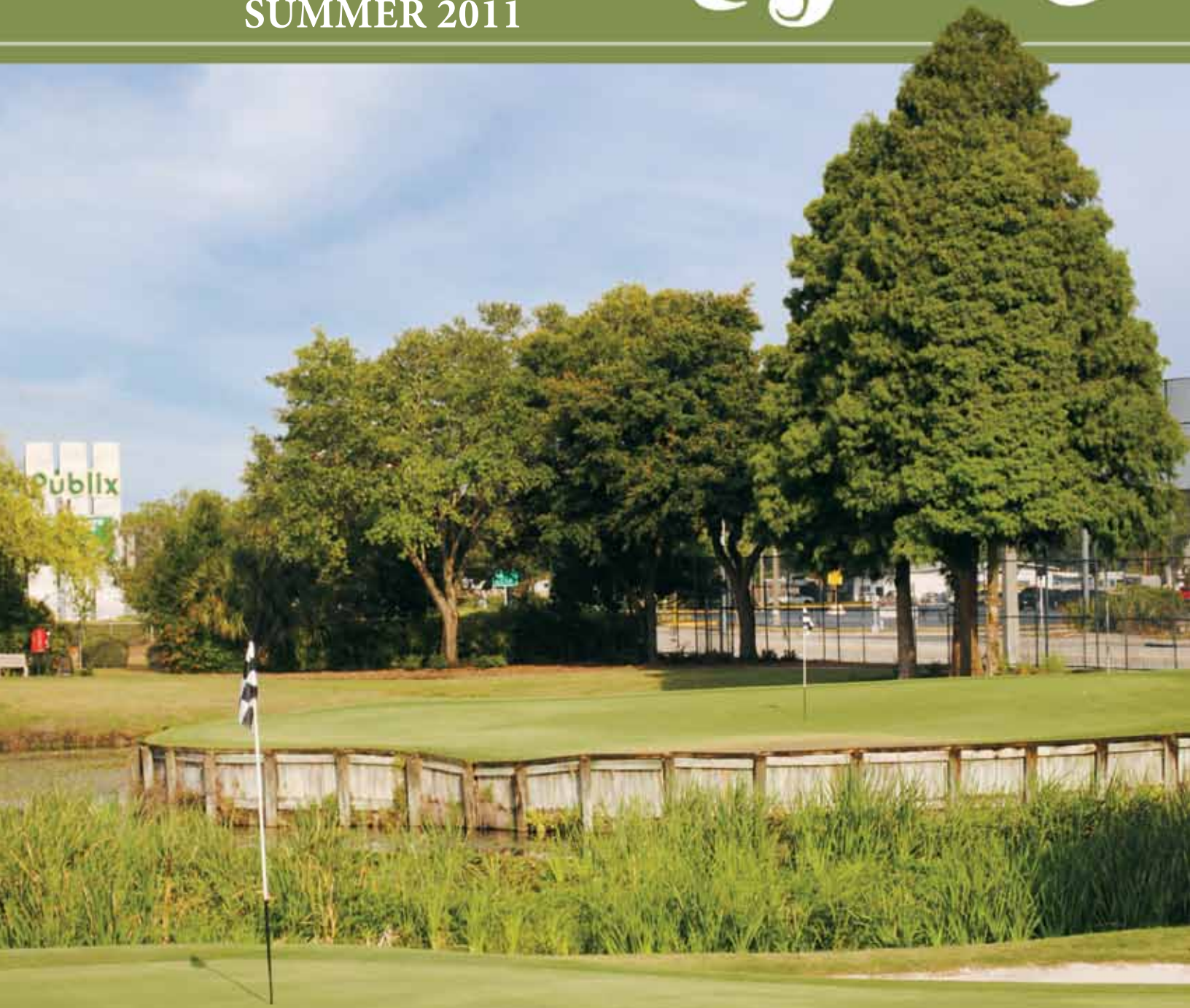


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The Florida Green

Summer 2011

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

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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.

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ON THE COVER: Holes #4 and #3, YMCA Par 3, Lakeland, FL. Photo by Joel Jackson

Final Words of Wisdom

I recently commented on the big role Mother Nature plays in our business. "Trust" is a word that also plays a huge role in our profession. If you have ever participated in an employee survey, there are always several questions around trust. Do you trust your leader? Do you trust your employer? Does your leader trust you? I maintain these can be difficult to answer as they are not simple yes-or-no questions. You may trust your leader as a person but, do you trust him or her as a representative of your employer. Your leader may trust you as a person too, but does that person assume that you are following directions 100 percent of the time?

The reality is that trust can affect our ability to perform our duties as much as Mother Nature does. You must trust many people along the way but, there is a fine line between trust and assume.

You have a disease on your greens. You must trust your assessment on the identity and course of treatment. You must trust the salesman that recommends the product to use. You must trust your assistant to carry out your directions on the course of action to take. You must trust the applicator to mix the proper chemical at the proper rate. You must trust the applicator to apply the product correctly. You must trust someone to water in the product if the label calls for it. You must trust that the irrigation system will operate correctly. You must trust that the product applied will control the disease.

In this scenario alone, you put your trust in as many as six or seven people and the products and equipment used. Do you also assume that everyone and everything does what they are supposed to do?

I have used many personal examples in these messages, and I have a one more for you. I was the golf course superintendent at the Desert Inn Hotel and Casino in Las Vegas. Frequently, in nice weather, the hotel hosted parties on the lawn in front of the pro shop, which I was responsible for.

I always eliminated the start time in the central computer and told my irrigation technician to shut off the clock. One



Gary Myers, CGCS President

night, the satellite was in the SBM mode and sprinklers came on in the middle of the party. I was called at home but, at that point it was too late. The entire event had to be comped by the hotel. The president of the hotel was attending the party and I was told that he made the statement, "If Gary wasn't doing such a great job on the golf course, he would be fired right now."

I trusted the central computer, the satellite controller and my irrigation technician that night and assumed that everything would be okay and almost lost my job. From that point forward, anytime a function was held anywhere I was responsible for, the irrigation system was gated off and the technician was there on stand-by to ensure no sprinklers came on.

We totally trust our staffs, but do we assume everything is being done each and every day as it should be? I have had several conversations on this subject with one of my superintendents and it is a complicated subject. As I said earlier, the trust questions are not always answered with a simple yes or no.

Congratulations to Shane Bass for receiving the FGCSA Distinguished Service Award and to Dr. John Cisar for receiving the Marie Roberts Award. Both are very deserving and true leaders in our profession.

I want to thank everyone for their well wishes concerning my prostate cancer surgery. The surgery went well and I am recovering nicely. The total recovery process can take as long as a year and I feel I am ahead of schedule and it will just be a matter of a few months.



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A Time for Giving and Receiving

Spring came with a vengeance this year. In fact, most say we went from winter right into summer. While the rainfall and lakes might be drying up, the generosity from — and accolades to — our industry peers was bountiful. Please acknowledge the good work being done by our chapters and the recognition to those who have given their time and energy to the betterment of our industry.

Awards

At the March South Florida Turf Expo in Ft. Lauderdale, the SFGCSA celebrated a couple of historic retirements as Marie Roberts made her official retirement from all chapter administration duties. The former FGCSA association manager retired from her state duties in 2007 but had continued to help the Palm Beach and South Florida chapters.



Marcus Prevatte, SFGCSA President, with Marie Roberts upon her retirement and award presentation at the 2011 SFGCSA Turf Expo after 37 years serving the chapter.

to keep busy doing some consulting work. Good luck Doc, and thanks.

Spring is always a busy time for FGCSA chapters and the North Florida GCSA celebrates with its Memorial Tournament in honor of Mike Richards and Alan MacCurrach, a couple of gentlemen in the industry who helped the chapter grow and thrive. This year the association upheld the tradition of rewarding outstanding chapter service by naming Lon Chatfield its 2011 Keeper of the Green Award winner. Lon has served on the chapter's board and committees and has been a respected mentor for young superintendents.



Dr. Phil Busey (right) also announced his retirement at the Turf Expo. SFGCSA President Marcus Prevatte presented him with a plaque commemorating his contributions to our industry during his 35 years with UF.

Meanwhile, also at the Turf Expo, University of Florida professor Dr. Phil Busey announced his retirement from UF/IFAS after 35 years of service. Dr. Busey's teaching, research and extension duties made him a familiar speaker at FGCSA events over the years. He was active in reaching out to regulators and legislators in South Florida on turf issues. Many may not know but he was also very involved with helping to plan the Turf Tour programs for the GCSAA when the GIS came to Florida. Dr. Busey says he plans



Lon Chatfield and his wife Neva celebrate Lon being named Keeper of the Green by the NFGCSA at the 2011 Memorial Tournament in St. Augustine. Photo by Joel Jackson.

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for hosting the 2011 Blue Pearl Tournament

Treasure Coast Chapter
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Donations

The FGCSA chapters give away more than plaques and awards at these annual events. At their Memorial Tournament, the NFGCSA donated \$1,500 to the First Tee of St. Johns County and made its annual turf student scholarship fund donation to Florida Gateway College (formerly Lake City Community College) in the amount of \$2,000.

At the 18th annual Suncoast Scramble also in March, at the Laurel Oak CC. in Sarasota, the chapter continued its unbroken record of annual donations to the FGCSA Turf Research account with \$2,500. I have been honored to receive those donations on behalf of the FGCSA since 1998, my first year on the job.

The annual Jeff Hayden Memorial Envirotron Classic is hosted by the Seven Rivers GCSA and the World Woods Golf Club. This year's event was a 36-hole sellout. The annual Golf Ventures and Champions Sponsor's donation of \$25,000 has helped to accumulate more than \$750,000 for turf research



(l-r): Glenn Oberlander, Tournament Chairman and Dan Adams, Seven Rivers President, receive the \$25,000 Envirotron Classic Champions Sponsor check from Walt McMahon and Debbie Nipper, Golf Ventures and Buddy Reid, Division Manager for Helena Chemical. Photo by Joel Jackson.

since the tournament began in 1993.

Many chapters events also raise money for local charities and perhaps none better than the Treasure Coast Blue Pearl event, which celebrated its 18th year at the Red Stick Golf Club in early May. With its tournament logo symbolizing our planet, The association has funded various regional environmental projects and facilities, charities and benevolent causes and turf research over the years. This year the TCGCSA gave \$10,000 to the Vero Beach Environmental Learning Center. At Red Stick



Tom Lawrence (left) of the First Tee of St. Johns County thanks Vice President Mike Stevens for the \$1,500 donation from the North Florida GCSA at the April Memorial Tournament. Photo by Joel Jackson.

FGCSA Executive Director Joel Jackson accepts a \$2,500 research check from Suncoast President Jeff Strother at the 2011 Suncoast Scramble in Sarasota. Photo by Lee Crosby.



CALENDAR OF UPCOMING EVENTS

AUGUST

- Aug 5** FGCSA Annual Meeting, Disney's Osprey Ridge GC
- Aug 5** Crowfoot Open Seminar, Grand Cypress Villas Business Center
- Aug 5** Crowfoot Open Reception, Grand Cypress Villas Business Center
- Aug 6** Crowfoot Open Tournament and Awards Luncheon, Grand Cypress
- Aug 10** Seven Rivers Dan Adams Memorial Bowling Outing
- Aug 18** Calusa GCSA & Everglades GCSA Joint Meeting, Copperleaf GC

SEPTEMBER

- Sept 13-16** Florida Turfgrass Association Conference and Show, PGA National Resort
- Sept 21** Seven Rivers GCSA meeting, Black Diamond GC
- Sept 22** Palm Beach GCSA & South Florida GCSA Joint Meeting, Wycliff G&CC

OCTOBER

- Oct 6** Seven Rivers GCSA Pro/Superintendent Meeting, Stone Creek G.C.

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SPOTLIGHT

the players got to play on the bentgrass greens for the last time. Superintendent Scott Bell announced the club had decided to convert them to Champion ultradwarf this summer.

Trophies

Following an interesting and entertaining presentation on the global golf business by architects Ron Garl and Ricky Nix, everyone enjoyed the Ritz-Carlton Members Course in Bradenton as the Suncoast GCSA cruised to victory once again over the visiting Calusa members. More golf trophies were earned this spring at the Everglades Poa Classic. Check out the Poa Highlights article.

Blue Pearl: The Treasure Coast GCSA continued their funding of the regions environmental activities with a \$10,000 donation to Holly Hill (center) of the Vero Beach Environmental Learning Center. Present were (l-r) Bobby Wallace, Tim Cann, Shane Wright, Christian Millican, Holly Hill, Chris Gast, Carlos Arraya and Roy MacDonald. Photo by Joel Jackson.



John Piersol from Florida Gateway College's Golf Operations Program accepts a \$2,000 NFGCSA donation from Mike Stevens for the General Scholarship Fund. Photo by Joel Jackson.



Jeff Strother signifies that the Suncoast GCSA is still #1 after the April Ryder Cup match with the Calusa chapter at the Ritz Carlton Members Golf Club in Bradenton. Photo by Joel Jackson.



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EVERGLADES GCSA ROLLS OUT GREEN CARPET FOR **2011 Poa Annuua Classic**

Many of us made the annual May pilgrimage to the Naples Beach Hotel for a weekend of meetings, education and of course golf. The FGCSA kicked off the weekend with its annual spring Board meeting on Thursday, May 12. That evening the FGCSA Board hosted the annual Past Presidents Dinner where annual service awards were announced and presented .

Dr. John Cisar received the 2011 Marie Roberts Award for his outstanding contributions to our members through his turf research projects and turf management presentations over the years. He and Marie Roberts have co-captained the annual SFGCSA Turf Expo for well over a decade. FGCSA President Gary Myers also announced that Past President Shane Bass, CGCS was named Distinguished Service Award winner for 2011. Shane recently moved to a new position at the Glen Arven GC in Thomasville, GA and was unable to attend. We hope to see Shane at our annual meeting in August.

Friday morning was spent in class with a topnotch panel of speakers on current golf management issues and the afternoon was spent on the Naples Beach Club course, playing in the GC Horn Endowment Tournament. Saturday morning the serious golfers headed for Naples National GC to vie for the Poa Classic individual and team championships, while the rest of us played in the annual Scramble Tournament on the Beach Club course. The Palm Beach



Dr. John Cisar receives his 2011 Marie Roberts Award from FGCSA President Gary Myers at the FGCSA Past Presidents dinner in Naples. Photo by Joel Jackson.



North Florida GCSA President Bob Coffey presented FGCSA President Gary Myers, CGCS a research fund check for \$5,000 at the FGCSA spring board meeting . Photo by Joel Jackson



Speakers for the FGCSA/USGA Poa Seminar: Tom Zaras, Florida State Golf Assn.; Kyle Sweet, Sanctuary GC; John Foy, USGA Florida Region; Brian Whitlark USGA SW Region; Steve Smyers, golf course architect and Todd Lowe, USGA Florida. Photo by Joel Jackson.

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During the Poa Education Session, John Foy, USGA Florida Section director (left) and golf architect Steve Smyers (right) of the USGA Green Committee, presented GCSAA President Bob Randquist, CGCS with a plaque commemorating his distinguished service to the USGA Green Section Committee. Photo by Joel Jackson.



Steve Wright, CGCS from the Boca West CC shows off his Poa Annua Classic trophy he earned by shooting a 74 at Naples National GC. Wright also earned the first spot on the FGCSA Golf Team for the 2012 GCSAA Championship.



Representing the Palm Beach GCSA team, Mark Henderson from the Gulfstream GC accepted the Poa Classic Chapter Team trophy. Photo by Joel Jackson.

Chapter swept the Classic event with Steve Wright winning low medalist honors and a spot on the 2012 FGCSA Golf Team. The Palm Beach team of Steve Wright, Steve Bernard, Mark Henderson and Matt Tacilauskas took home the Chapter Team Championship Trophy.

This year's Saturday night "Luau on the Lawn" was held indoors in the Everglades Room due to forecast storms. It proved to be a good call by the hotel as a storm did blow through that evening. Thanks to the host Everglades GCSA and its sponsors for another grand event.

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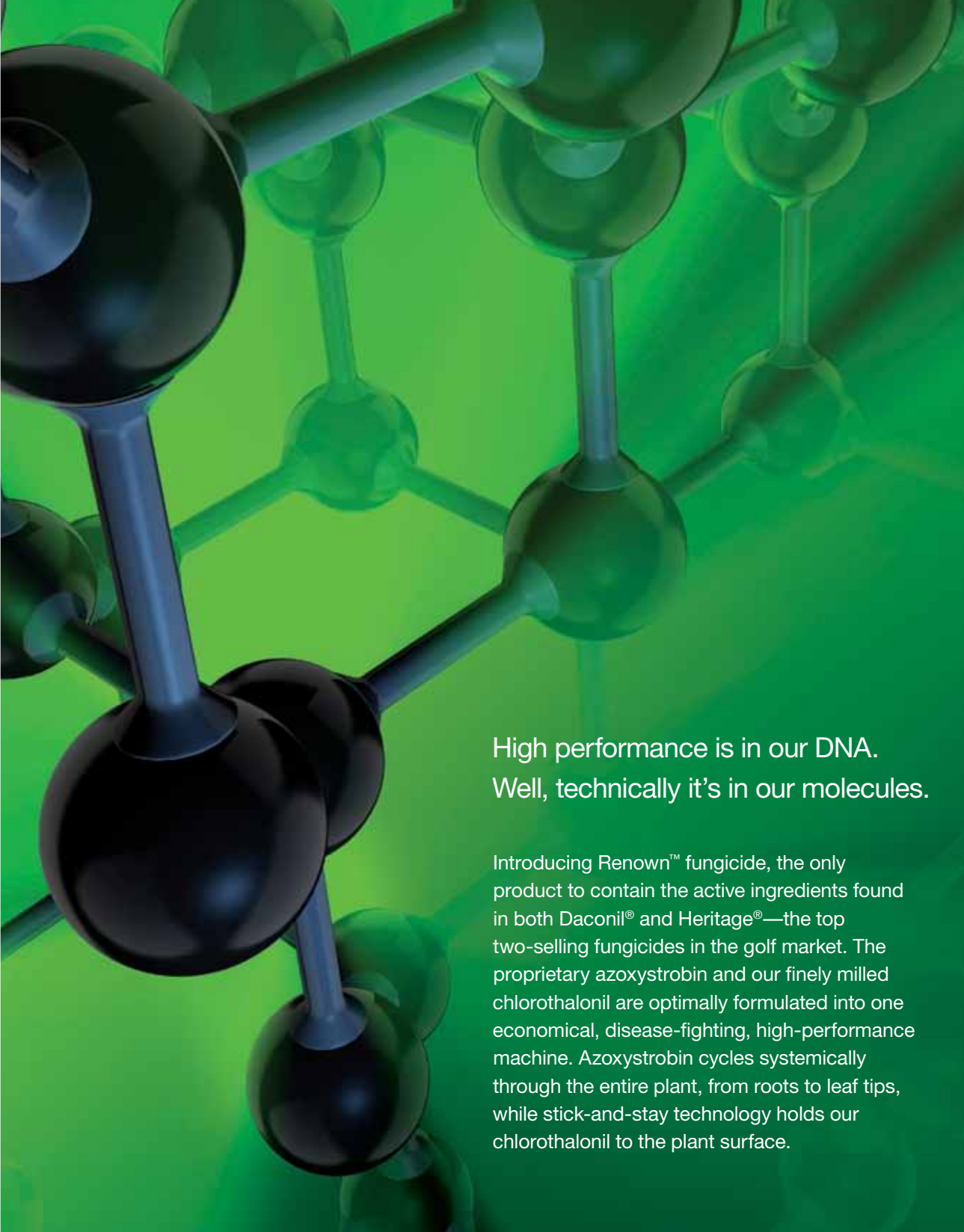
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YMCA Par 3: Home of First Tee of Lakeland

On a 22-acre, L-shaped plot of land next to the Publix Supermarkets corporate headquarters and distribution center in Lakeland sits the YMCA Par 3 golf course. The address on George Jenkins Boulevard reveals a great deal about the origins of the course, as it was established many years ago by the founder of Publix, “Mr. George” himself.

Originally built as a recreational amenity for the Publix employees, it was eventually phased out and the Lakeland YMCA leased the property and brought the 9-hole course back to life in 2005 with the help of golf course architect

Steve Smyers. Together they have turned it into a community asset which provides a year-round recreational outlet for families, senior and junior golfers and those just wanting to practice their game.

Superintendent Mike Giddens said so much attention has been placed on the 1st Tee mission that they often have to remind the locals that it is a full-service facility to be used by one and all. During my visit early one morning I saw seniors playing the course and hitting balls on the range, adults taking lessons and a couple of home-schooled middle-schoolers knocking the ball stiff

on the 124-yard 4th hole. Giddens says that families come out in the evenings to take advantage of the three lighted holes (7, 8 and 9), and the lighted practice putting and chipping greens, and driving range.

In a time when the golf industry is looking for creative ways to get more people involved in the game, this friendly, accessible, modestly-priced and multi-faceted facility is a great model of what works. It’s certainly a place to grow the game in a non-threatening environment for beginners and also a place where casual golfers and seniors looking for a social and

In a time when the golf industry is looking for creative ways to get more people involved in the game, this friendly, accessible, modestly-priced and multi-faceted facility is a great model of what works.



SUPERINTENDENT FACTS



MIKE GIDDENS

Photo by Joel Jackson.

Originally from Perry, FL

Family: Wife, Jill. Son, Cameron (10). Daughter, Taylor (7)

Education: B.S. in Sports Management and Recreational Turf Management, Florida Southern College 2004,

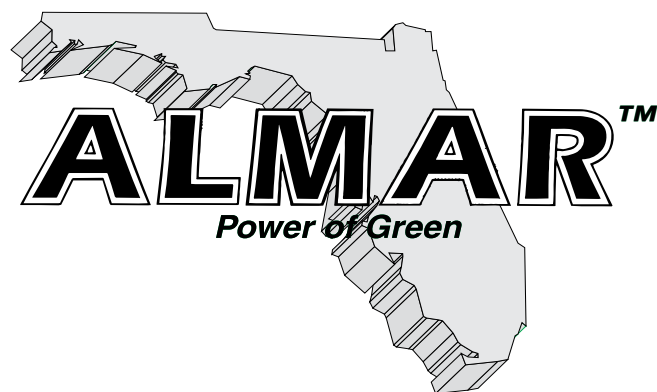
Employment: August 2004 – Present, Superintendent YMCA Par 3; 2001-2004 Lone Palm Golf Club, Lakeland.

Professional Affiliations & Offices Held: Current vice president of the Ridge GCSA. Member of GCSAA since 2005.

Goals/Accomplishments: Growing in our golf course in 2004 as the only staff person in the midst of those 3 hurricanes that all criss-crossed in nearby Lake Wales. Looking back, I can say I did it. Additional goals: Attaining my CGCS and pursuing my masters degree.

Hobbies & Interests: Anything sports- or outdoors-related. Spending time doing family outings to the beach or theme parks. I'm a huge Seminole and Dolphin fan. Also very involved with our church.

*Early morning view of the 4th hole at 124 yards.
Photo by Joel Jackson.*



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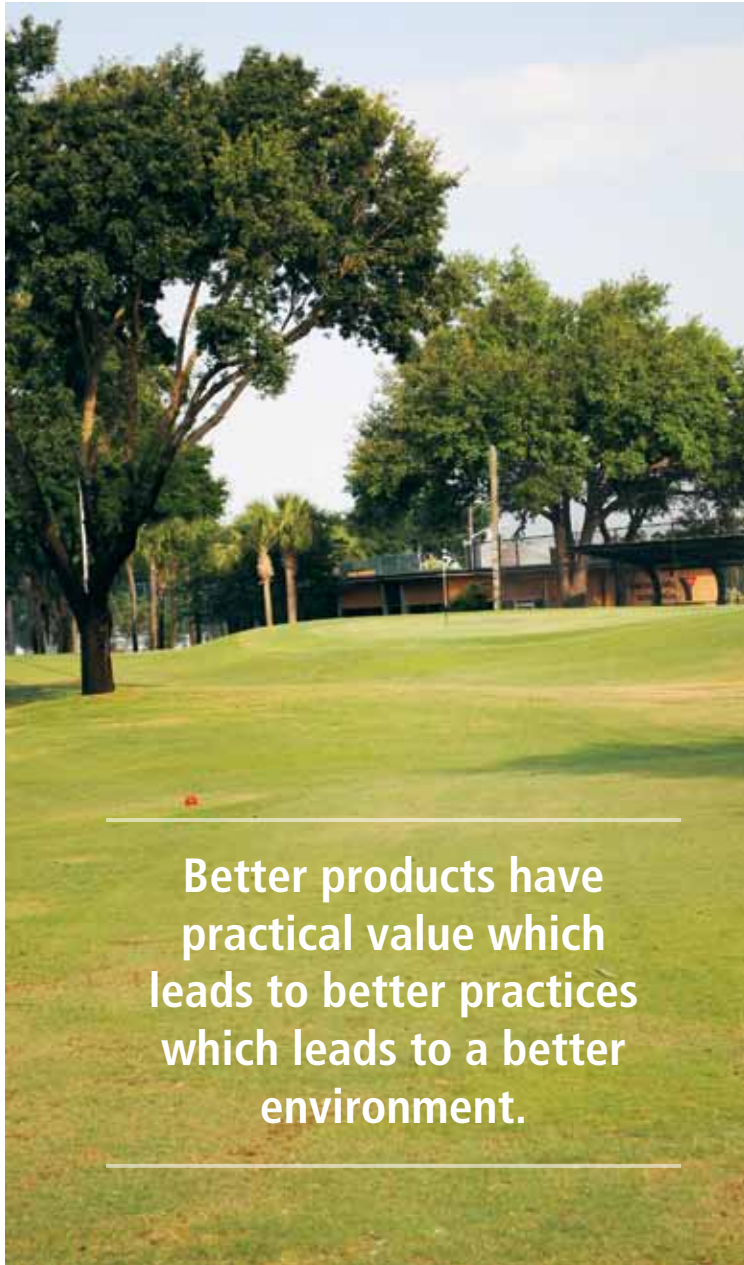
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View from the 9th tee. Photo by Joel Jackson.

recreational outlet can keep playing the game without a lot of pressure.

Giddens is ideally positioned for the coming changes in the golf industry. He — and those of his generation — is more computer savvy and enthusiastically embrace the electronic and digital revolution in communication.

The trick is making sure that the younger superintendents also embrace the live interactive social networking and don't rely on emails and tweets to substitute for personal relationships in the business.

Giddens is already on a track to do that as he is the vice president of the Ridge GCSA this year and helped run this year's Jack Harrell, Sr. Memorial Invitational. Giddens says, "Our chapter's young superintendents sense the urgency and need to step up. We have relied on the veterans like Bobby Ellis, Alan Puckett, Tom Barnett and others to carry the load. Now it's our turn to pick up the pace. We understand we need to be in the forefront of our industry to help manage the issues facing us. We need to be active and not sit and wait to have our management programs dictated to us."

I asked Giddens if he felt younger superintendents were more likely to be influenced by the "Green Movement." He responded, "Not necessarily. We have seen the development of "green things" in our industry like new technology and products with less impact incorporated into programs like IPM and BMPs. Better products have practical value which leads to better practices which leads to a better environment.

"Information gathering, action and participation are a balancing act for sure for all superintendents. With better communication we increase the chances for member participation and retention. I personally feel a responsibility for providing information to our members. We are working on a new website. Our challenge is taking the Ridge GCSA to the next level."

Giddens' main job is taking the YMCA Par 3 to



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YMCA PAR 3



YMCA Par 3 Maintenance Team: (l-r) Scott Behl, Robin Dannison, Matt Dean and Mike Giddens. Photo by Joel Jackson

Location: Lakeland

Ownership: YMCA of West Central Florida

Playing policy: Public

Course: 9 holes, 961 yards, Par 27

Avg. rounds: 20,000/year

Opened: May 2005. Course designed by Steve Smyers. Constructed by John G. Walton Construction Co.

Management Team: Director of Golf Gerald Richardson; Course & Facilities Director Mike Giddens

Ongoing projects: Adding synthetic turf tee strip to driving range tee, adding drainage on various holes, leveling tees 1-9, considering adding another practice green, re-doing existing practice green and adding a nursery green.

Acreage under maintenance: 15

Total acreage: 18

Greens: 1.0 acres. Jones Dwarf Bermudagrass. HOC 0.150 summer, 0.165 winter; Overseeding: ryegrass blend 30 lb./1000 SF.

Green speed goals: Smooth 8.

Tees: 2.0 acres. Celebration. HOC 0.5.

Overseeding: ryegrass 400 lb/A
Fairways (10 acres) and Roughs (2 acres). Turf: Celebration. HOC 1.0. No overseeding.

Bunkers: 10. Hand-raked. Sand type: E.R. Jahna 37-J bunker sand.

Native areas: We have a variety of native trees and grasses planted around the course. Several years ago we received a grant for an Upland Project and we

planted slash pines, wax myrtles, sabal palms and saw palmettos.

Lakes/Ponds: 3 covering 2 acres. Treated by outside contractor.

Irrigation: Source: Well. Flowtronex pump station. Controls: Toro Network LTC Plus. 133 heads. No fertigation. Water Conservation: Under SWFWMD guidelines. Use wetting agents. Converting full circle and fixed part circle heads to adjustable heads.

Staff including superintendent: 4. Two full time and two part time. Also utilize an average of 3 county inmates or community service laborers.

Key staff: Assistant Matt Dean, Equipment Tech Robin Dannison, Equipment Operator Scott Behl.

At top: The 7th hole is in the lighted 3-hole section of the course (#'s 7, 8 and 9). The covered practice area with hitting nets can be seen to the left. Photo by Joel Jackson.

the next level. The program has gotten a nice boost every year from the Barkley, Bean and Bryant fundraising event, which helps generate press and donations to the facility. This year the event expanded to Barkley, Bean, Bryant and Friends as other athletes with local ties join. Giddens says that besides this event they host the Bryant Family Thanksgiving Celebration each November. Rather than fund raising, Brad Bryant and his family use the occasion to give back to their community with free golf clinics, turkeys and presents for the folks in need.

While seeking to improve the chapter's communication infrastructure, Giddens says there is no real generation gap between young and veteran members. The Ridge is famous for its laid-back demeanor, but the members have been very serious when it comes to supporting local charities, programs, and each other.

Giddens is thankful for the generosity

of his peers who lend him equipment and occasionally other materials, products and even labor to help him stretch his tight budget.

With a little help from his friends and his three-man department and some community-service labor, Giddens

Our challenge is taking the Ridge GCSA to the next level.

tries to accomplish at least three core and two solid-tine aerifications on the greens, tees and other high traffic areas.

There isn't a lot of room to do creative traffic control on the course, so the hole-punching equipment is appreciated. Giddens says they verticut the greens once per month in the growing season and the tees three times in the warmer months.

His nutrient program consists of half-granular and half-foliar at about 10 pounds of N on the greens, 8 pounds on

the tees and 4-5 pounds on the fairways. Topdressing is done at light rates twice a month during the growing season.

The pest-control program is strictly curative with moderate thresholds for mole crickets, ants and worms. Damage is scouted and monitored and spot-treated when needed. Giddens reports fungicide treatments are rarely required except occasionally on some greens.

Wear on the driving range and course tees are his biggest challenge.

"The range averages 10,000 balls a day and being a 9-hole course each tee gets used twice in an 18-hole round. Some golfers play two balls at a time, so a potential of four divots per player per tee per round. Our greens are on the small side so they can take a beating too, but especially our practice greens and holes 7, 8 and 9 which are lighted at night. Regular topdressing and fertilizing is essential for their conditioning."



View from behind the 8th green also showing one of the practice greens. Photo by Joel Jackson.

GIDDENS FUN FACTS



Mike Giddens, Brad Bryant, Andy Bean and Charles Barkley at the 2011 Barkly, Bean, Bryant and Friends Pro-Am at the YMCA Par 3 in February. Photo by Joel Jackson.

Vehicle: 1994 Nissan Pickup

I stay home to watch: Noles and Fins Football

Last good movie I saw: Secretariat

What I've been reading: Trade publications.

Favorite meal: Pizza, it's awesome any time, any way.

Prized possessions: My health and my family.

Favorite performers: I like a lot of different performers.

Nobody knows that I: Am half Korean and can make sushi.

I'm better than anyone else when it comes to:
Stretching a penny.

If I could do it over: Wouldn't have student loan debt.

The one thing I can't stand: People who constantly complain but don't offer any solutions.

My fantasy: Have a place in the mountains and on the beach.

I'd give anything to meet: Jesus Christ. One day I will.

Words that best describe me: Honest, hard working and humble

If I could change anything about myself: I'd be a more avid reader.

My most irrational act: Buying things with money I didn't have (credit cards.) Not anymore.

My most humbling experience:
Being a parent of two kids.

Words that best describe me: Patience and perseverance

My dream foursome: Dan Marino, Bobby Bowden, Charles Barkley and me.

My best fish story: Catching a cobia on light spinning tackle when I was young. Took 30 minutes to land. It was awesome, but man it wore me out!

My most amazing golf shot: Still waiting for that one.



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COVER STORY

Giddens began his career at the YMCA course during the renovation back in 2004 and grew it in during that infamous hurricane season that saw the paths of Charlie, Frances and Jeanne criss-cross a few miles away in Lake Wales. It was a stern test for a new superintendent, but Giddens credits Mike Caudill at Lone Palm Golf Club for showing him the ropes in the real world to complement his turf classes at Florida Southern College. Giddens also credits Ridge icon Alan Puckett for being a sounding board and providing insights into the business and association work.

“Outside of the industry,” he said, “I have to say my wife was the most positive influence in my life. We were just married and she put up with me during those crazy first years of me working and going to school. She encouraged me and helped push me through that hectic time in our life.”

EDITOR'S NOTE: My interview with Giddens revealed that young superintendents out there have a lot to offer our industry and our associations. I encourage them to step up and volunteer. And I encourage the veterans to likewise take time to reach across any generation gaps that might exist and invite them to get involved in your chapters. They are our future.

Each hole is named after one of the nine core values of the First Tee Program (Courtesy, Honesty, Integrity, Respect, Judgment, Sportsmanship, Responsibility, Perseverance and Confidence). Photo by Joel Jackson.



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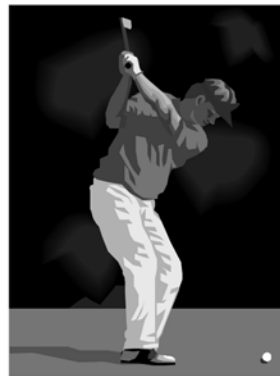


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Conditioning Your Management Skills

By Pat Jones

I gave Dr. Ken Middaugh, one of the Wake Forest University business experts who help teach the annual Syngenta Business Institute, a very simple request: Name five things every superintendent can do to improve his or her management skills now. Here is his very sophisticated answer to that simple request:

1. Build or strengthen your team.

Your team is more than just your direct reports. You should think about all the folks with whom you interact every day to get your job done. In other words, your team is the group you collaborate with to do the job and that needs to be broadly defined. What you do impacts what the golf professional does and both of you impact what the GM does.

Next, think about how you're going to lead that team. One of the adages in management literature has to do with "Theory X managers vs. Theory Y managers." Theory X managers are people who believe that employees are nails and they're the hammer. They treat their team as unmotivated cogs in the machine and believe constant control is necessary.

Theory Y managers believe that most employees are self-motivated and want to do well. The challenge for them is to state clear outcomes, direct and guide.

Despite what you might think, Y-managed teams universally outperform those run by X-types.

People do not respond well over a long time to constant control and micromanaging. That's hard for some superintendents because they're frontline managers and their first instinct might be to tell employees what to do. Sometimes you have to instruct them – as with a safety issue or a regulated issue or an employee who is untrained or misguided – but mostly you should avoid it. Also, the management vs. labor issue – Expect respect... but build a team to get to know people.

Familiarity does not breed contempt. It builds knowledge and relationships that help you get the most from employees. Plus you're willing to do more and perform better for someone you like and respect, rather than someone you just fear. Break down the barrier. You don't need to have them over to your house, but get to know them; know about their families, likes and dislikes, etc. All of that strengthens your team.

2. Motivate your team.

What's a simple or low-cost approach? Recognition. When someone does something good – not even extraordinary – make sure they know you're pleased. Doing it publicly is even better. A little praise goes a long way to ease a tense, difficult environment without a lot of other rewards available.

In Pizza Hut's story, getting into delivery in the 1970s – way behind Dominoes and others – delivery people were obviously mostly younger males. Pizza Hut committed to a "30 minutes or less or free" policy, which caused these young guys to act unsafely. That was costly in terms of reputation and insurance. They offered drivers \$25 savings bonds for a certain number of hours of incident-free driving, which helped, but the program plateaued. So they bumped it to \$50 for a little more.

They plateaued again, and rose again. Still didn't get the performance and now paying a lot to get the bump.

But then "Top Gun" came out.

One franchise owner started giving out "Top Driver" hats. Problems plummeted because everyone wanted that damned hat! If you can do something similar on the golf course, you may get some really significant results. One key: there has to be a defined, transparent metric and not just "I like him best." One of my favorite comments – a guy said years ago, people don't do extraordinary things for money, but it sure improves their hearing.

Even small rewards, when valued, can generate big results.



Pat Jones, Editorial Director of Golf Industry Magazine gave a "State of the Golf Industry" presentation to the Palm Beach GCSA at their May 2011 meeting. Photo by Steve Wright.

3. Learn about your boss.

Or at least learn more about your boss. Here's the context: try to learn about the challenges and pressures he/she faces. What tradeoffs are they making on a regular basis? That may help you understand why the restaurant got new drapes and you didn't get the mower you wanted.

Stand in their shoes. Find out their hot buttons. For some it's honesty. For some it's underperformance or civility. It will help you avoid trouble. As a sidebar, try to learn more about the other operations within the club. It's too easy to keep your blinders on and assume that only the golf course matters. The other things do matter to a certain percentage of club patrons. It puts things in perspective.

Finally, also understand what metrics are being used to evaluate your boss. What factors determine his or her success and how did you help them achieve them?

4. Know your key success factors.

Key Success Factors are those underpinning concepts that determine whether your organization is going to be successful. Here's a non-golf example: in laptop computing, you can choose several ways to get into the market. Low price-low cost structure vs. Cadillac – higher cost but quality to live up to. You can be successful with either model, but that determines how you're going to drive your business. You can be like Dell or you can do everything high-brow and beat everyone on quality.

Superintendents need to look at the KSFs for the entire facility. Maintaining members? Attracting new members? Is the golf course really the key? Is it conditions, difficulty, reputation? You have to know. ID them and map them onto your segment of the business. If your KSF is attracting new members, how does your role play into that?

5. Plan!

Build something that lays out what your objectives are over time and build it around those KSFs. This is not a chemical app schedule or a labor schedule; it's a plan that ties removing trees to customer satisfaction, for example. It needs to be flexible – things change and you should have a contingency. Too many plans are lovely notebooks gathering dust on a shelf and yet people are surprised when it doesn't work.

Overall, start looking outside of your world. Find lessons from other disciplines and markets. It's too easy to narrowly focus on areas you're comfortable with. You know how to grow great grass, but broaden your perspective outside the technical world and course maintenance and think broadly about the rest of your operation. Business history is fraught with examples of ideas that worked in one area but failed overall. The tree was there, but the forest failed.

Reprinted courtesy of Golf Course Industry's "Strictly Business" E-Newsletter.



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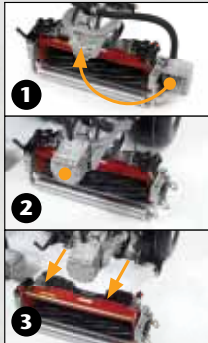
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Growing the New Grasses

Central Florida Winter Pines GC
Joe Ondo, CGCS

After sodding our small practice green with SeaDwarf paspalum to test how it performed here in Orlando, the decision was made to convert three greens at a time on our front nine. We set up temporary greens to provide a full 18 holes for our members and customers.

After stripping the sod, we Roto-tilled, shaped, fumigated and sodded the putting surfaces. We installed a 5-foot wide paspalum collar to help discourage the Tifway 419 from encroaching into the green. We edge the paspalum/bermuda interface with a stick edger

regularly. It would take an average of six weeks to get the greens in shape to open for play. Then we would start the next three holes.

The greens on the front nine vary in make up, we have some push-up greens that have been amended with sand and some we rebuilt in the past to USGA specs with 90-10 mix. We fertilize monthly with a low N and high K fertilizer and apply a foliar 4-0-0 paspalum mix with minors and Primo. A preventive fungicide program works best as we find the paspalum slow to recover from problem areas. We are still tweaking that program.

Since the greens were all sodded, I think once we do some core aerifying this summer, it will continue to get better. The paspalum certainly did hold its color this past winter and we used black topdressing applied every two weeks for heat retention. The back nine Tifdwarf greens also held up better this winter with the black sand.

I am still learning about this grass by talking to other paspalum superintendents and tweaking our program. I feel it will only get better. If given the choice, I probably would sprig instead of sod next time.

Champion ultradwarf green at the Royal Poinciana Club in Naples. Photo by Joel Jackson.

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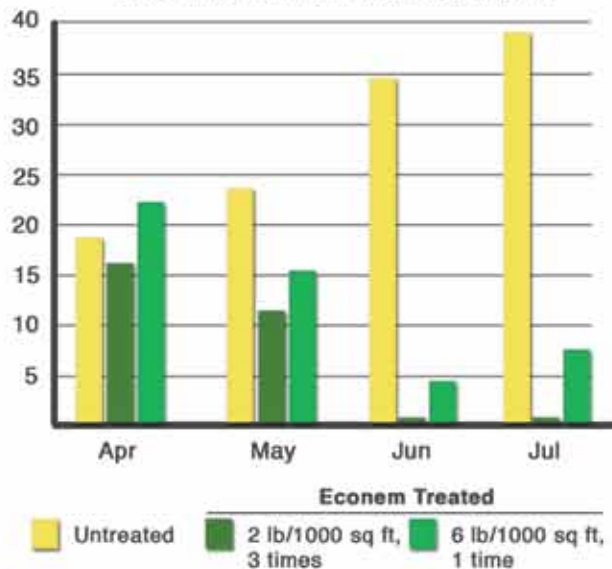
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South Florida: Royal Poinciana Club

Matt Taylor, CGCS

When I first arrived we had Tifdwarf. It was good but, with many clubs in the area installing ultradwarfs greens, it was hard to keep up.

We had pretty good dwarf greens with basically the same management as for ultradwarfs with grooming, vertical mowing, topdressing and fertility. We just could not really get much below .156 inches for a long period, so we had to work our tails off to get green speeds of 10.

We had a TifEagle putting green here at Royal Poinciana when I arrived in 2000. It was nice and the members loved it. I had grown Champion at Bonita Bay East for three years previously and I was very comfortable with how it could perform. Not many guys had figured out how to manage it back then. Honestly, in my opinion most greens at that time could not compare to Champion. So we decided to go with Champion at RP and have never looked back. We changed out 18 greens and the putting green the summer of 2000, and the other 18 and practice greens in 2003.

Today in 2011 many guys have figured out all of the varieties and the condition of greens no matter what variety, which are, for the most part, all excellent.

None of them has great color retention when it gets really cold. One type goes off color at 55 degrees and one goes off at 57 degrees. Really?

I think the biggest game changers are fertility and Primo. The fertility programs have changed so much, much lower N rates today maybe half – or less than half – of what we used to apply for dwarf. But the real breakthrough has been guys getting on and staying on Primo programs. The rates are all around 3 - 4 oz./A on a weekly basis. This produces speeds well above 10 with zero stress on the plants. Heights of cut seem to be ranging .110 - .135 inches.

South Florida: The CC of Naples

Bill Davidson

When the ultradwarfs came out, everyone got the fever that “lower is better” since we all were struggling to provide “fast” green speeds. To think that you could mow a grass at .100 inch compared to the standard .140 inch was crazy. So the old philosophy of “if one is good, two are better” kicked in and guys headed for the basement trying to outdo themselves and their buddies. I think now guys are wising up and are instead figuring out how to mow at .110”-.150” and still have speed and healthier turf.

I’ve grown TifEagle and Mini-Verde and I can say that the management of each under my care is essentially the same. The Mini-Verde has the best root system by far. It is not uncommon to have roots 4-5 inches deep

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in the winter. Right now they are at the bottom of the cup in some spots when not aerated or verticut. The Eagle is a shallower-rooted grass that thrives in the upper bio-mass of the soil profile. My Eagle always seemed to root into that 4-6 inch organic layer in good times and move up into the 2-3" range in the winter.

As far as verticutting and top dressing, I'm sure you've been following the Facebook postings in the "golf group" and there seems to be no right answer. The results are the only things that matter; how you get there is up to the individual grass grower.

Internet: From Gary Grigg's Facebook Group "Golf Maintenance"

Dr. Bryan Unruh, Darren Davis and Bill Davidson

Dr. Unruh, Davis and Davidson commented on the question and concerns about using finer sands to top dress the finer-textured ultradwarfs. While Dr. Unruh expressed concern over forming a restrictive layer by using too much fine material, Darren and Bill found that doing regular light dustings with the fine material during the golf season for smoothness is not a problem as long as you are diligent with your more aggressive vertication and aerification programs during spring renovations.



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BEFORE Area between two holes requiring improvement. Photo by Andrew Englebrecht

PHOTOSHOP BEFORE PLANTING

By Andrew Engelbrecht, PGA

Former IPM Manager, Pelican Preserve Golf Club

From Andrew's April 21st "Watching Grass Grow" blog entry:

In the recent Winter 2011 edition of *The Florida Green*, Kyle Sweet, CGCS talks about utilizing Photoshop to get an idea of what an area might look like before actually proceeding with a proposed change. I was recently asked to propose an improvement to an area at our facility and I thought I would give this a shot. I am no Photoshop expert, but I do have the program and understand the basics.

The area in question is an extension of a lake shoreline that rises well above the mean high water mark. The only water it

ever sees is run-off from the surrounding hillside. The result is an ugly muddy area filled with rocks and weeds. We have to continually string-trim this location to keep it from looking absolutely terrible. It is unknown why the builder would have graded a shoreline like this. In any case, the general manager wants it to look better and I utilized Mr. Sweet's technique to create the proposal.

I must also credit Darren Davis of Olde Florida Golf Club for providing some advice on what to plant in the area. I went with his recommendation of cordgrass and young cypress trees since the area does fluctuate in moisture. For the actual changes to the image in Photoshop, I photographed the desired

species from the same angle and in the same type of lighting (same time of day), so they would blend once I pasted them in. I decided to use some dune sunflower as well, since we have it in other locations on the golf course. I am relatively pleased with the results.

Our superintendent, Tom Skotzke, submitted the proposed design to our GM, who loved the design and they will be moving forward with it. Actually, the head pro thought it was a picture of the completed project and commented how fast we were doing work on the course. We all had a good laugh at that one.

Editor's Note: Andrew is now an assistant superintendent at the Olde Florida G.C.

AFTER Proposed new design. Photo by Andrew Englebrecht



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12-0-10

12-0-10

Total Nitrogen (N).....12.00%
 2.0% Nitrate Nitrogen
 10.00% Urea Nitrogen*
 Soluble Potash (K₂O).....10.00%
 Iron (Fe).....1.00%
 1.00% Chelated Iron
 Manganese (Mn).....0.30%
 0.30% Water Soluble Manganese
 Zinc (Zn).....0.10%
 0.10 Water Soluble Zinc

Also contains non-plant food ingredients: Fulvic acid and kelp extract (Ascophyllum Nodosum).

*5.00% Urea Nitrogen Stabilized with dicyandiamide and N-(n-butyl) N-(n-Butyl)-thiophosphoric trimide.

7-7-7

7-7-7

Total Nitrogen (N).....7.00%
 1.0% Nitrate Nitrogen
 6.0% Urea Nitrogen*
 Available Phosphate (P₂O₅).....7.00%
 Soluble Potash (K₂O).....7.00%
 Iron (Fe).....1.00%
 1.00% Chelated Iron
 Manganese (Mn).....0.08%
 0.08% Water Soluble Manganese
 Zinc (Zn).....0.08%
 0.08 Water Soluble Zinc

*3.00% Urea nitrogen stabilized with dicyandiamide and N-(n-butyl) N-(n-Butyl)-thiophosphoric triamide.

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Education and Support are Key to Our Success

by Joel Jackson

Golf Team's Victory Aids Turf Research

This past February, Florida Team No. 2 of Bob Harper, Jason Regan, Jim Torba and Deron Zandt won the Team Gross Competition held at PGA National in Palm Beach Gardens. Besides their trophies, the victory is mostly about bragging rights for the year, but this year was a little different. The Toro Company made a \$500 Golden Tee Club donation to GCSAA's Environmental Institute in recognition of the national gross and net team winners. Congratulations to the team and thanks to Toro for adding this positive incentive and reward for playing the game we love.

From the Beltway to the Fairway

For over a decade now, the FGCSA has partnered with the Florida Fruit and Vegetable Association and other commodity groups to sponsor a week-long tour of Florida Agriculture for EPA, Florida DEP, Florida DACS and Water Management District regulators every March. The 25-30 groups arrive in Ft. Myers on a Monday afternoon and are bussed down to the Old Collier Golf Club in Naples for a tour of the course and maintenance facility. Then we all sit down for a barbecue dinner in the crew break room. Host Tim Hiers, CGCS is aided by Ricardo Uriarte, course superintendent and 5 or 6 Everglades GCSA members to drive the multi-passenger golf carts and spread out among the regulators to answer questions and point out features of golf course operations, so the officials can get a real-world picture of golf course management.

Most of these regulatory staffers have a science background, but are not really familiar with how the tees, greens, fairways, roughs, native areas, etc all work together and where the maintenance emphasis lies. We see lots of "Aha moments" as myths and perceptions are clarified. Thanks to Darren Davis, Matt Taylor, Lou Counzelmann, Kyle Sweet and Jan Beljan for acting as guides this year. When

Part of the group at the 2011 UF/IFAS North Central Florida Field Day. Photo courtesy of UF/IFAS.



(l-r) Brian MacCurrach (Bayer) and Greg Pheneger (Johns Island) with the Bayer Blue Pearl Power Pak. This year's auction won by Pheneger netted \$6,500 for the Treasure Coast chapter. Photo by Joel Jackson



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people ask, “where does our money go?” this is one of those government relations and outreach and education line items we feel pays dividends.

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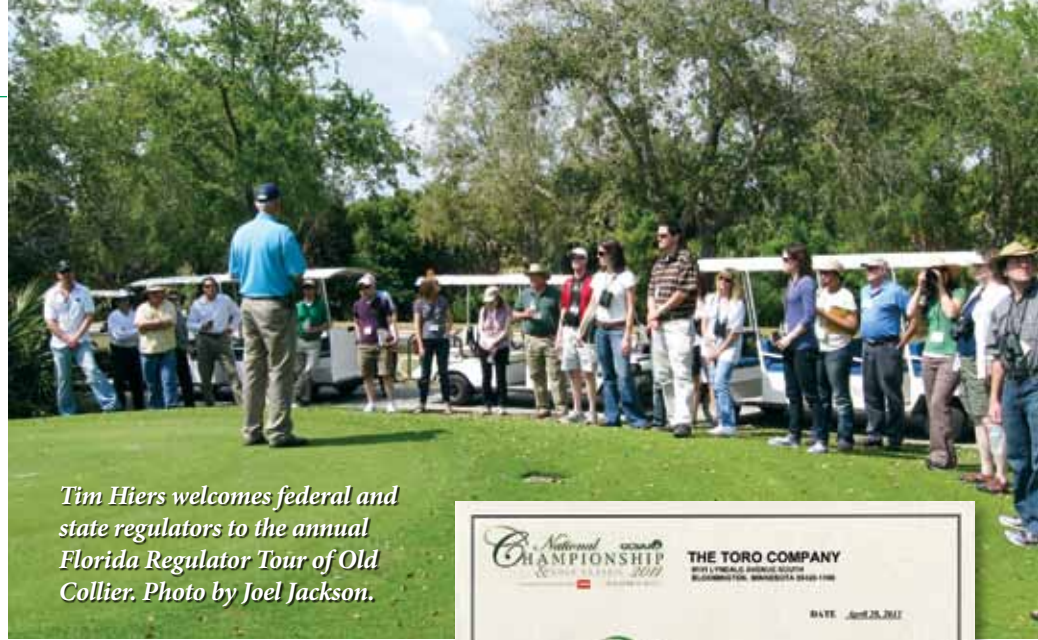
The Everglades Spring Symposium held every April at the Naples Beach Club is day full of continuing education that brings researchers, educators and even regulators to Naples for a day-long session on a variety of topics dealing with golf course management.

This year, part of the program was dedicated to the topic of BMPs as the state gears up for introducing a Golf BMP certification program in concert with the Florida DEP. Drs. Trenholm, Buss and Dukes spoke on nutrient management, insect control and irrigation BMPs.

This emphasis will continue at the Crowfoot Open in August and the FTGA Conference and Show in September.

On the regulatory side, Paul Mitola with FDACS talked about “Surviving an FDACS Inspection.” The short version – perceptions lead to complaints which lead to inspections, so document, document, document. Superintendents always want topics on turf problem-solving so the talks on “Optimizing Turf Performance” by USGA Aronomist Todd Lowe; “Herbicide Options in the Absence of MSMA” by Dr. Scott McElroy from Auburn and “Building a Fungicide Program” by Dr. Steve Kammerer from Syngenta filled the bill.

In May, the University of Florida held its annual North Central Florida Turf Field Day at the Research and Education Center in Citra. This is one of three



Tim Hiers welcomes federal and state regulators to the annual Florida Regulator Tour of Old Collier. Photo by Joel Jackson.

regional UF/IFAS Turf Expos held each year. The others are in Fort Lauderdale (March) and Milton in northwest Florida (June). Research and development doesn't get done without funding and each of these location receives support from industry and our association chapters. Of special interest this year were the drought tolerance and irrigation moisture management projects.

Also receiving a windfall of support this year was Florida Gateway College, formerly Lake City Community College. FGC is the home of one most successful Golf and Landscape programs in the country and many Florida superintendents are alumni. Program Director John Piersol recently shared the news that long-time Florida golf entrepreneur Frances Kayo Bowman left a \$100,000 endowment gift in his will. Combined with a \$12,500 gift from the Lake City Garden Club, the school's Scholarship and Program Enhance Endowment fund has grown to \$1,750,000.



The Toro Company donated \$500 to GCSAA's EIFG in the name of Florida's Golf Team.

While windfalls are wonderful, it is the steady, consistent support from our state and local vendors that keeps the stream of research funds flowing. Just one prime example is the Bayer Power Pak auction held each year at the Treasure Coast's Blue Pearl Tournament. Bayer donates a package of its products and Bayer regional rep Brian MacCurrach holds an auction for the whole bundle.

The money raised in the auction goes to the local chapter for its turf research and charitable programs.

This year Greg Pheneger from the John's Island Club won the bidding with \$6,500.

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SIXTEEN STITCHES ARE A REMINDER OF SHELLY'S BATTLE WITH MELANOMA.

MELANOMA

By Shelly Foy

Thank you to everyone who continues to work on environmental programs and projects on your golf courses. While I normally use this space to tout all the wonderful things you are doing, this time I want to talk about something else you should be doing, and I will tell it with a personal story.

A few weeks ago I went to my dermatologist for my check up. He said, "Shelly, everything looks fine. I will see you in six months." But for over a year and a half I have had my eye on a spot on my arm. It started out looking like a freckle (better word than age spot). This spot was getting larger and I brought it up to the doctor at every check up. His response was that it was nothing to worry about. This time I brought it up again, got the same response, but I pushed the point and finally got him to agree to biopsy it. His office called a week later, said it was an atypical mole and that I should come in and they would scrape it off. We did this and I thought everything was fine.

A few nights later the phone rang and it was my doctor. He told me that, first of all, we did not get it all, and secondly, the lab reported it was a melanoma. He said he could not remove it (due to the depth) and sent me to a plastic surgeon.

Sixteen stitches later, again I think all is well, and again my phone rings a few days later.

The surgeon told me it was the "bad kind" of melanoma (is there a good kind?) and that once again, we did not get it all. He told me that, because I was diligent and caught this early, they feel confident that it has not spread and that they will be able to remove it. He also told me that had we been having this conversation a year from now it would be a totally different story. I will be back in his office at the end of June for another procedure, hopefully to remove all of the melanoma.

The take-away message here is that this spot on my arm was not anything that dermatologists tell us to look for. It was not raised, did not have irregular edges, and honestly looked like a couple of age spots that had simply melded together. This was a spot that my doctor had routinely told me not to worry about for almost two years.

What you need to be on the lookout for is ANY spot on your body that changes in ANY way.

Ten years ago a friend had a spot on her arm, and by the time she got it checked out, it was an advanced melanoma and she died within six weeks. My mother told me that it was my diligence that saved my life by insisting the spot be checked. In reality, it was the memory of my friend who died too young and left two teenage boys behind.

I hope that everyone who takes the time to read this will immediately do three things. First, look at every spot on your body and ask yourself, has this spot changed at all? Second, pick up the phone and make an appointment with a dermatologist, and always make sure you wear sunscreen, a hat, and even a long sheet shirt while you are out on the golf course. Third, take a long look at your family and friends and not only encourage them to be diligent out in the sun and to have regular checkups, but also think about how tough it would be for them to get along without you.

For information on skin cancer and what you can do to protect yourself, please visit: www.cancer.org, www.melanoma.com, www.skincancer.org

EDITOR'S NOTE: Shelly, thanks for sharing your experience and reminding us to be good stewards of our own health.

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FIELD OBSERVATIONS



By *Ralph K Dain Jr.,*
GCSAA Regional Representative Florida

I hope that a good number of you know who I am by now. Whether you want to admit it or not is another question!

The editor of the *Florida Green* has graciously provided me with some space to communicate information and observations from my travels around the Sunshine State.

It is my intention to keep you apprised of what is going on both at the local level and nationally with the GCSAA. I am not sure exactly how much space I will be afforded. However, I do know Joel Jackson cannot queue up music like

the awards shows or Jeff Strother, past president Suncoast GCSA, did at their recent annual meeting when I went a little long. *Editor's note: We'll give you all the space you need. And yes, Ralph, no music, but I do get the final cut.)*

In my most recent chapter visits I have spoken about the FGCSA's efforts to initiate a certification program for the Florida Golf BMP manual. Matt Taylor, CGCS, envisioned this program nearly two years ago and we are hoping to unveil the initial testing at the Central Florida GCSA's Crowfoot Open Aug. 5. Some of the core topics were presented as part of the Everglades Spring Symposium to get the ball rolling.

The Florida Golf BMP manual has garnered numerous accolades at the national level and has thus far been instrumental in keeping golf out of the ordinances calling for additional fertilizer application restrictions in a number of locations. These ordinances do refer to the adherence to the Golf BMPs during local application blackout periods. Therefore it is critical that all of you be aware of these practices and diligent in documenting all the positive practices you employ at your facility.

If you need or want additional copies of the Florida BMP manual, please let me know and I will get them to you. I have seen the mother lode and IFAS has an entire pallet full of manuals available to distribute.

It is a good idea to share a copy of the manual with your owner, general manager, or committee members to help communicate your environmental stewardship efforts and the required practices if your city or county has a restrictive fertilizer ordinance.

I look forward to communicating to you one-on-one with my "Field Observations" for what I hope is a long, healthy time!! Until next time, I remain...

Ralph K. Dain Jr.
GCSAA Field Staff, Regional Representative Florida Region
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LIGHTS AT THE END OF THE TUNNEL



**GREEN SIDE UP
BY JOEL JACKSON**

If you are watching your investment portfolio, you are probably still in a state of uncertainty and anxiety over the nation's economic outlook. Certainly the golf industry isn't out of the woods yet, but at least some clearings are visible and there's room to stretch instead of always walking in the shadows.

After a couple of years of poorly attended events,

meetings and outings, reports of increased attendance at many chapter events are filtering through the grapevine. I know the Envirotron Classic was a 36-hole sell out, and attendance numbers from other early spring events was up over the past year or two. So there are some positive signs that people are tired of hiding in the cave and are craving continuing education and camaraderie.

There are encouraging signs from introductory programs like Get Golf Ready and news that individual facilities are getting more creative about welcoming golfers of all ages and abilities. Creative forward-tee installations by golf course architects are helping new golfers be more successful and enjoy the game while they develop their skills.

More clubs are setting aside tee times and days of the week where junior and beginner programs can get established. In one of the more extreme, but certainly unique, inventions for golfers

with limited physical abilities but still with the desire to be on the course with friends is a system called Ezee Golf. It consists of one special club that "fires" the golf ball 50 to 225 yards with power cartridges similar to a nail gun, and a wedge and a putter for the up-close chips and putts.

Certainly this isn't for USGA-sanctioned play and GHIN handicaps, but the majority of golfers are all about fun and friendship outdoors and not about placing a club championship trophy on the mantle. The game is finally making room for the "game" of golf and not just the competition to beat par or your opponent.

Recently, I played in two scramble tournaments at the International Network of Golf (ING) spring conference at the Innisbrook Resort in Palm Harbor. They have a full handicap pairs event to win a spot in the World Pairs Championship held in Scotland. But for the rest of us hacks there are scramble events.

Rather than the same old cruel and usual punishment of making me tee off from the blue tees where my drives become useless for the team, the golf committee said, "Let's have fun!" Seniors were invited to play from their tee of choice where they felt most comfortable.

I was not embarrassed to drive up to the forward tees and give it a whack. In fact, by doing so I had a real chance to contribute to the team and put a ball in the landing area where the A and B players drive. It let me enjoy the round a whole lot more than just saying, "Well, I don't need to hit on this hole."

We need to get more people engaged in the game for the industry's survival. It's refreshing to see golf courses, businesses and associations exploring new ways to get that done. ■



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Hydrocotyle spp. (Dollarweed), also called Pennywort, is a summer perennial weed common in Florida and Texas, among other warm season states. There are actually several species of dollarweed. Leaves are round in shape, approximately one inch in diameter. Weed leaves hold a bright green hue and are shiny, with scalloped margins.



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