

**NECROLOGY**

**Jeff Hayden - Superintendent, Supplier and Friend**

Jeffrey P. Hayden, born in Niles, Mich. July 31, 1950, died Friday, Dec. 6 at his home in Homosassa.

Jeff served in the United States Army from June 1970 to December 1971 as a bar and club manager in Pleiku Officer's Club and Toy Hoa Officer's Club in Viet Nam.

He was affiliated with the golf and turfgrass Industry since 1958 where he started work at a family-managed golf facility in Cassopolis, Mich. and ended his career as manager of the West Central Florida territory for Golf Ventures, Inc.

He had been a member of Golf Course Superintendents'



*Jeffery Paul Hayden. July 31, 1952 - Dec. 6, 2002.*

Association of America since 1974; was a member of Florida Turfgrass Association since 1974 and a director from 1986-92; was a member of North Florida Golf Course Superintendents' Association from 1974-91, vice president from 1980-82 and president in 1982; was a member of West Coast Golf Course Superintendents' Association from 1982-87; a director from 1984-87; and vice president 1986-87; and was a founding member of Seven Rivers Golf Course Superintendents' Association from 1991 to 2002 where he was a director from 1991-98; vice president, 1991-93 and president 1993-95.

**Final Words of Wisdom and Advice from Jeff Hayden**

As most of you know I have been affiliated with the turfgrass industry in one way or another since 1958 when I started work on a family-managed golf course in Michigan. After graduating from the golf course operations program at Lake City Community College, I devoted my time and heart as a superintendent or salesman of turfgrass equipment and supplies for close to 30 years. The industry and my family were my life.

I have touched the lives of many superintendents in the turfgrass industry as a friend, co-worker, mentor, or simply someone to share my knowledge and information with. I loved the industry and was well known for "do as I say, not as I do." Anyone could call on me at anytime and I would be there for them. I did not mince words and I voiced my opinion, whether it was liked or not.

I followed, as many of you do, the philosophy of "I'm invincible! I don't need to see a doctor, and have not done so in 24 years. I don't want someone to tell me if there is something wrong with me." Unfortunately I passed on to another life late Friday night, Dec. 6, 2002 at home with my wife, but wanted to share my final wisdom, guidance and advice to my brothers in the industry.

My local superintendents' association meeting was on Tuesday, Dec. 10th, and I was looking forward to that meeting more than any other meeting. I talked almost daily with the superintendent about what and how to do what needed to be done to make the course look perfect. (I was big on grooming and reminded him to take care of the grass in the cracks of the sidewalks: it's unsightly!) The course was in perfect shape and never looked better. I was livid when the weather forecast for that day was rain! This would mean that the other superintendents would either not come or stay to play golf and see the perfection of the golf course. It was immaculate!

As a salesman for turf equipment and golf course sales, I traveled daily, checking not only on my customers and their golf courses, but also on my friends in the industry and their needs. Normally I compile all my orders and submit them

on Monday morning. To take care of my customers and friends, I chose to submit my orders on Friday afternoon instead of waiting until Monday.

In my heart of hearts, I somehow knew I would not be around to either submit my orders on Monday morning or to attend the superintendents' meeting on Tuesday. My friends, customers and co-workers had to be taken care of to the best of my ability, no matter what. That was my way!

My final words of wisdom, personal experience and guidance to my fellow workers in the industry are most sincerely to "do as I say and not as I did." My wife and family have been burdened with an over-abundance of grief, heartache and stress, all of which could have been avoided. Because of my life-long philosophy, I suffered from extreme high blood pressure that was untreated and caused severe heart disease. My wife had to witness the last six minutes of my life after my heart shut down and failed and the rest of my organs followed this natural process. You don't want to have your family and loved ones endure this experience. It is unbearable that my wife had to witness and endure this, and I am sorry.

If I could live my life over, I would abandon the philosophy of not seeking medical guidance. I was probably aware of symptoms and problems, but chose to ignore them. I would now urge all of my brothers in the turfgrass industry to realize they are not invincible and to seek preventive medical advice. Not every visit to a doctor results in catastrophic problems; in today's world most of the problems are treatable and prolong your life with your family and friends. As we all are well aware, the turfgrass industry is a high-stress industry and, unfortunately, extreme stress can cause problems to our bodies. These are treatable and can prevent what I caused.

Remember me fondly and know that you can still call on me at any time... I'll be watching and thinking of you all.

*Sandy Hayden wrote this warning as a wake-up call to the friends and colleagues whom jeff loved dearly. jj*

He is survived by his wife, Sandra R. Hayden, from Gainesville/Homosassa, one daughter, Stephanie D. Underwood, one son, Benjamin P. Hayden, two granddaughters, Brittany Underwood and Jasmine Hayden, all from Gainesville; his mother, Wilma Hayden, from Elkhart, Ind.; and three sisters, Jennifer Keskinen, from Dallas, Tex.; Janice Hayden, from Elkhart, Ind.; and JoAnne LeClair, from Jacksonville.

As the University of Florida Envirotron held a very special place in Jeff's heart, the family has requested that in lieu of flowers donations be made to the University of Florida Envirotron, IFAS, c/o University of Florida Foundation, PO Box 14425, Gainesville, FL 32604.

Memorial services were held Dec. 13 at Forest Meadows Funeral Home in Gainesville. A reception for family and friends followed the service at Napolitano's in Gainesville.

**Mike Cantwell - SW Florida Loses Super Veteran**

Michael James Cantwell, 47, of Fort Myers (San Carlos Park), died Monday, Nov. 11.

Mike (as he liked to be called by his friends), got an early start in the golfing industry - right out of high school. He went to work at the Prairie Woods Golf Course in Aberdeen, S.D., leaving in 1977 with his friend and mentor, Wayne Lippold. Mike went to work at the Bonita Springs Golf & Country Club, continuing his "on-the-job" training for a couple of years. Then, Wayne asked him to come to The Forest Golf & Country Club as assistant superintendent to help him grow in the golf course.

In 1988, Byron Cost, president and CEO of WCI, hired Mike to be the golf course superintendent and help develop the Gateway Golf & Country Club. While at Gateway, he made several structural changes to the course, all with the designer Tom Fazio's blessings. He likewise initiated a request to participate in the Audubon Cooperative Sanctuary program, an extremely ambitious undertaking, which WCI eventually made standard procedure. By the time that Cantwell left Gateway in August

## Dear Colleagues,

We have all recently lost a fellow superintendent Mike Cantwell. He was a longtime friend. Mike passed away unexpectedly on Nov. 11. He was the superintendent at Gateway Country Club from 1987 through 2000 until he accepted the construction / grow-in superintendent position at Miromar Golf & Beach Club in Estero.

Mike was a dual member of the Calusa and Everglades Golf Course Superintendents Associations. He was always willing to donate his course for a chapter event, along with hosting the Everglades annual Christmas Tournaments.

Mike contributed a great deal to our associations with his generosity and we would like to show our appreciation to him with a benefit tournament to help his family.

The CGCSA & EGCSA are hosting a benefit tournament in Mike's honor on Friday, Jan. 17, at Miromar Lakes Golf Course and Grandezza Golf Course. All proceeds (100%) will be put into a trust fund for his children.

Thank you for your support in helping a friend and colleague. Mike will be greatly missed!

Jim Leiseberg, CGCSA  
President, Everglades GCSA

2000, the program had greatly advanced.

Jerry Schmoyer, formerly with WCI and now heading up Miromar Lakes LLC, asked Mike if he was interested in building their golf course, Miromar Lakes Beach & Golf Club. Mike worked with Art Hills in building the course, and with their talent and expertise, they built a gem, all during severe water restrictions.

Mike was highly regarded as an expert in his field, and was frequently called upon by other superintendents for assistance and advice, and he was always happy to oblige. He had many, many friends and was admired by all who were privileged to make his acquaintance. His is a tragic loss.

Mike Cantwell was born in June 1955 to Patrick R. and Elizabeth Cantwell, in Aberdeen, S.D. He was preceded in death by his mother, who died Sept. 9, 2001. He is survived by his wife N.

## 2002 FLORIDA GREEN PHOTO CONTEST RESULTS

This is part two of presenting the four category winners of the 2002 photo contest. **Category 1 Wildlife on the Course:** includes mammals, birds, reptiles, amphibians.



First Place - "Snackin' on a snag" by Neil Cleverly, The Old Colliers Golf Club, Naples.



Second Place - "The kids' first trip to the club" by Tom Biggy, Bent Tree C.C., Sarasota.

### 2003 Photo Contest Rules

**Category 1 - Wildlife on the course:** includes any critter on the course that walks, flies, swims, slithers or crawls.

**Category 2 - Formal Landscaping:** includes annuals and ornamental shrubs and trees planted in formal beds on the course or club entrance.

**Category 3 - Native Areas:** includes beds of native plants including trees, shrubs and grasses used in natural-

ized areas to reduce turf inputs and aquatic vegetation plantings used to create habitat and protect water quality.

**Category 4 - Scenic Hole:** includes any view of a golf hole (panoramic or close up) that demonstrates the scenic beauty of a golf course.

### Easy Rules

1. Color prints or slides. Prefer prints. Only one entry per category. There

are too many variables affecting publication quality to permit digital entries at this time.

2. Photo must be taken on an FGCSA member's course. Photo must be taken by an FGCSA member or a member of his staff.

3. Attach a label on the back of the print or slide which identifies the category, course and photographer. DO NOT WRITE DIRECTLY ON THE BACK OF THE PRINT. Each print shall be attached to an 8.5" x 11" sheet of paper using a loop of masking tape on the back of the print. Slides should be in plastic sleeves for easy access for viewing.

4. A caption identifying the category, course and photographer should be typed or printed on the sheet of paper below the mounted print.

5. Judging will be done by a panel of FGCSA members not participating in the contest.

6. Mail entries in a bend-proof package marked PHOTOS DO NOT BEND to Joel Jackson, 6780 Tamarind Circle, Orlando, 32819. Entries postmarked after Aug. 1, 2003 will be automatically entered in the 2004 Photo Contest.

Gwen (Johnson) Burton, Stepson Jessup C. Burton, son Alexander "Alex" P. and daughter Tracy E. Johnson-Cantwell; father Patrick and siblings, mostly all living in South Dakota: Robert Cantwell, Kathleen "Kathy" Lahman (living in New England), Patsy Kwasniewski, Maureen "Mo" Cantwell, Elizabeth Doerr, and Carol Matt. There are many uncles, aunts, cousins, nieces and nephews, too many to list, but Keith Cantwell, a cousin, lives in South Naples and works at the Spanish Wells Golf & Country Club.

A Memorial Service was held Nov. 23 at the Harvey-Engelhardt-Metz Funeral Home at 1600 Colonial Blvd. The family received friends before the service. In lieu of flowers, anyone wishing to assist with the funeral expenses may send their contribution to the "Michael J. Cantwell Memorial Fund" at Sun Trust Bank.

## Hard Times

*Editor's Note: Superintendents are often proactive agronomically, but tend to be reactive politically. With the uncertain economic times and nervous club members and owners, take some action to show you are doing all you can to ease the financial burden and still try to provide the best playing conditions possible. Here are some things you can share with your upper management or ownership to ride out the rough times.*

### Base Operating Decisions On Data During Slow Economy

With the possibility of declining revenues and increasing costs, many golf facilities are looking at ways to streamline operations. Before modifying operating practices, budgets or staffing levels, seek advice

from your golf course superintendent. Superintendents can provide valuable information to help make decisions that will keep the golf course healthy and income-producing for years to come.

Using their technical knowledge and experience your superintendent can provide data on the "what if..." scenarios of golf course management.

More specifically, your superintendent can help:

- Prioritize activities that correspond directly to issues of playability vs. those that are purely esthetic.
- Propose a short term, mid-term and budget management.
- Analyze operational standards and adjust them as necessary to meet your goals and budget
- Establish a timetable that delays major renovation projects and other capital outlays.
- Redirect staff to undertake smaller renovation projects, irrigation maintenance, cleaning, painting etc., or projects that were planned for outsourcing.
- Research utility rates and reschedule heavy use utilities, such as water, during off-peak times.
- Control complimentary rounds and put on hold staff events.
- Outline the costs to bring the course back to optimal condition if foregoing planned maintenance is required.
- Provide the costs to hire and retrain employees.
- Recommend additional ideas to generate revenue.

Consider, too, the costs to re-engage golfers and rebuild goodwill if the course does not deliver a quality golf experience. It can be 30 to 40 times more expensive to acquire

new customers than it is to manage existing customers.

*Sources: "Budgeting in a Downturn Economy," The Boardroom Magazine, September 2001; Carolinas GCSM; "How to Weather an Economic Downturn" resource packet, GCSM. Credit: Leader Board, November/December 2001*

### Support Professional Development

In theory, it's hard to argue with the value of investing in knowledge. But when finances are tight, it can be hard to justify training expenses.

Consider the return you will receive for your investment in your superintendent's continued professional development. Your superintendent will strengthen his or her skills in the overall management of the golf course, significantly contributing to the golf facility's overall business objectives. These impacts can be quantified to show the return on investment in monetary value. More effective budget management is a good example of how to measure ROI. Shifting resources for more efficient staff utilization is another example.

Evaluating and quantifying these areas can assess ROI.

- Improved quality
- More efficiencies
- Reduced costs
- Enhanced analytical capabilities
- Reduced turnover
- Better decision-making
- Time savings
- Innovation
- Increased effectiveness

You can quantify these areas using a ROI formula to determine the cost-to-benefit ratio:

$$[(\text{Benefit accrued from training} - \text{Cost}) \times 100] / \text{Cost} = \% \text{ ROI}$$

The costs of training are easy to quantify: tuition or purchase price, incidental expenses, staff time, etc. The tricky part lies in putting a legitimate, well-reasoned number in the "benefit" location - logical, specific and quantifiable - namely, greater revenue or reduced expense.

There are also intangible benefits to investing in training that contribute to positioning your golf facility in the marketplace. These include:

- Increased golfer satisfaction
- Increased staff commitment and teamwork
- Improved customer service
- Improved community image
- Reduced complaints

Consider these benefits when authorizing training funds for GCSAA's conference and show and as your superintendent meets the continuing education requirements to maintain Class A or certification.

*Sources: Donald R. "Chip" Levy, Rochelle Organization, Washington, D.C., in the Professional Development Forum Online, June 2002; GCSAA's Professional Development: Building on Success resource packet, 2002.*

*Credit: GCSAA's Leader Board, November/December 2002*

**Editor's Note:** *If the two tips above seem contradictory in nature consider that the skills needed in controlling costs are more often than not learned in national and regional continuing education seminars. They are also learned by peer networking at local chapter meetings.*

*It may not seem at first look that expenditures for meetings and conferences green up the grass today, but they surely can help keep it green tomorrow.*

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