

**NEW DIRECTIONS**



**GREEN SIDE UP  
BY JOEL JACKSON**

This issue of The Florida Green ushers in new year filled with changes, challenges and choices.

The changes closest to home begin with the Florida Green staff duties. Larry Kieffer, our long time Publications Manager, would like to reduce his overall responsibilities with the production of the magazine. We would like for Larry

to remain associated with the magazine because he has a wealth of writing, publishing and most importantly for us editing skills and knowledge.

He has helped make The Florida Green a highly respected association publication for over three decades, so he has earned our thanks and the right to slow down to a pace that is more comfortable and still productive. This change brings Tim Lancaster on board to head up the graphics and layout responsibilities of the magazine. Tim lives in Temple Terrace near Tampa and is a free lance graphics designer and heads his own company, Lancaster Design.

Tim did the layout of the Fall issue while learning Larry's production program for keeping track of the editorial content, advertisements and layout template. As Larry's chief role shifts to editing the copy and getting it to fit into future layouts, Tim will be exploring new design looks to help us keep the magazine

fresh and appealing.

In the Fall issue we said "Hail and Farewell" to Daniel Zelazek, who spent 29 years photographing the covers for the magazine. That job now falls to me and it has been a real revelation of just how much work can go into finding just the right photos to capture the cover story courses. The number one factor of course is the weather and lighting conditions. Daniel has certainly set the bar high, and I will do my best to follow in his footsteps.

Another change upon us is a new website, and kudos go to Jennifer as she stays in constant contact with Cyber-Golf, our new web provider to develop our enhanced www.floridagcsa.com site. She is determined to get us all on board with a universal "members only" data base where members and chapter administrators can input and share information updates instantly and seamlessly. We are continually inputting more content into the various

sections. An effective website is always changing, so bear with us as we fill the pages with information for your use.

The new year will bring challenges to individuals for job security and to the golf and turf industries in general with continued regulatory pressure on the use of water, chemicals and fertilizer. It's one thing to challenge industry on their stewardship, but it's quite another when those raising questions don't listen to or act on the practical scientific solutions.

And that brings us to the choices facing us in 2011. We can choose to sit by and let activists run our businesses into the ground or we can choose to act. I suggest the latter choice is the only path to survival for golf as an industry, sport, recreation and social networking activity. There are enough people and facts to carry the day, but only if people will get engaged and participate.



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