakeside Baptist Church in

Lakeland, where he taught a men's Sunday School class for more than 40 years. He was a member of the Lakeland High School Century Club and was a Bull Gator at the University of Florida. He is a former chairman of the board of Lakeland Regional Medical Center and was a member of the Sixth Man Club at Florida Southern College.

Jack Harrell, Sr. is survived by his wife of 48 years, Norma; his mother, Lucile, Lakeland; by his sons, Jack, Jr., Lakeland, president and CEO of Harrell's; Fred, San Francisco, Cal.; daughters Susie Wilson, Lakeland, and Mary Lu Strawbridge, Ocala; and by 14 grandchildren.

In lieu of flowers, contributions may be made to Lakeland Christian School, 1111 Forest Park Street, Lakeland, FL 33803 or to Redeemer Christian School, 155 SW 87th Place, Ocala, FL 34476.

GCSAA Report

GCSAA Considers Relocation to Sunbelt Cities... or Not

At its December planning meeting, the GCSAA board of directors engaged Chicago-based FPL Associates to narrow the study of the association's potential future headquarters location to three communities: Phoenix, Orlando and Jacksonville. In addition, the board reaffirmed the possibility of GCSAA remaining in Lawrence, Kan.

During the weeks of Jan. 13 and 20, principals of the search firm visited Orlando and Jacksonville to ascertain what opportunities exist for relocation. The consultant's report was provided to the board at the pre-conference board meeting, Feb. 6-7 in Hilton Head, S.C.

Prior to the GCSAA Annual Meeting, a town hall meeting was conducted Feb. 13 at the conference and show to answer questions and discuss issues regarding the relocation feasibility study. Based on the feedback from the meeting, the board of directors decided to remove from the ballot the amendment intended to allow the board to select a headquarters location on behalf of the membership.

In a press conference Mike Wallace, Jon Maddern and Steve Mona pledged to make sure the members would have access to all the information regarding any possible relocation attempt, and play a key role in making the decision. Citing the input and education behind the PDI implementation, the GCSAA leadership promised a similar approach to the relocation discussion. The topic had been awkward to deal with and needed to be made public because everyone is very sensitive to the impact on the GCSAA staff.

Norman Supports Foundation

If past performance is an indication of future results, then The Environmental Institute for Golf should yield significant achievements given its association with professional golfer and

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entrepreneur Greg Norman.

The highly regarded Australian has agreed to serve on the institute's board of trustees and head its newly created advisory council. Formerly The Golf Course Superintendents Association of America



Greg Norman

(GCSAA) Foundation, the institute was borne out of a year and a half study that analyzed the needs of golf and the strategic focus of GCSAA's philanthropic arm. Through interviews, respondents indicated that GCSAA's development efforts should be directed to the subject of the environment and that the entity assigned that task should be easily identifiable with that cause. The name change became effective Feb. 1.

Given Norman's philosophies and previous commitment to environmental preservation in the areas of development, turfgrass and golf course design, he is a logical leader for the new advisory council and also as an additional member of the institute's board of trustees.

"There may be no issue more important to golf than its relationship with the environment," Norman said. "Research, education and technological advancements have resulted in positive results for golf's association with the environment, but we cannot rest on what has been accomplished. New challenges face the industry, and I am excited to be involved with The Environmental Institute for Golf because it has the opportunity to have a profound positive influence on the game and business of golf. I was flattered and humbled to be approached by The Foundation and I am committed to doing all that I can to make the institute even more successful."

As part of his commitment to the institute, Norman has agreed to a generous pledge to the institute. Norman's gift is the single largest donation ever made to the organization. In leading the advisory council, Norman will assist the board of trustees with fund-raising efforts and provide input regarding the strategic direction of the institute. The board of trustees will continue to be responsible for all decisions relevant to the institute.

"Greg Norman is more than just an hon-

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orary figure,” says GCSAA CEO Steve Mona, CAE. “He wants to be involved and he is in a position to articulate the mission and goals of the institute to a wider audience than anyone. He has a tremendous passion for the institute and what it represents.”

According to Joe Black, chairman of the institute’s board of trustees, the advisory council will enhance the institute’s ability to communicate environmental issues to a wider audience, making it more recognizable in the world of golf, not just the golf course management community.

“This is a natural fit for Greg given his passion for the environment and the fact that he has several companies within his organization that are involved in the golf course management profession with concerns for positive environmental practices,” Black said.

Norman has not only proven to be one of the game’s top players, but also one its most successful businessmen. As chairman and CEO of Great White Shark Enterprises, he has established thriving businesses in golf course design, development, turf, apparel and other areas. Through his work with his turfgrass company, Norman has become intimate with the growing and conditioning of turf. In terms of his work with the environment, his company Medalist Developments works through a unique program of five environmental strategies in creating each community - a practice that fosters collaborative relationships with key stakeholders.

The institute’s emphasis on environmental stewardship will not be limited to its own initiatives; rather a philosophy of collaboration will serve as a guide to its activities. Partnerships will be sought with other organizations, including the USGA Green Section, U.S. Environmental Protection Agency, Audubon International, the Center for Resource Management and others.

Superintendents’ and Owners’ Shows to Merge

The Golf Course Superintendents Association of America (GCSAA) and the National Golf Course Owners Association (NGCOA) have agreed in principle to conduct a new golf facility management trade show in 2005.

The Golf Industry Show, which will combine the two organization’s existing trade shows, will represent the full spectrum of golf facility management and golf business. The inaugural event will be conducted Feb. 11-13, 2005 in Orlando. Both organizations will continue to host their respective educational conferences, which will run concurrently with the trade show.

“This move is about creating more value for our members and industry partners,” said GCSAA CEO Steve Mona. “There are many shared interests between GCSAA and NGCOA, not only on the organizational level, but for our respective members as well.”

The objective of The Golf Industry Show is to present an industry trade show that represents significant aspects of a golf operation - from ownership, feasibility and design to construction and operation. By joining together, the NGCOA and GCSAA bring together two key components - ownership and golf course management - offering an enhanced trade show experience to both.

“We are responding to the needs of our

membership and other supporters,” said Mike Hughes, executive director, NGCOA. “By launching this new show which will incorporate our existing shows, we are able to offer cost-effective solutions to members and exhibitors that attend both events.”

Architect Pete Dye Accepts Old Tom Morris Award With a Challenge

The Old Tom Morris Award, is presented each year to an individual who “through a continuing lifetime commitment to the game of golf has helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris.”

Dye, a member and past president of the American Society of Golf Course Architects, has designed some of the country’s truly unique and challenging golf courses. Influenced by classical Scottish course design, he has created courses that combine those teachings with modern design.



Pete Dye

Dye has to his credit course layouts such as The Tournament Players Club at Sawgrass, Ponte Vedra Beach, Fla.; Crooked Stick Golf Club, Carmel, Ind.; The Ocean Course, Kiawah, S.C.; The Honors Golf Club, Chattanooga, Tenn.; Brickyard Crossing, Indianapolis, Ind.; and Old Marsh, North Palm Beach, Fla. These and others have

set him apart from his peers as an innovator in golf course architecture. Known for island greens, tiny pot bunkers and the use of railroad ties in bulkhead construction, Dye’s golf course designs provide some of the most enjoyable challenges in golf.

While Dye accepted the award with honor and grace he threw down the gauntlet and challenged the audience to join architects and the USGA in putting limits on golf equipment technology which is threatening the design integrity of the world’s historic golf courses.

Election of New Officers

Jon D. Maddern, CGCS at Elk Ridge GC in Gaylord, Mich. was elected president and succeeds Mike Wallace, CGCS who will become the immediate past president for one more year on the board. Maddern becomes the seventh GCSAA president to come from Michigan.



Jon Maddern, CGCS

Mark Woodard, CGCS, parks & recreation director for Mesa, Ariz. is our new vice president and Timothy O’Neill, CGCS, from the Country Club of Darien (Conn.) is secretary.

Elected to two-year terms as directors were CGCS’s: Robert Maibusch (Illinois); Ricky Heine (Texas); and Mark Kuhns (New Jersey). Incumbent directors David Downing (N. Carolina) and Sean Hoolehan (Oregon) will continue in the second year of their terms.

2003 Plants of the Year Part 2

In an ongoing effort to promote the production, sale and use of superior Florida-grown plants, the Florida Nurserymen & Growers Association announces the 2003 selections of the Florida Plants of the Year. This program was launched to promote under-utilized, but proven Florida plant material. These proven ornamentals are selected on an annual basis by a group of growers, horticulturists, retailers, landscape professionals and University of Florida faculty.

For a plant to be considered a Plant of the Year, set criteria must be met, including good pest resistance, require reasonable care and be fairly easy to propagate and grow. An award-winning plants must also exhibit some superior quality, improved performance or unique characteristic that sets it apart from others in its class. Here are two more 2003 selections for your consideration:

Common Name: Sandpaper vine or Purple wreath vine

Botanical Name: *Petrea volubilis*

Hardiness: Zones 9-11

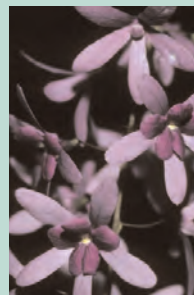
Mature Height and

Spread: 35’, but may be maintained at 10-15’ tall and wide

Classification: Tropical vine

Landscape Use: Flowering vine for fence, trellis, arbor or pergola

Characteristics: This fast-growing evergreen vine has large, coarsely textured leaves. Long arching sprays of amethyst-colored flowers bloom in late winter



Sandpaper Vine

through the summer. The Central American native is a woody-stemmed climber that twines around any available support. Thriving in full sun, this tropical vine tolerates drought once established. The inflorescence is reminiscent of wisteria.

Common Name: Little Gem Magnolia

Botanical Name: *Magnolia grandiflora* Little Gem

Hardiness: Zones 7-9

Mature Height and

Spread: 30-40’ Tall x 10-15’ Wide

Classification: Evergreen tree

Landscape Use: Compact Specimen Tree

Characteristics: This moderate grower has compact, upright branches in a narrow form. The dark green leaves with rusty-bronze coloring on the undersides are smaller that those of a standard Magnolia. Smaller fragrant white blossoms



Little Gem Magnolia

6-18” across appear in spring and then emerge sporadically through late summer.

Photos by Stephen Pategas-Hortus Oasis