



Mark J. Woodward, CGCS, becomes the first superintendent to become permanent CEO.

Woodward Named GCSAA's New CEO

Mark J. Woodward, golf operations manager for the city of San Diego has been selected chief executive officer for the GCSAA.

His selection by the GCSAA Board of Directors came after conducting a national search to replace Steve Mona, who became the chief executive of the World Golf Foundation March 3. A familiar face to GCSAA, Woodward has been active as a committee participant, a director and 68th president of the association in 2004. He is in his 30th year as a GCSAA member and became a certified golf course superintendent in 1986. He is the first superintendent to serve as GCSAA's permanent chief executive.

"We were extremely pleased with the quantity and quality of candidates that were interested in the position. Without a doubt, Mark presented the best fit for the association," GCSAA President David S. Downing II, CGCS said. "He is a talented individual with myriad skills that will serve him, the membership, the association, the industry and the game well. He has a strong track record of service to GCSAA and success as a golf course superintendent and an administrator. His efforts have earned him rave reviews in bolstering golf operations for the city of San Diego."

In San Diego, Woodward developed a five-year business plan that generated an additional \$3 million in revenue from 2006 to 2007, including the implementation of the Advance Tee Time program that added \$500,000 in the first year. His department has hosted many high-profile events, including three junior world golf championships, three city amateur championships, three PGA Tour events and the upcoming U.S. Open – on top of the three golf facilities annually hosting 260 golf outings. His plan resulted in creating 20,000 additional tee times for the public golfer. Woodward implemented a management plan that has produced drastically improved course conditions and enhanced environmental stewardship.

Woodward did not assume the job until July 1 because, Downing said., "It was important that he saw to completion the U.S. Open. It is a wonderful celebration of the game and it was only fitting that he finished his integral role in conducting the event."

Woodward came to San Diego in January 2005 after serving 31 years in various capacities with the Phoenix suburb of Mesa, Ariz. His last position there was parks and recreation administrator, which included the oversight of two golf courses, a tennis facility, the Chicago Cubs spring training home, a minor league baseball training site, a park ranger program and a cemetery. He is a 1974 graduate of Arizona State University with a degree in environmental resources and holds a master's degree in business administration from the University of Phoenix.

In addition to his past volunteer service to GCSAA, Woodward is active in the National Institute of Golf Management sponsored by the National Golf Foundation. He joined the NIGM board of regents in 1992, serving as its chair in 1999. He was a trustee for the Environmental Institute for Golf, serving as secretary in 2004.

Woodward has a strong golf-course-management background. He began his career as an assistant

golf course superintendent at Mesa's Dobson Ranch Golf Course, helping to construct the layout. Two years later he became superintendent and in 1987 assumed the additional duties of managing Mesa's Riverview Golf Course. His grandfather Jay is one of only three superintendents to have been inducted into the Arizona Golf Hall of Fame and was one of 11 GCSAA members to be recognized for outstanding service at the association's 50th anniversary celebration. Other family members to have served in the superintendent profession include his son Matt, son-in-law Cody Swirczynski, a cousin, Mike Pock, and Pock's sons, Ernie and Jay.

Woodward, 55, is a native of Phoenix. He and his wife Amy have six children including Mark's son Matt and his daughter Erin and Amy's daughters, Rachel, Christine, Nicole and Jessie. They currently have seven grandchildren.

USGA UPDATE

One Season Ends, Another Begins

By John Foy

DIRECTOR, USGA FLORIDA REGION

Traditionally in South Florida, the winter golf season comes to an end shortly after Easter and subsequently there is a fairly rapid decline in play and the summertime course maintenance season begins.

With a very early Easter this year, moderate to heavy play continued through April, but it is also being reported that total winter season rounds were reduced relative to previous years. The current state of the economy is definitely having an impact, and when combined with significant increases in fertilizer and other basic material costs, course managers will be challenged to continue to provide a level of overall conditioning and quality in keeping with golfer expectations and demands.

As discussed in Web updates, the prolonged drought continues to be

a major concern at all golf courses, except those fortunate enough to have unrestricted irrigation sources. Although with each passing month, there have been incremental increases in the amount of water available for irrigation, which has naturally helped.

As a result of timely winter rainfall, on April 18, the South Florida Water Management District returned to Phase II (30 percent reduction) restriction from the earlier Phase III (45 percent reduction). Yet, Turf Advisory Service visits have been made to several courses where a lack of sufficient water has already caused significant problems and a pronounced deterioration in turf health and quality.

With mild to warm temperatures throughout the winter, there has been no real slowdown in plant parasitic nematode activity. This has exacerbated drought stress problems and caused additional turf loss. With fairways and roughs, recovery from drought stress and nematode damage will be extremely difficult without regular and adequate rainfall. The start of the summer rainy season cannot come soon enough.

Most courses in Central and South Florida are implementing routine summer cultural management such as core aeration and aggressive verticutting of putting greens, tees, fairways, and roughs. These practices will always be unpopular with golfers because of the inconveniences caused, but accomplishing them on a timely basis is critical for promoting the resumption of active turf growth and recovering from the cumulative negative impacts of the winter season.

There are inevitably requests and demands that cultural management programs be delayed because during May, the start of reciprocal play and annual summer membership programs can help increase play and, in turn, revenues. The importance of timely initiation of cultural management programs cannot be over emphasized and the adage, “pay me now or pay me later” certainly applies in this situation. Furthermore, with reduced availability and/or increasing costs of pesticides, fertilizers, and other materials, there is

2008 PLANTS OF THE YEAR

The program promotes the use of superior Florida plants. Chosen for their unique blend of versatility, consumer appeal, ease of maintenance, pest and disease resistance, geographic use, ease of propagation and plant availability, these plants are standouts for Florida landscapes. Here are two Florida Friendly landscape plant suggestions for your course and grounds.

BLUE GINGER

Scientific name: *Dichorisandra thrysiflora*

Zones: South, Central and warmer areas of North Florida

Mature Height and Spread: 4-5 ft. tall and 3 ft. wide; can reach 8 ft. tall

Classification: Perennial

Landscape Use: Deep purplish-blue blooms grow on 6-10 in. spikes in summer and fall. Tropical glossy green foliage with succulent stems spread slowly underground, creating a dense mass with a tremendous show of blooms. While commonly referred to as blue ginger, “ginger” is a misnomer, as the *Dichorisandra* is actually related to the plant commonly known as the “wandering jew.” It grows well in part to full shade with moist, well-drained soil. Mealy bug is the only significant pest issue. This is a great addition to almost any Florida landscape.

Propagation: By cuttings.



MIMOSA

Scientific name: *Mimosa strigillosa*

Zones: North, Central & South

Mature Height and Spread: Typically 6 - 9-in. tall x 3 - 5-ft. wide

Classification: Mass planting, ground cover

Landscape Use: Specimen and butterfly attractor

Characteristics: This reliable and vigorous low-grower is a Florida native and drought tolerant, growing in moist and dry soils. It produces pink, ball-shaped flowers in the warmer seasons which attract butterflies. The foliage is delicate looking with small, compound leaves which draw back when touched and fold up at night, yet are durable enough to walk on, park on, drive on and even mow. The leaves also provide butterfly larva with food. In sun or shade, it grows best when well watered. With virtually no major insect or disease problem, this ground cover is a winner.

Propagation: Easily by cuttings or by seed

The Florida Plants of the Year program is administered by FNGLA: 800-375-3642; www.fngla.org



even greater importance and need for agronomically-sound, basic practices and programs to maintain a healthy turf and good quality conditioning the majority of the time.

Bayer Names Wright Southwest Florida Rep

Adam Wright joins Bayer Environmental Science as field sales representative for the golf market in southwest Florida.

Prior to joining Bayer, Wright was the director of golf course operations for Laurel Oak Country Club in

Sarasota. He also served as a superintendent at Greystone Golf & Country Club in Birmingham, Ala.

A graduate of Tennessee Technological University, Wright holds a bachelor’s degree in agriculture, agronomy and crop sciences. He is currently enrolled in the University of South Florida to earn his master’s degree in business.

