



The Florida Green

Fall 2006



Number 18 Cypress
Royal Poinciana Country Club
Naples
Photo by Daniel Zelazek



President **Craig Weyandt**
The Moorings Club
100 Harbour Drive
Vero Beach, FL 33433
(772) 231-4996

VicePresident **Matt Taylor**
Royal Poinciana GC
PO Box 7039
Naples, FL 34101
(239) 261-4987

Secretary/Treasurer **Shane Bass, CGCS**
St. James Bay GC
201 Crooked River Rd.
Carabelle, FL 32346
(850) 528-3839

Past President **Joe Pantaleo**
Indian Creek CC
52 Indian Creek Drive
Indian Creek, FL 33154
(305) 866-7224

DIRECTORS

Calusa **Nancy Miller**
Maple Leaf G&CC
(941) 255-3677

Central Florida **Michael Bellino**
DeBary G&CC
(386) 668-1708

Coastal Plains **Shane Bass**
St. James Bay GC
(850) 528-3839

Everglades **Wayne Kappauf, CGCS**
The Island CC
(239) 642-5558

North Florida **Rip Phillips**
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Palm Beach **Kevin Downing, CGCS**
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Treasure Coast **John Curran**
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(772) 231-1700

West Coast **Bill Kistler**
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(813) 972-3375

STAFF

Association Manager Marie Roberts
1760 NW Pine Lake Dr.
Stuart, FL 34994
Phone: Days (772) 692-9349
(800) 732-6053 (Florida WATS)
(772) 692-9654 (Fax)
fgcsa123@bellsouth.net (E-mail)



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SPOTLIGHT: FTGA CONFERENCE & SHOW

Keynote Speaker Scott Burrows, son of former FGCSA President Tom Burrows and a former quadriplegic brought the crowd to its feet as he got out of his wheelchair and walked as he talked about determination and overcoming fear of failure.

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COVER STORY: ROYAL POINCIANA GOLF CLUB

It takes more than skill and knowledge to direct the golf course operations at a 360-acre, 36-hole facility; it takes commitment, says Matt Taylor, CGCS.

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PROFESSIONAL DEVELOPMENT: WINNING ESSAY

Boca Greens Assistant Superintendent Brad Johnson is one of 50 assistants from around the country selected on the basis of their essays to attend the Green Start Academy in North Carolina, sponsored by John Deere Turf One Source and Bayer Environmental Sciences.

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INDUSTRY NEWS: FTGA PICKS NEW EXECUTIVE DIRECTOR

The FTGA has selected Casey Wohl Pace, director of public affairs and chief of staff of Florida Citrus Mutual in Lakeland since 2003, to manage the organization. She began her career with the Florida Phosphate Council.

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RESEARCH: EIGHT MAJOR STUDIES FUNDED

Allied turf organizations in Florida have announced eight new research projects at the University of Florida in Gainesville and Lake City Community College with \$150,000 in funding over two years.

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The Florida Green

FALL 2006

Published four times a year:
On the 25th of January, April, July and October

Editor **Joel Jackson, CGCS**
FGCSA Director of Communication
Address Florida Green business to:
6780 Tamarind Circle
Orlando, FL 32819
(407) 248-1971 Florida Green voice/fax
E-mail address: FLGrn@aol.com

Publications Chair **Matt Taylor**
Royal Poinciana GC
PO Box 7039
Naples, FL 34101
(239) 261-4987

Business Manager **Darren J. Davis**
Olde Florida GC
19393 Vanderbilt Beach Rd.
Naples, FL 34120
(239) 353-4441

Editor Emeritus **Dan Jones, CGCS**
Oviedo

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SUBSCRIPTIONS: \$20 for four issues. Contact the FGCSA office.

ADVERTISING: For rates and information, contact the FGCSA office at 800-732-6053

EDITORIAL: All inquiries should be directed to the editor, Joel Jackson, CGCS. Unsolicited manuscripts and photographs cannot be returned.

CALL FOR ARTICLES

Hands on Topics: Share your best practices and tips for these upcoming topics. Photographs or slides are encouraged. Digital images that are 5 inches wide at 300 dpi or greater accepted.

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Spring 2007 - Nematode Management without Nematicur

Summer 2007 - Managing and Scheduling Overtime

Fall 2007 - Cultural Programs During Golf Season

Please submit articles via email if possible. Attached articles should be saved in Microsoft Word or, if you use another word processor save it as a text file before attaching or you may just copy and paste it into the email text box. Try to limit articles to 1500 words or less. The Florida Green pays \$100 per page and \$50 for 1-3 pictures.

Digital photos must be a minimum of 5 inches wide at 300 dpi for publication-quality reproduction.

Conventional Photos: Do not write on the back of prints. Attach a Post-it note with ID information. All slides and photographs should include identification of persons in the picture and the name of the photographer.

Contact Joel D. Jackson, editor for more information. Mail: 6780 Tamarind Circle, Orlando, FL 32819. Phone or fax: 407-248-1971. E-mail: flgrn@aol.com.

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CONTRIBUTORS TO THIS ISSUE

Busey. Philip Busey, Ph.D. is associate professor of environmental horticulture, UF/IFAS, Fort Lauderdale REC; 954-577-6337; fax 954-475-4125; turf@ufl.edu

Conover. Kirsten Conover is second assistant superintendent, Royal Poinciana GC; 239-261-4987; fax 239-261-0211; kirstenc@rpgolfclub.com

Jackson. Joel Jackson, CGCS is director of communications, Florida Golf Course Superintendents Association; 407-248-1971; fax 407-248-1971; flgrn@aol.com

Johnson. Brad Johnson is assistant superintendent, Boca Greens CC;

McGill. Betsy McGill is executive director, Florida Sod Growers Cooperative; 863-673-4958; flsodgrowers@aol.com

Miller. Ed Miller is superintendent, Quail Ridge GC; 561-7375100; turfmaster36@aol.com

Taylor. Matt Taylor is superintendent, Royal Poinciana Golf Club; 239-261-4987; fax 239-261-0211; matt@rpgolfclub.com

Walker. Jim Walker is superintendent, Briar Bay Golf Course; 305-235-6667; fax 305-971-8828; sujim@adelphia.net

Weyandt. Craig Weyandt is superintendent, The Moorings Club; 561-231-4996; craignteri@juno.com



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Four years ago The Moorings Club was considering changing the grass on the greens from Tifdwarf to an ultradwarf grass. When I started doing the research on ultradwarfs I was told that this grass is different. That if you try to grow it the same way that you do Tifdwarf, you will kill it.

To help me understand and accept that we would be facing changes in our greens maintenance program, someone recommended that I read the book, "Who moved my Cheese?" If you're not familiar with this book, it is about

four mice that had their cheese moved. The story is very simple and quick reading. The book tells how the mice went about dealing with the change in their routines.

I'm not going to ruin the story and tell you the ending. I want you to read the book yourself to see who survives and how they do it. Suffice it to say that when your cheese

gets moved, there are a variety of behaviors and actions you can follow, and it's likely that changing the way you do things will be a necessity.

Enjoy this easy-to-read and understand handbook on how to face change. And speaking of change...

We have all heard the expression, "If you're not moving forward, then you're moving backward." Well, time is now to move forward and think outside the box; time for a change. The FGCSA needs to change to meet the needs of its members and to be an effective association in today's world.

Webster's defines change as "to give a different position, course, or direction to." While we must change certain processes, we will have the same purpose, which is to promote turf management as it pertains to the

golf course superintendent and to unify the golf course superintendents in the state of Florida.

One of the main forces behind this thinking is the impending retirements of our two long-time FGCSA staff members, Association Manager Marie Roberts (22 years) and Director of Communications Joel Jackson (10 years). We were very fortunate, actually just plain lucky, that these two very reliable, professional people agreed to work for us, and have applied themselves to doing the very best for us.

I look at the credentials of the newly hired executive director of the FTGA, Casey Wohl Pace, and see the experience and responsibilities she had in her previous positions within Florida's agriculture industry. This is the kind of person we need to think seriously about when it comes time to replace Marie and Joel.

To do that we will need to re-examine in detail our mission and goals and how we do things... from membership recruitment to membership services. We will need to examine and honestly assess the state and local chapter relationships and how to best serve the needs of Florida's golf course superintendents.

Right now GCSAA is exploring a new dues-pricing policy to avoid those big ugly \$50 increases that come along every few years. Did you know we haven't raised our FGCSA dues in 15 years? Nobody wants to think about it, but look at the work that Marie and Joel have been doing to enhance the effectiveness and reputation of the FGCSA with our allied associations, regulators and our professional education and documentation. Fortunately the Florida Green revenue has been picking up most of those expenses.

We need to look at future revenue sources. We must keep tweaking the operation. We can't keep relying on the way we have always done things. Times are changing. Needs are changing. People will come and go; it is a fact of life. It is our responsibility to set up and enact a sound process that will allow us to adjust to variables, so that if and when somebody moves our cheese we will be able to find it again, or just maybe find some new and better cheese.

Forthrightly Facing Change



Craig Weyandt
FGCSA President

To do that (replace Marie and Joel) we will need to re-examine in detail our mission and goals and how we do things... from membership recruitment to membership services. We will need to examine and honestly assess the state and local chapter relationships and how to best serve the needs of Florida's golf course superintendents.

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CHAPTER ROUND UP

So Long Summer, Hello Fall

CALUSA

Thanks to Nancy Miller, Maple Leaf G&CC for stepping up to become our new external vice president and representative on the FGCSA board of directors. Thanks also to Terry Stoyer from the Fort Myers Eastwood GC for acting as our representative at the recent Fort Myers-Lee County Fertilizer/Red Tide Forum meeting. Terry is working with Kurt Harclerode, operations manager for the Dept. of Natural Resources on the Fort Myers Fertilizer issue. Super-Pro-Supplier Tournament at a later date.



The Central Florida Meeting Site Calendar features photos of all the host courses for the year and a full membership directory. Photo by Joel Jackson.

CENTRAL FLORIDA

The second edition of the CFGCSA membership calendars for 2006-07 are out. The calendar shows pictures of the host clubs for each monthly meeting and the last two pages are a member directory. The meeting date each month is highlighted by



2006-2007 FGCSA Board of Directors from left: Mike McCulloch, Suncoast; Kevin Downing, CGCS, Palm Beach; Nancy Miller, Calusa; Rip Phillips, North Florida; Mike Bellino, Central Florida; Bill Kistler, West Coast; John Curran, Treasure Coast and Mark Kann, Seven Rivers. Not pictured: Shane Bass, Coastal Plains; Wayne Kappauf, Everglades; Tom Barnett, Ridge and Jim Walker, South Florida. Photo by Joel Jackson.

a red tab in the upper corner of the date box. In June we held our Chapter Golf Championship at the Harmony Preserve GC. Thanks to Jason Moore, GCS and the folks at Harmony for putting on a great event. Winners: Gross — Allan Lichter (74, first) and John Lammrish (74, second) and Net — Jason Throop (69, first) and Jim Purcell (69, second). Both winners were determined by a match of cards. Bran Reano won the Vendor Gross Division with a 75 and the Net Division winner was Matt Gregg with a 67.

See the write up of our big summer event, The Larry Kamphaus Crowfoot Open, and our sponsor thank-you ad elsewhere in this section.

COASTAL PLAINS

Congratulations to Shane Bass, CGCS from the St. James Bay Golf Club on two counts: first on the recent birth of his second son Ethan Oscar Bass — Ethan and mom, Karla are doing fine — and his election as

secretary/treasurer of the Florida GCSA. Shane may be in trouble though. He was on the road headed to the hospital from Orlando when the stork beat him to Tallahassee.

EVERGLADES

We will be hosting a GCSAA Regional Seminar, “Turfgrass Traffic Stress: Physiology and Management,” Sept. 6 at the Naples Beach Hotel. Thanks to Tim Hiers, CGCS and Darren Davis for sitting in on the Naples City Commission meetings concerning water quality in Naples Bay. With all the furor up in Sarasota over fertilizer use and water quality, Tim and Darren are bringing facts to the discussions. Thanks also to Wayne Kappauf, CGCS for volunteering to serve on the EGCSA board as external vice president to the Florida GCSA.

NORTH FLORIDA

Rip Phillips from the Windsor Parke Golf Club is our new external vice president and FGCSA direc-

tor. At the FGCSA summer board meeting in Orlando, Phillips presented a \$5,000 donation from our chapter which will be used for turf research and association operations. Congratulations to Mike Shields and Dana Anderson for qualifying for the BASF People vs. the Pros tournament at Pinehurst. Shields placed 5th overall in the 18-49 age division and Anderson placed 23rd in the 50-plus age division.

PALM BEACH

After many years of bad weather, the sun finally shone brightly on the PB-GCSA 2006 Future of Golf Tournament held on Saturday, June 10 at The Falls CC in West Palm Beach.

Once again, Steve Pearson, superintendent at The Falls CC, hosted a spectacular event. Competition was tight again with only three strokes separating first and sixth places! First Pplace went to the team of John Gallagher from Boca Woods GC and Harold Davis, Jude Eustaquio and Danny Evenly from Winston Trails

The Future of Golf 2006

Many thanks to our loyal sponsors who have helped us support junior golf, charities and turfgrass research. We would also like to thank Steve Pearson and the staff and management of The Falls C. C. for hosting this event over the years.

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GC. One stroke back for second place was the team of Bob Harper, The Club at Emerald Hills, Justin DeLaski, Liquid Ag Systems, and Ed Gifford and Ed Kenny from Martin Downs CC. Longest Drive this year went to Brigid Braun, Precision Labs, on hole No. 13.

As usual, one of the highlights of the day was the raffle that was held immediately following the delicious lunch in the Clubhouse. The golfers have always supported this fund-raising event with just about every player purchasing raffle tickets.

Another great tradition at this fund-raiser was also a big success thanks to the generosity of Brian MacCurrach and Bayer Environmental Sciences for the Power Pak Auction that saw John Gallagher (first place winner) out bid his friends and peers to win the package of products offered this year with a bid of \$4,700! Bayer donates the entire proceeds to the PBGCSA and the charities they support. This is the fourth year of the program that sees Brian holding similar auctions at



Mark Kann on the job for IFAS as the Turf Research Coordinator at the new Plant Science Research and Education Unit in Citra, FL just south of Gainesville. Photo by Joel Jackson.

the Blue Pearl Tournament in Treasure Coast as well as the Missing and Exploited Children Tournament played in the South Florida chapter area.

This year's tournament brought in more than \$40,000. After expenses, the PBGCSA will donate the profits to turfgrass research and scholarship programs. Please see our sponsor thank-you ad for the people and companies that made this possible. Also see the results of our 5th Annual PBGCSA Fishing Tournament elsewhere in this section.

RIDGE

Generally "No news is good news," but you know with this bunch that they are up to something, and really it's usually good. Those Ridge Runners tend to stay under the radar. We do know that Tom Barnett will be their new external vice president serving as a director on the Florida GCSA board. We also know that they have been working very hard with the new First Tee Facility in Lakeland. They are just strong silent types. Wink. Wink.

SEVEN RIVERS

Congratulations to Mark Kann on his new position as turfgrass research coordinator at the G.C. Horn Field Turf Laboratory at the IFAS Plant Science Research and Education Center. That is university-speak for superintendent of grounds, which just happens to include three of the most important holes of golf in Florida, a nine-hole putting course and acres and acres of turf plots that hold great importance to all of us. We saw Mark in his new role at the IFAS Field Day and Grand Opening in July.



North Florida GCSA member Mike Shields from the Naval Air Station GC in Jacksonville, placed fifth in the 18-49 age group at the BASF People vs The Pros tournament at Pinehurst in August. Photo courtesy of BASF.

SOUTH FLORIDA

Congratulations to our traveling golf team as it once again dominated the state's golf events; this time taking the Crowfoot Open individual and team titles. Individual winner Seth Strickland then partnered with teammate Howard Hulesbosch to capture the new Golf Shoot Out held the day following the Crowfoot. But that is history and now we gear up for our big annual Missing and Exploited Children's tournament at Dale Kuehner's Colony West CC in October. We wish Jim Walker, our external vice president and FGCSA membership chairman a speedy recovery from his recent medical procedures.

SUNCOAST

We are busy keeping our eye on a new proposed fertil-

izer ordinance that would drastically reduce the nutrients and number of applications allowed on turfgrass. Thanks to George Cook for taking a leadership role in attending these meetings. We also appreciate Dr. Laurie Trenholm from the University of Florida for making factual best management practice presentations to the Sarasota County Commission on numerous occasions.

TREASURE COAST

This year's Blue Pearl was a fantastic success according to TCGCSA President Harry Hanson. He gave high praise to host superintendent Mark Heater and the Loxahatchee Club staff. The winners, besides local area turf and environmental programs, were Terry Kallam, Tom Phillips, David Tandy and Richard Green in the Gross Division. Best sandbaggers



Reprising their FGCSA Officer roles one more time are from the left: Vice President Matt Taylor, CGCS; President Craig Weyandt and Past President Joe Pantaleo. Not pictured: New Secretary/Treasurer Shane Bass, CGCS, who was on the road hurrying home to meet his brand new baby son Ethan. Photo by Joel Jackson

were Bill Lanthier, Roy McDonald, Bob Markut and Matthew Boyd. See our sponsor thank-you ad for a list of those companies who help us make a difference in our communities.

Things got even better for the Blue Pearl bottom line when Greg Pheneger from the Johns Island Club outbid his friends and peers, especially Ralph Dain from Myacoo Lakes CC for the Bayer Power Pak Auction package with a bid of \$5,100! That's \$9,800 to date that Bayer's Brian MacCurrach has donated back to the chapters this year to raise and there's still the SFGCSA Missing & Exploited tournament left in October. Thanks, Brian. Thanks, Bayer.

WEST COAST

After a very busy spring and a relatively quiet summer, we are looking forward to our 43rd Annual Bud Quandt Tournament over at Bill Kistler's Tampa Palms CC in October. This is our big fund-

raiser and we are looking forward to seeing everyone for a day of golf and fun.

FGCSA

At our Annual Meeting in July, the board approved a second term in office for the current President Craig Weyandt, Vice President Matt Taylor, CGCS and Immediate Past President Joe Pantaleo for two reasons. (1) Incoming Vice President Greg Kriesch decided that due to work responsibilities that for the good of the association he should resign from the board and (2) Since we are in the midst of enacting several of the strategic planning initiatives begun last year, it would be advantageous to keep experienced people on the board. The one addition will be Shane Bass, CGCS as the new secretary/treasurer.

Please see the Research Section to read about all the projects that the FGCSA in cooperation with our allied turf associations is funding.



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FTGA CONFERENCE AND SHOW

Inspirational Speaker, New Executive Director Highlight Annual Show

There was nothing usual about this year's Florida Turfgrass Conference and Show at the Hyatt Coconut Point in Bonita Spring Sept. 12-15. Last year's staff was gone: Amanda Flenghi moved to New Mexico and Susan Feeney went back to school. Up stepped Mike Smith and Tom Wells to help run the FTGA office and help guide yet another conference and trade show to a successful completion.

Meanwhile the FTGA board formed a search committee to look for a qualified executive director to establish continuity and growth to the association's programs and goals. After defining the role, scope, competencies, goals and measurements of the position, the committee advertised the job. The committee received more than 44 resumes.

Jan Beljan, a member of the committee, reported to the summer board meeting that she was "blown away" by the experience and accomplishments of the whole field of candidates. Boiling down so many impressive candidates to four or five was not easy. After the face-to-face interviews, the committee offered the job to Casey Wohl Pace, a native of Sebring. We have published her resume to catalog the work she has done and the skills she brings to the FTGA.

Certainly introducing a new executive director was not business as usual at the FTGA conference, but the



Made a quadriplegic following a car crash six years ago, keynote speaker Scott Burrows, son of former FGCSA President Tom Burrows, gave a dynamic and emotional presentation on overcoming the fears that cripple all of us. His message was validated as he rose from his wheelchair and finished his talk while walking about the stage. Photos by Joel Jackson.

educational sessions were superlative — from the pesticide applicators license sessions to the specific problem-solving seminars on turfgrass. And that is normal for this event.

OK, I lied, the corn boil

...the corn boil was great as usual, and the fishing tournament was bigger and better than last year and the Bay Island and Marsh Courses at Bonita Bay West were immaculate with the greens rolling fast and true...

golf tournament.

Perhaps the next most unusual aspect of the conference was Scott Burrows, son of former FGCSA President Tom Burrows and keynote speaker at the Annual Meeting and Awards Luncheon. By the end of his presentation, there were few dry eyes in the audience. A quadriplegic following a terrible car accident in 1984, Burrows talked from his wheelchair about overcoming the fears of failure that limit the human spirit and keep us from achieving the things we want most in life, including success in our personal and professional lives.

After six years of rehabilitation, Burrows has regained the use of his arms and he propelled himself around the stage. But then came the most amazing thing. As he scooted to the edge of his wheelchair seat, the audience gasped and leapt to its feet as this courageous young man rose to his feet and walked — albeit awkwardly — as he delivered the rest of his presentation.

was great as usual, and the fishing tournament was bigger and better than last year and the Bay Island and Marsh Courses at Bonita Bay West were immaculate with the greens rolling fast and true for those in the annual



13th Annual Treasure Coast GCSA's Blue Pearl

Charity Golf Tournament



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**2006-07
Officers**

Newly elected FTGA officers and new executive director, from left: Todd Himmelberger, secretary/treasurer; Darren Davis, vice president; Jay McCord, president; Matt Taylor, CGCS, immediate past president; and Casey Pace, executive director. Photo by Joel Jackson.

In the final film clip, he was shown skiing down mountain slopes in Colorado. He plays golf and SCUBA dives. He is a member of the Million Dollar Council in insurance sales, a status reached by only 6 percent of his peers. He has written a book, “Conversations on Success,” and is a regular on the motivational speaking circuit.

Burrows reminded the audience that his return to near normal came at the price of six years of hard work, numerous setbacks and reassessments of his rehabilitation efforts.

He broke down his message to those who might wish to change their lives into three basic parts: Vision, Mindset and Grit. Like any goal or level of success you

must have a vision or dream of what you want. Then you must have a plan and stick to it. Your mindset does not mean set in your ways, it means having the ability to resist and not be consumed by anger when the original plan doesn’t go smoothly. Adapt, change, create Plan B but keep moving toward the goal. The road to get there just became a different path from the one you had imagined. And that will take grit and determination as in Burrows’s case more than 2,190 days of monotonous repetitive exercises to restore the brain-to-muscle communication system.

Burrows certainly put things into perspective for anyone willing to listen. We are all faced with problems, challenges or whatever you



Erica Santella, left, regional technical director for TruGreen-Chemlawn and past president (1999-2000) of the FTGA, was presented the 2006 Wreath of Grass Award by another past president, Mark Jarrell, CGCS, for her leadership and advocacy for the turf industry. Santella has made numerous presentations to various city and county commission meetings where anti-turf ordinances are being proposed. Photo by Joel Jackson.

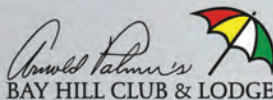
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Members of the MSMA Manufacturers Research Task Force were on hand to discuss the recent EPA decision not to re-register organic arsenical herbicides, and to get attendees to sign and send comment letters to EPA. From left: Ron Olsen and Dr. Michal Eldan of the MAA Task Force, William Russ from MSMA manufacturer Luxembourg Parnol and John Wildmon from Lake City Community College. Photo by Joel Jackson.

want to call them. Finding solutions is all about what we do and how we choose to live our lives day by day. Are you angry and resentful about unfair things that happen? How much time and energy and adrenalin will you waste on things you can't control and instead focus on finding positive pathways to achieve your desired goals?

It's too bad if you missed Scott's story; it will be tough to top that presentation next year.

Getting back to the Conference and Show, the MAA (Monomethyl Arsonic Acid) Task Force had a booth set up so people could sign and send a letter supporting MSMA and requesting EPA to reconsider its recent decision not to allow the

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Steve Burrell — USA Flags for the
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Tom Alex and The Grand Cypress Golf Club for
hosting the event.



Scholarship Winners

Six students received FTGA scholarships to aid their pursuit of degrees in turfgrass science. From left: Troy Abbott, Max J. McQuade Memorial Scholarship at UF; Christopher Knox Mack, General FTGA Scholarship at Lake City CC; Kyle McCarty, James L. Blackledge Memorial Scholarship at Lake City CC; Olga Kostromytska, Col. Frank Ward Memorial Scholarship at UF; Nicholas Greene, General FTGA Scholarship at UF; Michael Bolles, Hans Schmeisser Memorial Scholarship at Lake City CC. The students also helped the FTGA staff during the conference and show. Photo by Joel Jackson.

re-registration of the whole family of organic arsenical herbicides including MSMA. GCSAA, the Florida GCSAA and others are sending letters to EPA requesting at least a compromise decision to allow the use for those grassy weeds for which there are no alternative herbicides. By the

time you read this, the comment period will be over, but this is to let you know your associations did make the effort to challenge the decision.

The feedback from the trade-show exhibitors was good. All the floor space was sold out and they even had

a waiting list. We certainly could have had more people attend the whole event, but the numbers were up slightly from last year. Solving the riddle as to why people won't support the associations that support their profession with research funding, continuing education and taking on

regulators and local legislators will be a top priority this year. The good news is that the FTGA membership is growing again and the board of directors contains representatives of all the major turf commodities and businesses.

Joel Jackson



From left: Golf Agronomic Supply & Handling representatives John Swaner and Richard Colyer presented FTGA President Jay McCord with a research donation check of \$3,000 at the FTGA Trade Show in Bonita Springs in September. Photo by Joel Jackson.



Incoming President Jay McCord, left, presents Past President Matt Taylor with the gavel plaque signifying his service as FTGA president at the Annual Awards and Business Meeting held in Bonita Springs in September. Photo by Joel Jackson.



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Crowfoot Golf Shoot Out victors and sponsors pose on the Grand Cypress East Course. Owen Town and Craig Smith from Phoenix Environmental Care are on the left and right with Howard Hulesbosch and Crowfoot Champion Seth Strickland in the middle. Photo by Joel Jackson.



Seth Strickland keeps racking up FGCSA golf victories by shooting a 70 on the difficult Grand Cypress North-South layout at the Crowfoot Open. Photo by Joel Jackson.

SUMMER FUN

Crowfoot Program Expands

At a time of year when hurricanes threaten, projects are cranking and the turf is stressing, the Central Florida GCSA has been giving superintendents a break with a summer shindig call the Crowfoot Open for 28 years now and it's bigger and better than ever. Special thanks to Owen Town and Craig Smith of Phoenix Environmental Care for hosting

a nine-hole, two-man golf shoot-out and a fishing derby on Sunday following the main golf tournament. It was a nice touch and had a good turnout.

Howard Hulesbosch and Seth Strickland won the Golf Shootout and Chuck Garrett and Laurie Eldridge took the top two spots in the fishing derby with 22.5-inch and 21-inch largemouth bass.

Meanwhile on Saturday after the divots had landed, Seth Strickland from the Miami Shores CC shot a 70 and claimed the Individual trophy and a spot on the

Florida GCSA's No. 1 team for the GCSAA National Golf Championship to be played in Palm Springs, Cal. in February. In the Individual Stableford division, Robert Anderson from the Boca West CC took first place.

There was no team championship this year as a two-man scramble was played by those not in the hunt for low gross or Stableford. The scramble winners were Tim Keeney and Richard Kirkland. In the Vendor Division, Gary Wilhem took low gross honors with a 70 also and Fred Marshall won low net.

At the Saturday night banquet, FGCSA Director of Communications Joel Jackson, CGCS Retired, filled in as emcee for perennial host and Tournament Chairman Tom Alex who was in Boynton Beach with his son's Little League team participating in the state playoffs. Jackson presented long-time friend and Disney colleague Scott Welder with the 2006 Larry Kamphaus Award. Welder has been with Disney for 35 years and is a past president of the Central Florida GCSA.

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The 2006 Larry Kamphaus Award presentation to Disney World's Scott Welder, CGCS (right) had deep meaning for both recipient and presenter Joel Jackson; both worked with Kamphaus at Disney World for many years. Welder is celebrating his 35th year with Disney. Photo by Stuart Leventhal.



Anglers Laurie Eldridge and Chuck Garrett took second and first places respectively in the Crowfoot Fishing Derby. Photo by Joel Jackson.

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Top Boat with the most fish was captained by Craig Marrett. Kneeling from left: Craig Marrett and Jay Pacholzak. Standing, from left: Joe Hubbard, Tim Rappach and Doug Thomas. Photo by Ed Miller.

NO SKINS, JUST FINS

Palm Beach Chapter Goes Fishing

On June 3, the Palm Beach Chapter held its Fifth Annual Fishing Tournament. Once again it was a great success. Each year participation increases as well as the donations of door prizes, raffle prizes, auctions etc. We had approximately \$5,000 in door prizes!!

We ate well as Detail Sports Turf Construction provided a fabulous “kickoff” barbeque dinner on Friday evening and on Saturday, after the tournament, Florida Superior Sand provided another fabulous barbeque. The weather was great and the seas were flat as a lake.

Winners were Largest Dolphin (17.1 lbs) caught by Erik Thor; Largest Kingfish (45 lbs) caught by Craig Marrett; and the Top Boat was captained by Craig Marrett.

None of this would have been possible without our generous sponsors and the hard work of all Tournament Committee members. We want to thank everyone for a great time and a wonderful turnout.

All the proceeds from the tournament are allocated to the Palm Beach GCSA’s Benevolent Fund. All the details, winners, photos, etc. can be found on the pbgcsa.com Web site.

Once again thank you to everyone and we look forward to next year’s Tournament!

Ed Miller



Erik Thor had the largest dolphin of the day at 17.1 pounds. Erik Thor, left, with Jim McDonald. Photo by Ed Miller.



Tim Rappach had his hands full with this 45-pound kingfish winner. Photo by Ed Miller.





5th Annual Palm Beach GCSA Fishing Tournament

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Special Thanks to the Sailfish Marina for hosting the event and to our Committee Members: Ed Miller, Tom DeYoung, Mike McDaniels, Paul Crawford, Bill Rayside and Alex Kagnus



PALM BEACH CHAPTER



Number 18 Pines
Par 4, 381 yards
Royal Poinciana C.C.
Photo by Daniel Zelazek



ROYAL POINCIANA GOLF CLUB

Difference Between Interest and Commitment

By Joel Jackson, CGCS

Located east of Goodlette-Frank Road in Naples, the Royal Poinciana Golf Club has spent nearly four decades perfecting an operating system that relies on having the right people doing the right jobs. As superintendent Matt Taylor, CGCS put it, “When you are interested in something, you may only do it when it is convenient. When you are com-

mitted to something, you don’t make excuses; you only strive for results.”

I found out quickly while visiting Royal Poinciana this past spring, that Taylor has a clear vision of what he wants to accomplish and how to go about it. I was very interested in his perspectives on balancing work, family and volunteer association

work since I thought he must be nuts to be the vice president of the Florida GCSA and the President of the Florida Turfgrass Association at the same time. Taylor’s answer was simple, but not without substance.

When I asked him how he was managing to oversee a golf club the same time juggle family and volunteer service he simply said,

(Text continues on Page 24)

Course Facts



Royal Poinciana Golf Maintenance Staff

Royal Poinciana Golf Club

Location: Naples

Ownership: Member owned.

Playing Policy: Private

Number of Holes: 36 – *Cypress:* 6,536 yards, Par 72, Rating/Slope: 71.9/126; *Pines:* 6,465 yards, Par 72, Rating/Slope: 72/129

Designed & Constructed by: Dave Wallace.

Opened: 1969

Redesigns and Major Renovations: Arthur Hills (1994 – present)

Management Team: *Club Manager:* Rod Kolesnik; *Club President:* Robert Nichols; *Green Chairman:* John Campbell; *Director of Golf Operations:* Jim Tureskis; *Head Golf Professional:* Bil Bergsma; *Director of Golf Course Operations:* Matt Taylor, CGCS

Property: Total acres - 360. Under maintenance - 231. 110 per 18 holes, 5 each of bahiagrass and St. Augustinegrass, 1

acre Tifway 419 clubhouse grounds. No overseeding.

Greens: Champion; Avg. 5,000 sq. ft. HOC .100 - .125 in.;

Green speeds: Winter 10.5+, Summer 9.0 – 10.0.

Tees: Cypress – TifEagle; HOC .180 - .225 in. Pines

– Mixed bermuda varieties; HOC .375 - .425 in.

Fairways: Cypress – Certified Tifway 419; HOC .500 in; 32 acres. Pines – GN-1 Bermuda; HOC .500 in. 33 acres.

Roughs: Cypress – Certified Tifway 419 (53 acres); Pines – Ormond variety (60 acres). HOC both courses .75 in. summer – 1.5 in. winter.

Bunkers: Cypress (49) & Pines (57). Sand type - 37M. Hand-rake Cypress greenside bunkers. All other bunkers machine-raked.

Waste or Native Areas: 52 acres. Pine straw, 20 acres cord-grass and other native grass beds, 4 acres of marshes.

Irrigation Source: City of Naples reclaimed water. PSI pump stations. 3,500 sprinklers. Toro Osmac and Network 8000 control systems.



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57 Varieties

A few of the 57 bunkers on the Pines Course. With underlying rock formations bunker drainage and consistency can be a challenge. Hole No. 2, 400 yard, par 4. Photo by Daniel Zelazek.

“You have to surround yourself with good people.” I know that’s a timeworn management cliché, but Taylor has followed it to a tee and is reaping the rewards. Taylor’s words reminded me of one of Walt Disney’s motivational slogans, “You can design and build the finest theme park in the world, but it takes people to run it.”

We hadn’t gone far into the interview before he began extolling the virtues of his people. Many of them apparently think Taylor must be the real deal, because they have changed jobs to remain part of his team and have worked for him for six to ten-plus years. Taylor confessed, “Those who know me can attest that our administrative assistant, Jean Mears, is the glue that holds our operation together.” Mears

had worked with Taylor at Bonita Bay East in the 1990s. She re-enlisted with her old boss for another tour of duty in 2001.

The story was similar for the other key staff members: Scott Hornish, superintendent, Pines Course; Charles Montgomery, assistant superintendent, Cypress Course; second assistants Richard Lash (Pines) and Kirsten Conover (Cypress). While Conover is a relative newbie at one and a half years, she has an M.S. in biology and heads the Audubon Cooperative Sanctuary Program.

Finding the right people for the right jobs, it never fails to be the best formula for success.

Then there’s Kenneth McCalister, the IPM/landscape supervisor, and Noel

Chandler, the equipment manager, and Rex Laffin who concentrates on the green- and tee-mower maintenance. Laffin has been with Taylor since 1994. Another veteran is Hector Hernandez who worked with Taylor at Collier Reserve installing irrigation during construction back in 1995. He also rejoined Taylor in 2001.

Taylor turned down three job offers when he was ready to graduate from assistant at Collier’s Reserve to his first head superintendent position, because they just weren’t the right fit for his goals and vision.

Taylor’s vision was not the result of an overnight revelation or moment of clarity. He regrets not pounding the books more in high school, so his grades prevented him from waltzing

Super Facts



Matt Taylor, CGCS

From: Alexandria, Va. Moved to Naples in 1972

Family: Wife Tracy; Daughter Allison (17); Sons Jordan (13) and Ashton (6)

Education: AS Golf Course Operations & AA Business, Lake City Community College.

Employment: 1993-1996 assist. supt. Colliers Reserve, Naples; 1996-2000 director golf course operations/East courses, Bonita Bay Club, Naples; 2000-present director of golf operations Royal Poinciana Golf Club, Naples.

Professional Affiliations: Member of EGCSA, FGCSA, GCSAA, FTGA, USGA. Currently vice president FGCSA and president of FTGA. Past president EGCSA 2001-02; EGCSA board of directors since 1997.

Awards: 1999 GCSAA Environmental Steward Award Private Courses - Bonita Bay East.

Hobbies: Coaching my daughter's softball teams and my sons' baseball teams. Hunting, fishing, riding four-wheelers. Spending time with the family.

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Harmony with Location

With native trees like cypress, pines and palms in the background on and native rock used for lake bank stabilization Royal Poinciana reflects its harmony with its location. Cypress Hole No. 7, 500 yard, par 5. Note owl stand at far right. Photo by Daniel Zelazek.

First, show up early. Work hard and get the job done right the first time. No complaining or whining. Second, do not tell people how good you are. They will figure it out on their own.

into the University of Florida. Funny how his parents were right after all, he says.

But he did dabble part time in landscape work and after a brief flirtation with the Culinary Institute in Hyde Park, NY, Taylor did have a revelation when he started figuring out those nighttime and weekend work schedules. That didn't seem like a good fit with raising a family, so he went to work instead for Wayne Griffith at Green Way Landscaping in Naples.

As Taylor recalls, "I owe a lot to Wayne for showing me how to work hard and get the job done no matter what obstacles get in the way. He has remained a good friend to this day.

"While working on landscape at Im-

perial Lakes I met the superintendent, Jerry Redden, and my interest in golf course work was born. After working for Jerry for a couple of years I enrolled in the Lake City program. Upon graduation I started working for Tim Hiers, CGCS at Collier's Reserve. Tim's reputation as a consummate professional is well known. His attention to detail, organization and pursuit of education and always doing the right thing were not lost on me. I learned a lot about dealing with people and the environmental side of our business from him.

"I learned as much from J. Mark Black, CGCS about turf management, course detailing and overall operations management from him. It's not easy working for someone who strives for



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Fun Facts



Raking bunkers might not necessarily be “fun,” but taking care of business helps Matt Taylor find the time to have fun with his family and friends. Photo by Joel Jackson.

1. Vehicle: Ford F250

2. Last good movie I saw: Failure to Launch

3. I stay home to watch: House

4. The book I’ve been reading: Books? I have a hard time keeping up with trade magazines

5. Favorite meal: Soft shell crab

6. Favorite performers: Lynyrd Skynyrd, John Anderson

7. Prized possessions: 1981 Jeep CJ-5

8. Personal Heroes: Dr. Ahmad Salmon (See #15) and Jeff Hood, my first assistant at Bonita Bay East. How he survived me, I do not know. Thanks for still talking to me.

9. Nobody knows that I: Am very self conscious

10. I’m better than anyone else when it comes to: Seeing the big picture

11. I’d give anything to meet: Steve Spurrier

12. My fantasy is: Retire early to the islands

13. The one thing I can’t stand: Narrow-minded people who are not willing to change

14. If I could change one thing about myself: Be a better communicator

15. Most humbling experience: When we found out my second son had cancer at age three months.

16. The words that best describe me: Honest, committed, dedicated and funny.

17. My dream foursome would be: Steve Spurrier, Ted Nugent, John Anderson and me

18. If I could do it over: I would have attended UF for Civil Engineering

perfection sometimes, but I would not change that time for anything. What both of these gentlemen have meant to my career, words here cannot adequately describe.

“We are the sum total of our experiences and I would be remiss if I did not salute the following people who also contributed to my growth and development: Tom Burrows, Roy Bates, Steve Durand, Jan Beljan, Robert Bittner, Charlie Campbell, John Teller, Bill Gamble, David Graham and Charlie McMullen.”

Taylor said his work philosophy evolved from lessons learned from those mentors and others. He said, “First, show up early. Work hard and get the job done right the first time. No complaining or whining. Second, do not tell people how good you are. They will figure it out on their own. When managing people in our business you must be firm but fair and always stick to what you know is right.

“My advice to those seeking a profession in greenkeeping is that you must always remember that at the end of the day, no matter what happens at your operation good or bad, you will be held accountable and responsible. Personally, I recommend that you find a balance among work, family and your life needs. Enjoy your children while they are young. They grow up way too fast and the next thing you know they are applying for college.”

Beyond the teamwork of his key staffers Taylor also works on getting recognition and rewards for the entire crew. Whenever Taylor gets an “Atta Boy” note or comment on course conditions or project work, he posts them on the crew bulletin board. He also uses product purchase points to acquire prizes for giveaways at crew parties which include a big Christmas party and an annual bowling party. Then there’s the Pepsi Party from the drink machine proceeds. The Royal Poinciana membership also shows their appreciation by approving bonuses at Christmas and Easter.

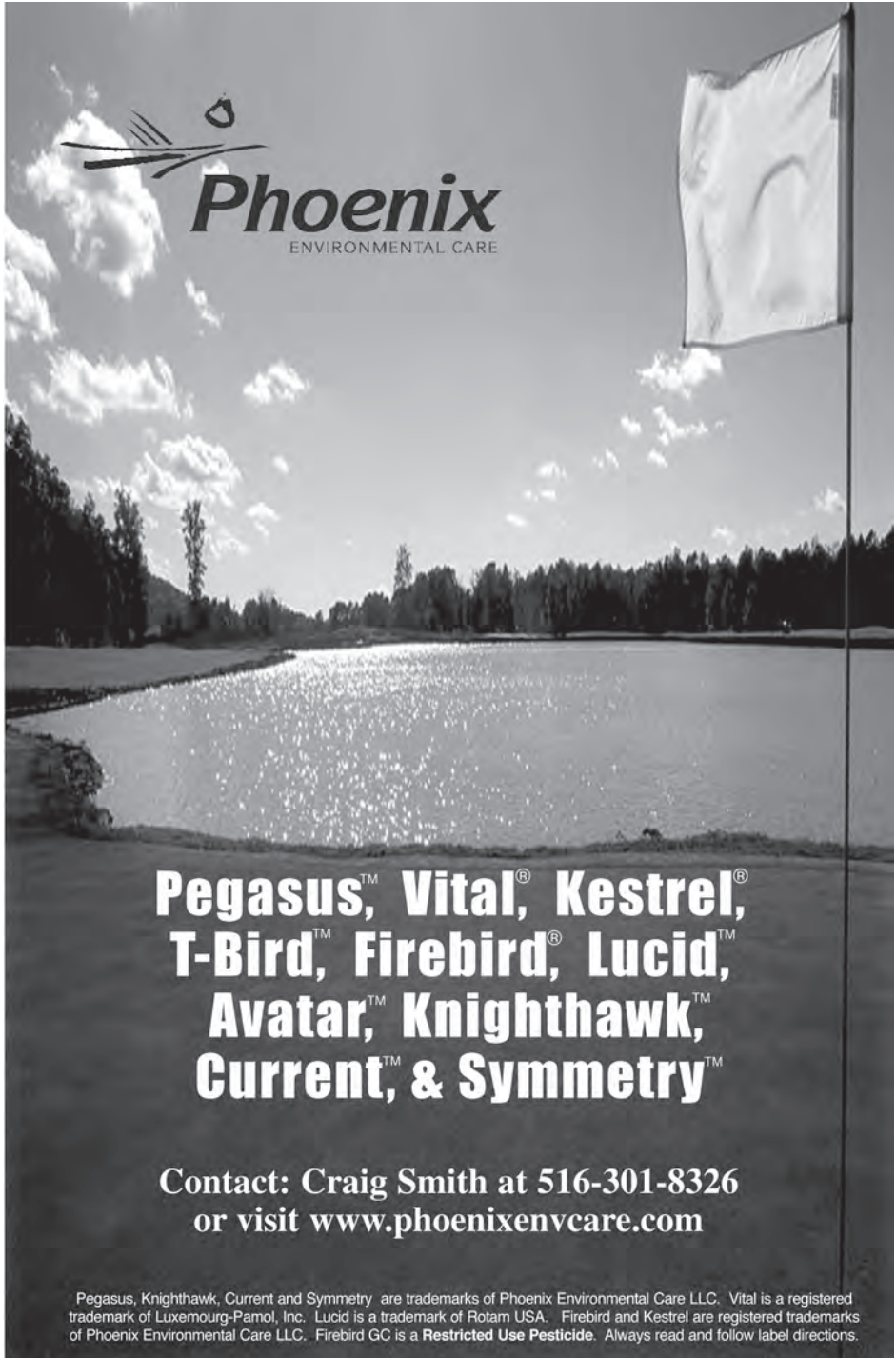

Taylor knows that communication to his staff is important to get the necessary tasks done, but he also knows that

You see so much more at 2-3 miles per hour. Plus the exercise is good for my health and reducing stress. Most any course can look good at 15-20 mph from a golf cart.

he must communicate up the chain of command and to the membership. So besides the five-minute maintenance-management mini-meeting each morning before daily job assignments, Taylor attends weekly manager meetings where pertinent information is compiled into a report for the club officials.

Taylor meets weekly on Mondays during the golf season with his green chairman in what they call "Quality Time with Your Greenkeeper." They review course conditions, maintenance schedules, financials, project progress and planning. Taylor says he generally has some oral or e-mail contact daily. It may be only a few minutes, but it ensures a comfort level on what's happening on the course.

Taylor added, "I have had the good fortune of having two excellent chair-



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TAS Visit

USGA Agronomist John Foy (kneeling) checks green root zone during his annual Turf Advisory Service visit to Royal Poinciana. Green Chairman John Campbell (standing far right) and Matt Taylor (far left) and the rest of the senior maintenance staff listen to Foy's comments. Photo by Joel Jackson.

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Another wildlife success story in Collier County is the fox squirrel. A study done by the University of Florida credits golf course habitats for preventing the loss of fox squirrels in the area. I saw at least a half dozen of them on while riding the course. Photo by Joel Jackson.

men in the past six years. John Teller was the green chairman who hired me in 2000. We worked together for five years. John Campbell was on the selection committee and has also been on the green committee since 2000. This has made for excellent consistency in planning of projects and accomplishing the overall goals of the club.”

Taylor also feels that any successful superintendent should be available for member interactions and be seen on the job. Taylor dedicates time Saturday mornings to be in the pro shop, the putting green and range tee area. He said this is prime time to engage avid golfers and board members and answer any questions they might have. From October to May Taylor writes a monthly article for the club newsletter to reach out to all members.

During the week Taylor walks and/or rides the entire course daily,

logging six miles. It might be walking 18 and riding 18 or walking 9 holes on each course and riding the other nines. Taylor keeps two pairs of shoes and socks for just such course inspection, a tip he picked up from Joe Boe in a *Florida Green* article many years ago. Taylor says, “You see so much more at 2-3 miles per hour. Plus the exercise is good for my health and reducing stress. Most any course can look good at 15-20 mph from a golf cart.”

Since every course has site-specific needs, there are no magic-bullet solutions that you can copy from one course’s recipe for healthy turf, but there are things that might help similar situations. Royal Poinciana — like many Collier County courses — sits on a shallow soil profile with lots of limestone just below the surface. Finding good usable soil can be a challenge and Taylor says that with the recent

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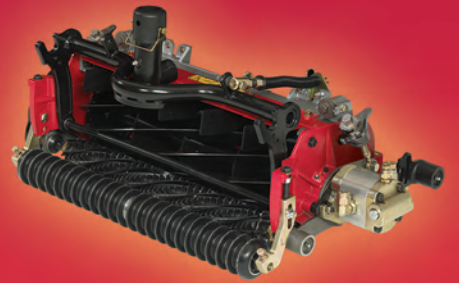
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renovation projects just about all the good soil has been excavated.

With rock so near the surface, irrigation management is critical and Taylor and his staff have been trying to find that perfect balance between too much and too little water to apply to keep playing conditions top notch. The effluent is high in sodium and bicarbonates so they manage pH with pHairway acid-injection pumps into the irrigation lines, and more than half the fertilizer applications are liquid spray rather than dry granular. When granulars are used, they are complete blends with slow-release nitrogen sources. They have been using progressively less nitrogen over the years, looking for a happy medium and boosting potassium and micro-nutrient rates to keep the turf healthy and hardy.

Taylor said, "Pest control and IPM programs are mostly curative with only a couple of exceptions; one being nematode and mole cricket control on the Pines course with Ormond bermuda. The nematodes and mole crickets have a field day on that older turf and so Curfew applications have been made to control those populations. We skipped Curfew this year and used Chipco Choice for cricket control with good results. In the past we would clean up recurring hot spots with Nema-cur. Of course that product will not be available after next year.

"The Pines Course is scheduled for renovation soon and the upgrade in turf will help reduce chemical applications. Weeds like tropical signalgrass are tough. They are hard to pull manually

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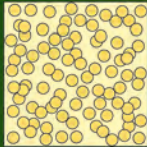
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(Text continues on Page 38)



Colorful Tee Markers

During the golf season, colorful pots of flowers served as tee markers on Tuesdays and Wednesdays for the Ladies' 18 and 9 hole events. Photo by Joel Jackson.

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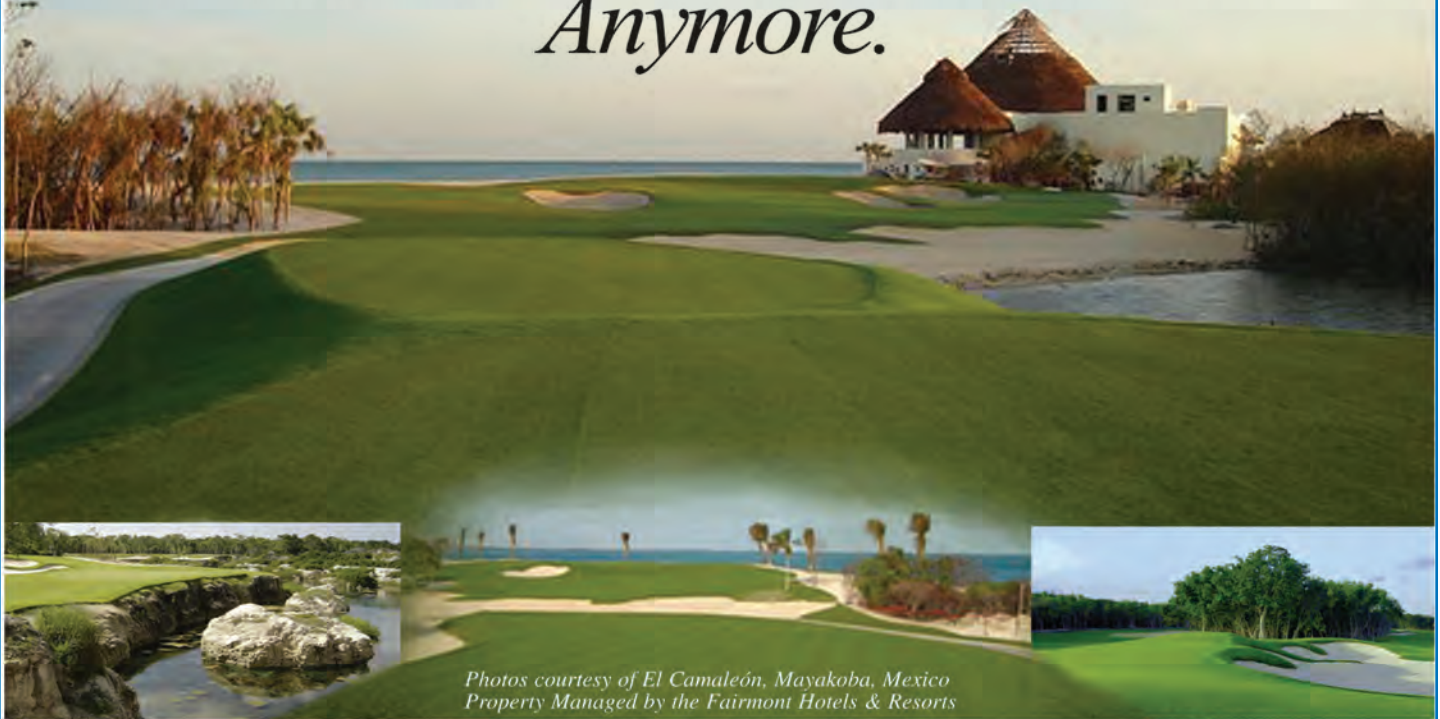
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El Camaleón Golf Course at the Mayakoba resort on the Riviera Maya just south of Cancun, Mexico is Greg Norman's latest masterpiece. The 7,000-yard layout is unique, not just to Mexico but to the entire world of golf. The course bends through three distinct landscapes - mangrove jungles, limestone canals and stunning oceanfront stretches of sandy beaches. El Camaleón is also a world-class showcase for SeaIsle1 Seashore Paspalum. The tees, greens, fairways and roughs are all getting rave reviews. No wonder the PGA chose El Camaleón for its first-ever tour event in Mexico. If you've got water quality problems or poor soils, you should consider SeaIsle1 even if you've got an inland location. SeaIsle1 can tolerate most types of alternate water sources, including effluent, wastewater, gray water, brackish water and even ocean water for



short periods of time with a careful management regimen. SeaIsle1 can also handle multiple stresses like high salt levels, low-light intensity, water-logging, and extremely high and low pH levels. When compared to other warm season grasses, SeaIsle1 requires about a third less nitrogen and only minimal pesticide applications. It also withstands prolonged droughts a little better. If you like the way cool-season grasses stripe, you'll love SeaIsle1's waxy leaves. Your golfers will, too, because they won't be bothered by early morning dew anymore. Best of all, SeaIsle1 has one of the most attractive, rich, dark-green colors of any of the warm season grasses. Make a date with a SeaIsle grower near you and see for yourself why "The Shark" specified SeaIsle1 Seashore Paspalum for his new dream course. For more information call 706 542-5640 or visit www.seaisle1.com.

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Dazzling Color

While native plants dominate both course landscapes, dazzling color highlights can also be found in formal beds and wildflower fields. Pines Hole #9, 490 yard, par 5. Photo by Daniel Zelazek.



Eastern Bluebirds have become so prolific on Naples area golf courses that biologists are transplanting some of the birds to help bolster the Everglades bluebird population. Photo by Joel Jackson.

and now it looks like we are losing MSMA. Again the weed problems are more evident in the older turf grasses. The new course is much less of a problem and we are on a strict program of having each employee pull 50 weeds a day. It is hard to accomplish sometimes, but it works.”

Taylor’s cultural practices to keep the greens in top shape are typical of most other premier courses in the area. Frequent light verticutting and topdressing to control thatch/biomass build-up, and three aerifications in summer with 5/8-inch tines when play is slow and he can rotate closing the courses.

Every three or four weeks during the winter he closes one course on Mondays after 1p.m. to hydroject the greens. Judicious use of Primo year around has turned out to be a blessing as heights of cut have been raised to help the plant but still maintain great greens.

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Wetlands Projects

Several wetlands restoration projects were part of the complete Cypress Course renovations in 2004 and 2005. Hole No. 14, 176 yard, Par 3. Photo by Daniel Zelazek.

erative Sanctuary program since 1996. In fact at last count 70 percent of the courses in the Everglades GCSA were members of the Audubon International program.

That is a great statistic in the face of continuing mounting pressures from activists for the ban of fertilizers and chemicals. The Everglades Chapter can speak with credibility when it comes to the table to debate the issues.

Meanwhile Royal Poinciana walks the environmental talk by hosting annual bird and wildlife tours led by local ornithologist George McBath during the winter. The club also hosts wildlife tours for members; grandchildren at Christmas and Easter. Jean Mears organizes these tours, putting together goody bags for the kids with wildflower seeds, recycled pencils and erasers. The

kids also receive a brochure on birds and mammals of southwest Florida.

As Taylor says, “Give any kid a disposable camera, ride them around the golf course and it is an hour of fun, education and entertainment. McBath makes the tours interactive by opening bird boxes to show nests and how to build habitat for animals with simple brush piles in out-of-play areas. It’s important to educate future generations about the positive impacts golf courses can have.”

I started this article wondering how Taylor managed to take on so much responsibility at the same time. There is no easy answer. It takes hard work to be successful and try to lead a balanced life. Taylor comes in early and works late. He gets his work responsibilities done so he can be a coach for his kids

and a volunteer for his associations. And of course he has worked hard to provide a positive work environment for his employees. He believes in being firm and fair, but the bottom line is the work has to be done right with no excuses.

It is often said growing grass is only 10 percent of the job, so we have been looking at the other 90 percent for a change. We’ve spent a lot of time talking about finding the right people, fostering good working relationships up and down the chain of command and getting the job done responsibly.

Taylor said it best, “There are people who make things happen. People who watch things happen. And people who wonder what just happened.”

Are you *interested* in your profession or are you *committed* to it? ■



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Boca Greens Assistant's Essay Earns Trip to Academy

Boca Greens Superintendent John Gallagher and his club are proud that Assistant Superintendent Brad Johnson has been selected as one of the 50 winners of a national essay contest conducted by Bayer Environmental Sciences and John Deere Turf One Source. Winners will attend the two-day Green Start Academy in North Carolina at the companies' headquarters.

The goal of this program is to give assistant golf course superintendents a rare opportunity to get to know Bayer and John Deere better and hear from industry experts on a variety of topics, including golf course care and maintenance, products, regulations, science and research. This knowledge will help any assistant continue to build a strong foundation for their career, as well as help ensure the future of a course's business.

Below is Johnson's winning essay on the topic, "Where do you see yourself professionally in ten years? What will the role of the Golf Course Superintendent be in ten years?"

ESSAY BY BRAD JOHNSON

Where do I see myself and others in my profession in ten years? Because I am in my tenth year of working in the field of golf course maintenance, I find this question interesting to answer. In the next ten years I envision the role of myself and others in this business to evolve to higher, more positive levels of perception. I can envision where I and others will be politically, typographically, and technologically.

Politically, I see myself as being highly involved in the environmental image of the golf courses. I expect this role to be one of communicating viable alternative, environmentally friendly, plant management techniques. I also see myself as playing an interactive role in the local superintendent's chapter in the area wherever I am working. I very much desire the industry's perception of myself to be a positive one. Moreover, I also expect the political role of the golf course superintendent to continue to evolve towards one of environmental stewardship. I think we will see more superintendents taking an active role in ensuring that society's

perception of the impact that golf courses have on the environment as being a positive one.

My goals of where I will be typographically are harder to pinpoint than where I envision myself politically. I very much enjoy managing warm season grass in a tropical to subtropical climate. Therefore, I can say that I will definitely be managing warm season turf somewhere in the world. I am open to living in the United States or other friendly countries that have the correct climate for warm season grass. Therefore, I will be going wherever the opportunities present themselves. In regards to locations where other superintendents will be playing their roles, I think we will see more courses pop up in Asia and Central and South America. More specifically, China and Costa Rica. Therefore one of the challenges of more golf course superintendents in ten years will be adapting to foreign cultures.

One of the biggest changes that will happen over the next 10 years will be how modern technology is applied to golf course management. In ten years I see myself as being a twenty first century golf course superintendent. I will embrace every chance I get to learn new technologies and apply them to my operation. Moreover the golf course superintendent will have to become technologically adept. Blackberries, electric mowers, and remote moisture sensors are just the beginning. The technology will also go beyond individual devices. There will be new genetically engineered grasses that both simplify and complicate the job at the same time. In ten years a golf course superintendent in South Florida might have to choose between ultra dwarf paspalum and Southern Roundup-ready bent grass. These are both, of course, fictional grasses; however they are not far-fetched in the least. Those of us who choose to embrace these new technologies will excel, while those who don't will be left behind.



Brad Johnson

Newsletters: A Key Communication Tool

EDITOR'S NOTE: *Superintendents get into hot water because members — and even management — don't know or understand what's going on with golf course maintenance, whether it's projects or problems. They can deflect a lot of criticism and build up good will by educating members in a proactive yet passive way, especially if they find it difficult to engage members in conversation around the clubhouse or on the course. Here are some*

tips from GCSAA that can help kick-start or improve your newsletter articles.

Are you responsible for contributing to your facility newsletter? Are you confused about what to write and how? A good newsletter article can be a key communication tool. Following are a few tips to help you get started.

WHY CONTRIBUTE ?

There are only so many hours in the day and superintendents already work long hours. However, golfers may not see the superintendent as often as they

see the rest of the golf course management team, which makes it important for superintendents to connect through other means, if possible. Providing content for your facility's newsletter is a quick and easy way to stay in touch with golfers, let them know what is going on with the course and why. Newsletters also are good for getting employees, the media, sales reps, and others excited about your facility and projects.

WHERE SHOULD I START?

The first step is to develop an editorial calendar — having a plan will allow

you to efficiently gather the information you need for each issue. Outline topics you'd like to cover during the year, including key projects.

HOW DO I BEGIN?

Identify your audience. Are you writing to golfers, employers or potential members? Make sure the newsletter content is relevant and important to them.

KEEP IT SIMPLE.

Precise editing for grammar and facts is more important than an exciting look. Pictures can help tell the story, but too many pictures or irrelevant pictures can make a newsletter too confusing or busy. Remember, newsletters are meant to be quick reads, so keep the stories short and to the point. If you're writing on a topic that's too long to be fully discussed in the newsletter, you may want to summarize your topic and provide a link directing readers to your facility's Web site for the full story.

WRITE WHAT YOU KNOW

Potential topics to address include new staff members, facility changes, upcoming events, specials, golf car rules, ball marks, divots, aerification, winter play/frost, raking bunkers and pesticide applications. If you're still stumped, search chapter and industry publications and Web sites, as well as www.gcsaa.org which have a wealth of resources on industry topics that can be easily applied to your facility and situation.

PERSONALIZE YOUR CONTENT

Make your stories personable and phrase articles with a positive, informative slant. Include quotes, interviews and even tasteful jokes (if applicable) and be sure to cite your sources. By telling your golfers what you and your crew are doing and writing in a way that lets them get to know you better, they'll feel more included and be able to understand and appreciate the work you do.

GATHER FEEDBACK

Ask your patrons for their opinions – are you hitting the mark with your articles? By tracking reaction, you'll be

able to better meet your golfers' needs.

With the proper set-up and writing, a newsletter can be a tool for reaching your audience in a quick, concise way. It allows you to reach out and tell your golfers the enjoyment you get from your job and how the work you do contributes to their recreation and enjoyment of the game.

SOURCES:

• <http://www.gcsaa.org/industryclients/re->

[search/print/newsletters.asp](http://www.gcsaa.org/industryclients/research/print/newsletters.asp)

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GLOBAL POSITIONING SATELLITE TECHNOLOGY

Bell, Whistle or Tool?

We have seen the GPS units on golf cars. On an unfamiliar course, they certainly can help with strategy and club selection... assuming we have a golf swing capable of carrying out our good intentions. But has that technology had made significant gains in the maintenance side of the golf business?

There have been visionary depictions of a superintendent tracking pesticide and fertilizer applications, mapping irrigation and pest hot spots and even operating remote-controlled mowers. So, where are we on this march toward high-tech maintenance?

Many superintendents have benefited the most from the mapping aspect of GPS accurately located and identified irrigation systems. I can certainly remember time-consuming efforts to find a long-forgotten and unmapped isolation valve in my early days. We ended up making our own As-Built maps after repairs were made.

When I worked at Isleworth CC, one of the best tools I had was a wall-sized map of the irrigation system. It wasn't produced by GPS back in 1988, but the detail and accuracy was similar. Now it's just easier to produce and pull one up on a computer screen.

While we may still be taking cautious steps in using GPS in day-to-day maintenance, it is coming and will help the next generation of turf managers be more precise in practicing their craft. Here is a look at how our industry is using GPS technology today.

IFAS PLANT SCIENCE RESEARCH TURF PLOTS, CITRA

We rely quite regularly on GPS for numerous things. The pesticide depart-

ment uses it all the time for applications. The entire unit (more than 1,000 acres) has been mapped out using GPS. I have all of the current research projects marked out for records purposes as well. I also use it to find distances between areas. I can send you some pictures of our maps if you want.

Mark Kann

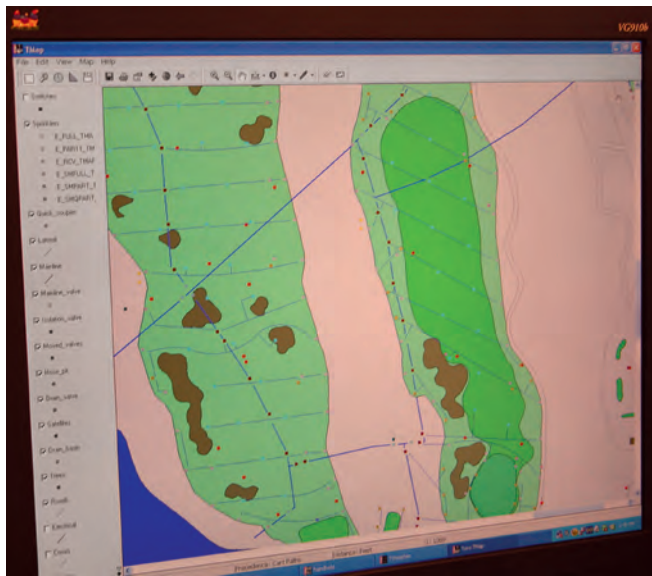
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THE MOORINGS CLUB, VERO BEACH

We used GPS mapping on the course in 2003 for a major renovation project. We were rebuilding the

of 2004. Because we had extensive flooding from Hurricanes Francis and Jeanne, we were able to determine the elevation of the storm surge by the debris lines found on the course. We then could shade in the map to show the level of flooding on the property. This made a vivid representation of the extent of the flooding on the property. This map was able to show that more than 70 percent of the golf course was flooded from the storm surge.

Craig Weyandt
Superintendent



This GPS map of the Old Collier irrigation system is a location, identification and management tool that provides for precise operation and maintenance of the system. Photo by Joel Jackson.

greens to USGA spec. and correcting some other problems on the course at the same time. Since this involved the drainage system, I convinced the board to do a master drainage plan that incorporated the entire golf course under one plan for review with the SJWMD. The GPS mapping was able to produce a topographic map and show elevations of inverts of pipes, catch basins and turf areas. This plan was essential before beginning and while undertaking the project to make sure that water moved properly throughout the golf course during storm events.

Another use that I found for the map was after the hurricanes

WINDSOR PARKE GOLF CLUB

We are in the process of getting the course mapped for the OSMAC system. Unfortunately it won't be finished in time for the magazine deadline, but we are looking forward to working with the map for our operating and maintaining our irrigation system.

Rip Phillips
Superintendent

OLD COLLIER GOLF CLUB

We had all our heads, valves, main lines, bunker edges, lake edges, cart paths, GPS-mapped during grow-in. We had Toro put it on the T-Map program for our irrigation. We use it to calculate area, total acreage of tees, greens, etc., to help find heads and valves when they get

lost, to help with hot spots and wet spots, we use it mainly for these types of applications.

In the near future Tim wants to purchase a backpack unit so we can go out and map our own areas, mole cricket colonies, hot spots, nematodes, grubs, etc. We have not used any other GPS units on sprayers or equipment here at our club.

Todd Draffen
Superintendent

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Five or six years ago, fairway fumigation began to expand with the contro-



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versy over certified turf and off-type contamination. We would often have to shut down the crew for two days in order to take and reconcile measurements of the total area being treated with a tape measure.

Accurate measurements are needed for several reasons. Accuracy is important to us for proper billing and to also to maximize the customer's budget and actual coverage. It also protects all parties from disputes concerning the billing.

While we have fairly accurate Raven computers on our injecting units, which measure the amount of product dispensed, but there is always overlap which can eat into the customers's budget. Using GPS units can help define the exact area treated. We still use tape measure readings to cross reference and compare so we can all agree on the numbers. GPS works best on flat ground and a certain error factor can still creep in with highly contoured

fairways, but that's why we cross check. We could do some 3-D grids with hundreds of plot points but that becomes a cost factor as well.

One of the best advantages I have seen is that by using GPS, we can really help the customer from going over budget and in some case extend the coverage because the area designated for treating wasn't as big as the customer thought. Then he can have us spot treat some other chronic hot spots and still stay within his original budget. Overall it is a great improvement for accuracy of applications, maximizing the customer's budget and reducing disagreements in billing.

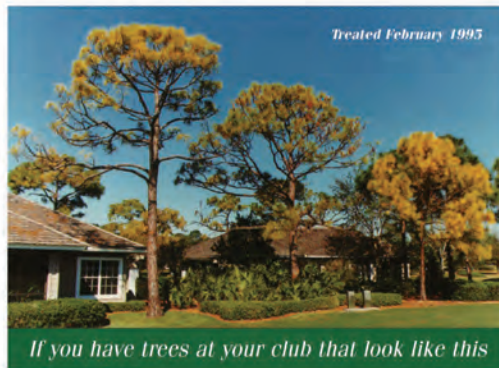
*T. J. Swaford,
Hendrix & Dail*

There are plenty of high tech gadgets and gizmos rolling out all the time. It looks like GPS is the real McCoy and could be a meaningful tool in today's golf course management.

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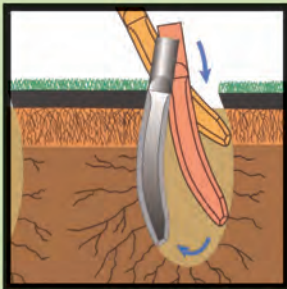
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FTGA Picks New Executive Director

Experienced Exec Brings Impressive Credentials to Post

The Florida Turfgrass Association has named Casey Wohl Pace as the organization's new executive director. She will manage the 900-member organization's daily operations, develop relationships with allied associations, serve as the industry's spokesperson, and direct the strategic long-term direction of the association.

Wohl Pace previously worked for Florida Citrus Mutual as director of public affairs. In this capacity, she served as chief of staff and assisted the CEO in directing all activities of the statewide association comprising 10,000 citrus-grower members. She focused on issues such as international trade, pest and disease, labor as well as legislative and regulatory affairs. She has extensive experience in association management, industry representation, public affairs advocacy, media relations, crisis communications, reputation management, grassroots communication, issues management, strategic planning, fundraising and special events.

Prior to joining Florida Citrus Mutual, she worked for the Florida Phosphate Council.

"The FTGA is very pleased to announce the hiring of Casey Wohl Pace as our executive director," said FTGA President Matt Taylor, CGCS, "The past few years have seen tremendous growth in the FTGA and our industry, and Casey will be a great addition to our organization as we continue that growth."

Wohl Pace has a master's degree in agricultural communications from the University of Florida and a bachelor's degree in environmental policy from Rollins College. She is a native of Sebring, where her family is in the agriculture and real estate business, and she currently serves as president of the Agriculture Institute of Florida.

Meet Casey Wohl Pace

Editor's Note: Ms. Pace's resume should provide FTGA and FGCSA members with a quick, concise look at the skills and experience she brings to the her new role as executive director of the FTGA.

QUALIFICATIONS SUMMARY

Highly-accomplished executive with an eight-year career in public relations, industry representation, public affairs advocacy and association management. Core areas of expertise include association management, media relations, crisis communications, reputation management, grassroots/legislative communication, issues management, strategic planning, fundraising and special events.

KEY CAREER HIGHLIGHTS

- Developed and managed all external and internal communication during 2004 Florida hurricane season. Public relations efforts resulted in extensive and prolonged media coverage highlighting citrus damage, federal hurricane disaster assistance for citrus growers of more than \$400 million, and a press conference featuring President George W. Bush in a central Florida citrus grove.
 - Developed and managed public relations and membership communications for two-year, \$7-million Citrus Tariff Preservation Campaign. Executed media and industry communications strategy at international trade negotiation meeting in Miami.
 - Spearheaded communications component for lobbying efforts that secured \$550 million in state and federal funding for a citrus disease eradication and compensation program.
 - Established and managed successful grassroots advocacy campaign to maintain the orange on the Florida automotive license plate despite the Florida Cabinet's effort to replace the graphic.
- Created and oversaw all facets of the industry's first statewide, three-day annual conference, hosting 300 attendees, high-ranking political speakers and raising more than \$130,000.

PROFESSIONAL EXPERIENCE

- **Florida Citrus Mutual, Lakeland** (April 2003-March 2006)

Director of Public Affairs

Served as chief-of-staff and assisted CEO in directing all activities of national/international trade association comprised of 10,000 citrus grower members, an annual budget of \$4.5 million and 16 employees with four direct reports. Appeared on behalf of CEO and managed his communications outreach. Developed and oversaw programs and strategic initiatives that advocated membership's interests on trade, legislative and regulatory matters at all levels of government.

Media Relations – Developed and managed all aspects of the association's media relations efforts including press conferences, media tours, editorial board meetings, opinion editorial placement, letter-to-the-editor campaigns, press releases and white paper development. Media contacts/interviews include CNBC, FOX, ABC, NBC, CBS, USA Today, Associated Press, Reuters, New York Times, Wall Street Journal, as well as local, state and trade media.

Reputation Management - Served as industry spokesperson for Florida's citrus growers on local, state, national and international levels in print, television and

radio mediums. Represented industry during two-year communications outreach campaign with Miami-Dade business community and media.

Strategic Planning - Developed and implemented the association's comprehensive strategic plan to establish goals and provide direction for the board of directors, members and staff.

Fundraising - Reinvigorated the organization's federal political action committee (PAC), raising more than \$50,000 in first year. Coordinated political fundraisers for several members of Congress and state elected officials. Developed and managed Allied Membership, raising more than \$30,000 per year.

Crisis Communications/Issues Management – Oversaw all public and media relations activities relating to many high profile industry issues, including citrus damage during the 2004 and 2005 hurricane seasons, citrus canker controversy, Tropicana patent dispute, federal anti-dumping case and the citrus tariff preservation effort.

• **Florida Citrus Mutual, Lakeland** (*August 2000-March 2003*)

Manager of Public Affairs

Instituted a proactive and aggressive media relations strategy, which positioned association as key media contact for the \$9.1 billion Florida citrus industry. Managed one direct report in the area of governmental relations. Secured more than \$500,000 in state and federal grants to fund public relations outreach activities. Oversaw all membership communications activities including weekly newsletter, website, printed material, Annual Report, membership recruitment materials, etc. Developed and managed the public affairs department budget.

• **Florida Citrus Mutual, Lakeland** (*January 2000-August 2000*)

Public Affairs Specialist

Developed and managed the Florida Citrus Industry Grassroots Network, designed to increase industry political activity and accomplish state and national legislative goals. Recruited more than 600 members and designed network's communications strategy and components.

• **Florida Phosphate Council, Lakeland** (*July 1998-December 1999*)

Communications Coordinator

Served as chief communications liaison for association's external and internal outreach efforts, including media, membership, local and state elected officials, state and federal agencies, and public/private interest groups. Advised the association president and industry officials on sensitive



Casey Wohl Pace

and emerging issues. Developed all communications correspondence, printed material and reports, and oversaw the public relations budget.

AWARDS

- Florida Public Relations Association Community Service Award, 2004
- Florida Public Relations Association Golden Image Award (Public Affairs Campaign), 2002
- Florida Public Relations Association Golden Image Award (Specialty Item), 2004
- The Showalter Group's Political Involvement Innovation Award, (Grassroots Campaign), 2002
- University of Florida Outstanding Agriculture Communications Alumnus, 2005

OTHER ACTIVITIES

- Agriculture Institute of Florida, President
- American Society of Association Executives
- Florida Public Relations Association, Past Chapter President
- Florida Society of Association Executives
- Junior League of Greater Lakeland
- University of Florida Agriculture Education & Communications Dept. Advisory Committee
- University of Florida Wedgworth Leadership Institute, Alumni

EDUCATION

- University of Florida, M.A. – Agricultural Communications, 1998
- Rollins College, B.A. – Environmental Policy, 1996

GCSAA Proposes New Dues-Pricing Strategy

After the last dues increase, chapter delegates asked GCSAA to develop an easy-to-understand dues pricing system that would 1) keep pace with increasing costs of providing member programs and services and 2) reduce or eliminate the negative impact that large, infrequent dues hikes have had on membership growth and retention, and facility budgets.

To date, GCSAA's board of directors, several GCSAA committees and participants in the 2005 Chapter Delegates Meeting have been involved in developing and refining the proposed "indexed" dues-pricing strategy. GCSAA member feedback will be discussed at the 2006 meeting to gauge interest in a potential bylaws proposal to adopt such a system.

THE DETAILS

The proposed system is designed to make dues increases (Class A, SM and C) more manageable from a planning and budgeting perspective and more clearly tied to actual inflation factors. If adopted, the proposal would delegate authority to the GCSAA board to consider raising dues every two years according to the Consumer Price Index (CPI).

Specifically, a maximum potential dues increase would be calculated using the published CPI for 24 months ending on August 31, and then rounded to the nearest \$5. At the GCSAA Plan and Budget meeting in the fall, the board of directors would determine whether to raise GCSAA dues by that amount, a lesser amount or not at all, taking into account other revenue sources, the association's financial position and other general economic and political factors. The board-approved increase, if any, would then be communicated to GCSAA members so that they could adjust their budgets accordingly, and would take effect the following January 1.

If, however, there were a future need for a dues increase exceeding the maxi-

mum tied to the index, it would require a majority vote of the membership at a GCSAA annual or special meeting. The average annual CPI increase over the last ten years has been 2.5 percent.

THE IMPACT

Between 1988 and 2005, GCSAA dues (Class A and SM) rose from \$175 to \$300, with the increases of \$35, \$40 and \$50 – although merited – yielding corresponding drops of 11.3, 6.9 and 6.7 percentage points in the annual membership growth rate.

However, if the proposed strategy had been in effect for that entire time, dues would have increased only \$10 to \$20 every two years to reach only \$285 today – \$15 less than actual current dues. Even with the lower ending dues price and no additional members, the policy of "keeping up" instead of "catching up" would have had no negative impact on revenues over that time. Furthermore, an average annual CPI increase of 2.5% over the next 14 years would yield dues revenue similar to larger increases given every five years, with no potential negative impact upon membership growth and retention.

FREQUENTLY ASKED QUESTIONS

How would funds from indexed dues increases be used?

Adjusting dues to keep pace with the rising cost of providing member programs and services would allow those services to continue at the current level that members are accustomed to receiving. Membership dues account for only 25 percent of GCSAA's total revenue. Revenue from industry and user fees also increase regularly in order to recover higher costs for delivering services. If dues were the only source of support for the association, professional members would have to pay \$1,200 annually to receive the same benefits.

Why increase dues when total membership has declined the past few years?

The board would only be allowed to increase dues based on the CPI. The key word is "allow." The board would not be required to increase the dues every two years and, as a practical matter, it may

not. Pricing strategy is one of many factors that the board would consider in its review process.

What would happen if the proposed indexed dues strategy were not approved?

If members would prefer not to tie dues to an index to regularly adjust for raising costs, the current process would continue with significant "catch-up" raises, which do not cover higher future costs and tend to negatively impact member retention. Based on the average of the last four dues increases, the next increase would be \$50 in 2008.

On the other hand, a \$15 increase in 2008 would be the likely outcome if a programmed dues increase policy were approved at the 2007 annual meeting in Anaheim.

Why not bring this programmed dues increase to a member vote at the annual meeting on a two-year cycle?

Because the annual meeting occurs in the second month of GCSAA's budget, the association would have to wait 10 months to implement the increase, meaning it would always be playing catch-up with regard to higher costs. It would also eliminate the opportunity for the board to consider GCSAA's current financial condition and other general economic factors that might merit a lower, or no, dues increase.

The board of directors is responsible for making decisions that have major financial impact on the organization, including appropriate increases for user and industry fees, as well as dues for all membership classes except A, SM and C. Delegating the board authority to make timely dues increases not to exceed the CPI would provide for optimal fiscal management of resources.

On the other hand, if a future situation calls for an increase above the allowable CPI rate, then member approval will be required.

If the board wants to increase dues, they should communicate the reasons to members.

True. The board is ultimately accountable to the membership for providing the services, programs and



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future direction of the association. The membership has every right to expect the board to keep the impact of inflation in operating costs from creating shortfalls as a normal part of doing business. As part of those efforts, GCSAA will continue to explore and try additional sources of non-dues revenue.

In contrast, failing to prevent future dramatic dues increases would be counterproductive to membership growth and retention strategies.

Why increase dues when the investment reserves are over \$9.5 million?

The investment reserves have two specific purposes: (1) to provide major funding for planned future needs and (2) to prevent significant interruption of member benefits, services or programs caused by a significant unanticipated event. It is both financially prudent and responsible for an organization like GCSAA to have this level of reserves in order to operate successfully and maintain viable options for future planning.

If the proposal were adopted, the board would consider the financial health of the association and other relevant economic indicators when reviewing options to increase dues or not. This review would, of course, include consideration of the investment reserve levels.

Have other associations tried a similar indexed dues pricing strategy?

Yes, there are other associations that have implemented an indexed dues increase process with positive results and few pitfalls. These organizations report that their respective memberships embraced the change after some initial reservations and have experienced almost no negative impact regarding decreases in membership or dissatisfied members. The most numerous comments on developing a successful process include demonstrating that the membership will not lose control (Board of Directors to be held accountable and increase not to exceed a fixed amount) and keeping it simple.

Credit: GCSAA Web site

Plants of the Year

Here is the final Plants of the Year series for 2006. The plants selected for this program have been found to be good performers in the Florida environment and require less maintenance and inputs. Here are two specimens for your consideration. Go to www.fngla.org for more information and suppliers who carry these plants.



Common name: Yellow African Bulbine
Botanical name: *Bulbine frutescens*
Hardiness: Zones 9B -11
Mature height and spread: 14-16 in. tall with 24-30 in. spread
Classification: Flowering Perennial
Landscape use: Massed perennial for color or as an accent
Characteristics: Bulbine prefers full sun, has light green succulent foliage, and produces ever-blooming stems of many star-shaped yellow or orange flowers late spring to early summer. It can withstand a light frost but should be protected. In South Africa, the sap in the leaves is used for healing purposes.



Common name: Amethyst Falls Wisteria
Botanical name: *Wisteria frutescens* 'Amethyst Falls'
Hardiness: Zones 5-9
Mature height and spread: 10 – 15 ft. in height
Classification: Vine, flowering perennial
Landscape use: Beautiful trained over an arbor, or espaliered against a building. Ideal as a containerized specimen.
Characteristics: A woody deciduous vine whose shiny dark green pinnate leaves have about 15 leaflets. The blue-purple flowers appear in young plants, are carried in short clusters, and have a light fragrance. This cultivar is not as aggressive in its growth as the parent species or any other of the wisterias, does not make seeds, and is recommended for the smaller garden.

Photos from Leu Gardens

Mirasol's Most Popular Pairing



Talk to Tad Altman, superintendent of the Arthur Hills-designed Sunset Course and the Tom Fazio-designed Sunrise Course at the Country Club at Mirasol in Palm Beach Gardens Florida, and you'll get a brand new take on the Honda Classic's most popular pairing. "Most folks think that the thousands of spectators who come out every year, are here to watch the golf, but if you ask me, they come to look at my grass! Our picture perfect TifEagle greens and lush TifSport fairways and roughs are as sweet as Tiger's swing. And equally hard to take your eyes off of."

Altman's specialty is building challenging courses, and the pros love these two. More importantly, so does the membership. And why not? As Altman said in a recent interview, "We could do a PGA tournament here any week of the year, with just a week's notice." Altman comes from a Tifdwarf/Tifway background, but he's sold on the superiority of these two new and improved bermudagrass varieties. "Nothing can touch TifEagle for playability. And I'll put my TifSport tees, fairways and roughs up against anybody's." For more information about these two "UGA Turfgrass Team" releases visit:


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EPA's Comments on Turf Use of MSMA

Editor's Note: The following excerpt is taken from the 70-page EPA Decision on Organic Arsenical Herbicides.

The full document is available from the URL address in Dr. Phil Busey's report also in this section. The FGCSA along with other turfgrass researchers and associations have sent comments to EPA regarding their decision. Be sure to inform your club officials if the loss of this product will affect your weed control program.

From the EPA Decision Document, page 41:

2. TURF

"Turf uses for the organic arsenical herbicides include grasses grown for seed, lawns, ornamental turf, sod farms, turfgrass and turf grown for sod. Many alternatives exist to control

weeds on turf including fluazifop and dithiopyr for postemergence control and dithiopyr or pendimethalin for preemergent control of crabgrass. The primary manner in which grass weeds such as crabgrass and dallisgrass can be effectively controlled is through the maintenance of a high quality turf such as is the case in almost all golf courses. However, when chemical control of weeds is needed, typically, two or more alternative chemicals would be required to achieve weed control comparable to the organic arsenicals. Preemergence products are typically highly effective at controlling crabgrass seedlings. However, the post emergent alternatives for the organic arsenical herbicides either control a narrow spectrum of weeds, or they are not effective on the more difficult grass weeds like dallisgrass (*Paspalum dilatatum*). Thus multiple herbicides used in combination can be considered a direct replacement. Alternatives vary in price from slightly

less expensive to considerably more expensive than the organic arsenicals.

"Because there are both chemical and non-chemical alternatives available and any additional costs of using the alternatives will be borne by those using and benefiting from the improved turf, EPA concludes that the benefits of organic arsenical herbicide use on turf are not compelling in light of the possible cancer risk to the general population from drinking water contamination due to the use of these compounds."

MSMA Declared Ineligible for Reregistration

By Philip Busey, Ph.D.

(via e-mail to turfgrass professionals)

On Wednesday, August 9, 2006 the United States Environmental Protection Agency (EPA) issued a reregistration decision that MSMA, DSMA, CAMA, and Cacodylic Acid (organic

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arsenicals) are ineligible for reregistration. The decision was published in the Federal Register and supporting documents are available online (links below). There are 60 days for public comment and to file objections, ending October 10, 2006.

The EPA summary is remarkably brief and unambiguous. In its decision, all uses of MSMA, DSMA, CAMA, and Cacodylic Acid are ineligible for reregistration. EPA intends to take action to revoke tolerances and to cancel the registrations of pesticides containing MSMA, DSMA, CAMA, and Cacodylic Acid. MSMA is an herbicide used for grass weed control in bermudagrass and zoysiagrass turf, as well as in some cool season turfgrasses. In bermudagrass turf in Florida (e.g., golf courses and sports fields), MSMA is used for postemergence control of grass weeds, especially goosegrass, crabgrasses, and tropical signalgrass.

Most use of MSMA on Florida golf

courses is reportedly by spot treatment. Foramsulfuron (trade name Revolver), diclofop-methyl (trade name Illoxan) and metribuzin (trade name Sencor) are possible herbicide alternatives to MSMA for goosegrass control, used individually or mixture, depending on the situation.

There are no alternative selective postemergence herbicides available for control of mature crabgrass and tropical signalgrass weeds. Other methods for controlling grass weeds in bermudagrass and zoysiagrass turf include preemergence herbicides and cultural management — the use of mowing, watering, and fertilization practices to reduce goosegrass infestation.

See <http://tinyurl.com/jjjaw>
OR
http://www.epa.gov/oppsrd1/reregistration/methanearsonic_acid/



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This photo shows no fewer than 11 wading birds foraging in this natural setting. They don't mind the duck weed. Photo by Kirsten Conover.

Changing Perceptions *...One Small Step at a Time*

By Kirsten Conover

Perception sometimes overrides the reality of a situation, especially within the realm of golf course maintenance. Green speed is an example of this phenomenon within golf. An example outside of golf is the idea that golf courses are bad for the environment and are major abusers of fertilizer and water.

This perception is a stubborn idea that continues to persist despite data and information to the contrary. To attempt to change the collective mind of the general public is an overwhelming proposition but to change the perception of the membership at a golf course or individuals is a little less daunting. However, maintaining a golf course to specified standards takes a great deal of time and leaves little opportunity to tackle other issues. Or does it?

One obvious step to address the environmental issue is to join Audubon International and become part of the sanctuary program. Budget constraints or lack of interest may preclude partici-

pation in this program for some clubs but there are other ways to increase environmental awareness on a course without great expenditures of time or money. At Royal Poinciana Golf Club we try to incorporate environmen-



There may be plenty of out-of-play areas on a course where installing lower-maintenance native landscapes can save time and money and enhance the environment. Photo by Joel Jackson.

tally friendly practices into our regular maintenance work.

When it is time to trim the palm trees on the course, we hold a few trees off the list. The fruit and fronds will provide food and shelter for animals.

We recently released a rehabilitated screech owl that immediately took advantage of a booted, untrimmed sabal palm.

Fox squirrels also utilize the dense foliage to nest and raise young. Rather than cut down dead pine and cypress trees, we snag them to allow for perching and nesting sites for birds. This past winter a peregrine falcon made short work of a songbird on the top branches of a dead cypress tree in the rough on the seventh hole of our Cypress course.

Snagged pines also provide osprey and bald eagles with prime perching sites. Woodpeckers and screech owls nest within the cavities of the dead pine trees.

Instead of hauling downed palm fronds or tree limbs back to the organic dumpster, we create a small brush pile in an out-of-play fringe area. This will create habitat for small mammals like rabbits or foxes. Take a fallen palm tree and instead of cutting it up or hauling it away, place it in a shallow section of a pond or lake to provide sunning areas for turtles or hunting platforms for wading birds.

Aquatic plants like duck potato or

pickerelweed along lake banks provide forage areas for wading birds and cover for nesting birds like moorhens (see photo). These plants can also help regulate the health of the lakes by absorbing nutrients and reduce the time and money required to maintain these aquatic areas.

Allowing these areas to remain natural, duck weed included, creates pockets of wilderness that animals utilize seemingly unaware of the human activity around them. As the wildlife increases and becomes more visible on the course, perceptions may begin to change in the membership and it may become easier to make other changes.

There may be an area on the course that requires time and money but is really an area that does not impact play. It may now be easier to suggest removing the turf and replacing it with plant material that does not require fertilizer, water or mowing. Fakahatchee or cord grass or native plants like firebush or wax myrtle



A couple of turtles enjoy sunning themselves on this fallen palm tree that isn't cut up and hauled away. Photo by Joel Jackson.

work well in areas that require minimum maintenance. This is a win/win situation with the reduction of time and effort from the maintenance standpoint and an enhancement of the environment.

During renovation, we asked for wetlands to be included in the plan. The membership gave its okay. One benefit of the wetlands was the increase of the wood duck population on the course. Prior to the renovation we were lucky to see one pair of wood ducks during the year. This year five pairs visited on a consistent basis and two pairs raised their

young in the improved areas. Granted there are many golfers who don't know a wood duck from a decoy but if just one member or golfer has a positive environmental experience on the golf course, and they tell someone about it, then perhaps a perception has been altered.

We have the opportunity every day to positively influence how people view the environment and we can do this subtly through regular maintenance practices with a few environmentally friendly methods incorporated into the routine.

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FTGA, Allied Associations Fund More Than \$150,000 for Florida Turf Research

Editor's Note: The FGCSA has partnered many times with the FTGA and has received matching funds from GCSAA before, but this year marks an unprecedented level of cooperation for common goals. You will see that several projects are addressing future pest-control options in light of soon losing several longtime products like Nema-cur and MSMA.

By Betsy McGill

The Florida Turfgrass Association, in cooperation with several allied turf and golf associations, announced the allocation of funding for research grants in excess of \$150,000 over the next two years.

Cooperating associations include the Florida GCSA, Florida Turfgrass Association, Florida Sod Growers Cooperative, Golf Course Superintendents Association of America, and the Club Managers Association of America.

The grants will advance research in the turfgrass industry covering such diverse subjects as irrigation water use; insect, weed and nematode control; turfgrass breeding and best management practices for a culturally diverse

workforce. Funding recipients are Florida-based researchers at the University of Florida and Lake City Community College. Projects funded:

Rapid Turfgrass Disease Diagnosis Assistantship: a one-year start-up funding grant to hire a research assistant in order to expedite rapid turnaround of disease diagnostic processing at the UF-IFAS Florida Extension Plant Disease Clinic (FEPDC) in Gainesville. The facility allows turfgrass professionals to send samples for evaluation. This \$23,961 grant was funded by the FTGA and FGCS

Best Management Practices for a Culturally Diverse Workforce: a one-year project to be conducted by Bruce Witt at Lake City Community College. The objective of the study is to create a Best Management Practices manual for golf course superintendents and other turfgrass managers who work mainly with foreign-born or English-as-a-second-language crews. This \$13,805 study was funded by the FTGA, FGCSA and the CMAA.

Breeding Turfgrasses for Improved Performance and Reduced Maintenance: a one-year project to be spear-



Dr. Kevin Kenworthy describes the newly funded UF turf-breeding program at the July 19, 2006 IFAS Field Day and grand opening of the new G.C. Horn Turf Research Field Laboratory at the UF-IFAS Plant Science Research and Education Unit just south of Gainesville.

headed by Dr. Kevin Kenworthy at the University of Florida in Gainesville. The objective is to build and advance the turfgrass breeding program at UF in order to produce new grasses for use on Florida golf courses and home lawns. This \$40,000 study was funded by the FTGA, FSGC, FGCSA and the Palm Beach Chapter of the FGCSA.

Evaluation of Soil Moisture &



Chapter fund raisers like the Annual Bud Quandt Tournament make it possible for Bill Kistler (right) external vice president of the Florida West Coast GCSA to present a \$3,000 check to FGCSA President Craig Weyandt at the FGCSA Annual meeting in Orlando.



FGCSA Association Manager Marie Roberts accepts the annual donation of \$3,000 from Dale Mitchell and Richard Colyer from Golf Agronomic Supply & Handling. These annual contributions from GASH now total \$56,000.



FGCSA President Craig Weyandt, accepts a \$5,000 check from Rip Phillips, external vice president of the North Florida GCSA. The funds were the result of this year's NFGCSA Research Tournament held at the Pablo Creek G.C.

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Evapotranspiration Irrigation Control to Reduce Turfgrass Irrigation Water Use: a two-year study to be conducted by Dr. Michael D. Dukes at the University of Florida, Gainesville. The objective is to quantify irrigation water savings via commercially available control systems. This \$11,500 project was funded entirely by the FGCSA.

Effect of Nitrogen on the Southern Chinch Bug: A one-year study to be conducted by Dr. Laurie Trenholm and Dr. Eileen Buss at the U. of Florida, Gainesville. The objective is to determine if fertilizer rates for St. Augustinegrass lawns should be modified to decrease susceptibility or increase tolerance to chinch bug infestations. This \$6,346 study was funded entirely by the FTGA.

Field Evaluation of Bioherbicidal Control of Tropical Signalgrass: a two-year study to be conducted by Dr. Carol Stiles and Dr. Raghavan Charudattan at the University of Florida, Gainesville. The objective of the research is to assess effective methods of bioherbicides on tropical signalgrass, a difficult-to-control, invasive weed species. This \$23,094 study was funded by the FTGA, FGCSA, and the GCSAA.

The Billbug Species Complex, Seasonality and Management in Florida: a one-year study to be conducted by Dr. Eileen Buss at the University of Florida, Gainesville. The objective is to better understand the billbug's true activity on Florida golf courses in an attempt to reduce unnecessary insecticide use in controlling the insect. This \$13,895 project was funded by the FTGA, FGCSA and the GCSAA.

Root Knot Nematodes on Turf in Florida: A two-year study to be conducted by Dr. Billy Crow at the University of Florida, Gainesville. The objective is to be better able to diagnose root knot nematode problems of golf course turf and lawn grasses and provide management recommendations. This \$18,883 project was funded by the FTGA and FGCSA.

Credit: Third Quarter 2006 Florida Lawn Newsletter by the Florida Sod Grower Cooperative

From Out of This World



AS IT LIES

BY
JIM WALKER

The year is 1953. The Place is Old Cutler Road and SW 140th Street in Kendall. Real civilization stops about 7 miles north of here in South Miami. People who were living in Miami proper were beginning to move south to the acre estates out in the boondocks. This particular boondock is now 5 minutes west of Deering Bay Yacht & Country Club, and is one of the most desirable areas of Dade County. Homes start at a million bucks and go up from there. My mother's parents decided to leave their home just minutes from the Orange Bowl and join the pioneers and risk takers who were choosing to move to an area that was so dark at night that it went beyond black.

My grandmother is of English descent and her family came down from Manchester, N.H. My grandfather, a wisp of Italian trouble, came to Miami in 1922 with Pathe Studios as a chief electrician to film cowboy and Indian movies on the Miami River. He went on to become the first "Master" electrician in the state and owned Miami Electric, which ripped off car dealerships up and down Biscayne Boulevard and NW 36th Ave in west Miami near the airport for years. What do car dealerships need as much as cars and ruthless salesmen? Lights of course... tons of them to illuminate their shiny new cars.

Unfortunately, what my grandmother didn't realize was that the early 1950s was also the time when Americans became aware that we were not alone in this galaxy and dark areas outside our towns and cities is where UFOs and aliens chose to land and explore.

New Mexico didn't have an exclusive on visitors from outer space. My grandparents' 11-acre tract off Cartee Road was regularly visited by Snoozeria the Martian Bear, who always seemed to show up when my two cousins and I would spend a weekend down south in the boondocks.

So here's the deal: In 1953 I am 9 years old, my cousin Bobby is 8 and his sister Barbara is almost 7. It's Friday night about 9:30 p.m. and everyone is getting ready for bed. We have already been warned by "Daddy Fred" (granddad) that Snoozeria had been spotted recently not only by him but by a couple of neighbors also. There was talk of missing cats, dogs and rabbits, but so far no confirmed reports of young children being abducted. This wicked man set the stage for his little shop of horrors by warning us to not get out of bed and to stay under the covers no matter what happened.

When the lights went off shortly before 10 p.m. it was so dark you could not see your hand six inches in front of your face. Within minutes, Snoozeria, was scratching on our bedroom window. It absolutely scared the crap out of us. The next morning when Nanny asked how we had slept, we told her about our visitor. Sometime later I understood why she gave my grandfather such an evil look. The scenario went on for the better part of a year. No matter how many times it happened and mind you it didn't happen every time we visited, we could not wait to get back to Cartee Road again.

When I relay this story to people now, they all say how bad it was of my grandfather to scare us the way he did. I say, how many kids can say they had an ongoing love-hate relationship with an alien from outer space? Besides it didn't have any negative effect on the three of us. We all stopped wetting the bed by the time we got to high school and Bobby stopped being afraid of the dark when he went to Vietnam to fly helicopters. The last time I spoke to Barbara, she, like me, still sleeps with a night light on.

Now you are asking yourself what

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the heck does this have to do with golf and my answer is not a darn thing. Although as I just wrote that line I remembered that when I was 12 years old, my uncle gave me my first golf lesson in the backyard of my grandparents' UFO landing site.

And what happened to my pal "Snooze?" Sometimes when Susi and I visit our friend Jim "Cornfed" Kusters, a Master PGA Professional who lives on Lake Marion in Haines City, I will get up at night and go look into the darkness of the lake and on more than one occasion I could have sworn I saw Snooze zip by in his tri-powered Scarab wearing a yellow Speedo waving to me and remembering the good times back in the 50's.

Maintenance Motto: Get It Done



**GREEN
SIDE
UP**

**BY
JOEL JACKSON**

I read recently that Ben Curtis, winner of the 2006 Booz Allen Classic, paid tribute to the golf course maintenance crew after the tournament was extended two days by weather and finished on an unprecedented Tuesday morning. Curtis said, "They did a wonderful job of getting the course ready. They worked harder than we did getting this tournament done." That scenario reminded me of our maintenance marathons at Disney back in the "good old days" when we hosted the Oldsmobile Scramble and the Disney Classic back to back.

When you consider all the logistics and preparations needed to pull off one PGA Tour event, just imagine doubling that stress and working split-shift

schedules two weeks in a row and trying to have prime tournament conditions three days after the first event wraps up on Monday morning.

All the landing areas are already inundated with divots from one pro and four amateurs hitting shots. What was the tournament committee brain trust thinking besides the convenience of having Tour players on hand for the next week's event?

Don't get me wrong. It was an exciting time and adrenaline kept us going, but it was absolutely no fun during some Octobers when we would get those tropical systems late in hurricane season. It would often get too wet to mow fairways and bunker-bailing was a new routine. Lift, clean and place was the rule of the day. Besides the rash of divots from the previous Scramble week, player and caddy footprints were just as bad in the sodden turf.

It was a welcome relief when the final putt was holed and the tournament was over for another year. And in those rainy years, tearing down the tournament trappings meant more weeks of course damage and repairs. When things returned to normal, there always seemed to be an emotional letdown after being all keyed up and under the gun to perform. We always were acknowledged for our hard work publicly during the trophy presentations, but I wonder how many people really understood the level of effort that was expended.

It is easy for golf fans to focus on the heroic efforts at TV golf events, especially the majors, when maintenance crews and teams of volunteers put the pieces together day after day while Mother Nature tries her best to disrupt the proceedings. Of course at these events big money and livelihoods are involved with TV schedules, sponsorships and tournament purses. The pressure to be open on any given day at your local course may not seem as critical, but on some level it is all important. Lose a weekend day or a special event and that's revenue not coming in. It all adds up.

Blessed are those with well-drained golf courses either with sandy soil or

...perhaps the club should make sure the superintendent has a computer with a link to the Internet and a budget that will let this valuable agronomist-engineer-manager continue his or her education...

good drainage systems. Blessed are those with USGA-spec greens and not "push-up" greens. Blessed are those with wall-to-wall cart paths. Blessed are those courses with members or customers who can read and obey traffic control directions the day of or after a torrential rainstorm. Blessed are those with budgets big enough to have several lightweight fairway mowers and the staff to man them.

Managing your golf game or a golf course isn't rocket science, or is it? When you consider launch angle, trajectory, ball speed, rotation, coefficient of rebound, and torque, perhaps golfers should carry slide rules or calculators in their golf bags. And when maintenance folks must deal with bedknife relief angle, soil pH, bunker sand size and shape, soil porosity, hydrology and meteorology, perhaps the club should make sure the superintendent has a computer with a link to the Internet and a budget line item that will let this valuable agronomist-engineer-manager continue his or her education beyond watering, fertilizing and mowing.

Superintendents aren't clones. Some work harder than others. Some work smarter than others. But they and their crews all shed blood, sweat and tears at times to take care of the golf course.

To ignore that effort is a shame. To not even be aware of the effort is a travesty. To hear someone praise that effort is sublime.

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