

The Florida Green

FALL 2013

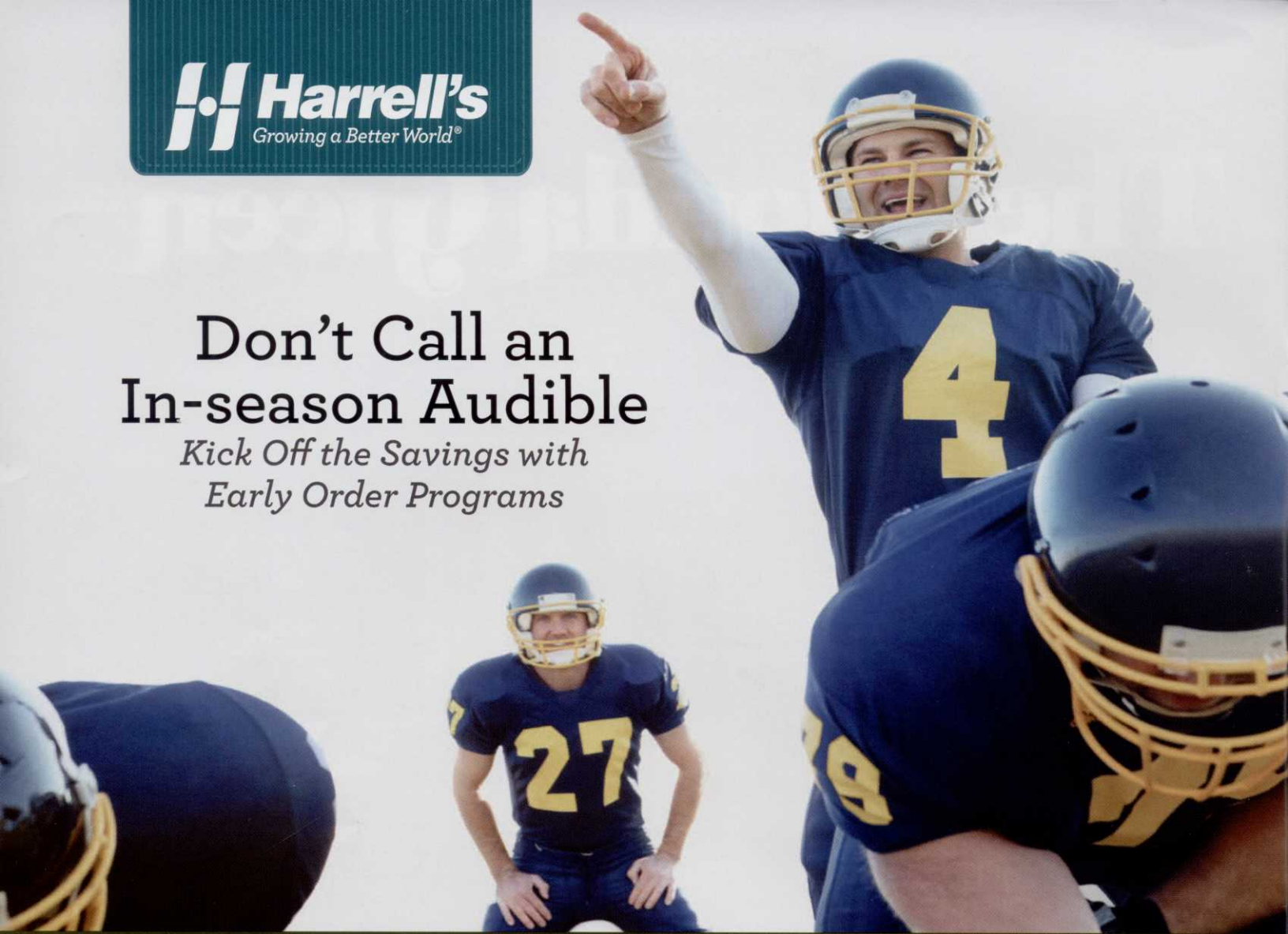


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The Florida Green

Fall 2013

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ON THE COVER: *The 9th hole, Juliette Falls G.C. Photo by Brian Walters*

FOREWORDS

Four Steps to Success

Golf season is upon us. As we wrap up our summer projects and get everything in place for the golfers, I encourage you not to "over-focus." Certainly you need to focus on doing your job and make sure everything is done correctly, but don't focus so narrowly that you're aware only of your own facility. Often we get busy and have little time to spare. We reduce our staffs while our responsibilities increase. We stop worrying about anything that is not pertinent to the immediate needs of our facilities.

Keeping up with industry news, participating in industry programs, furthering our education and building relationships with other professionals all go on the back burner. While we might feel that there isn't time to do these things, the truth is we can't afford not to. I'm going to challenge you to accomplish four things that will make you a better superintendent and bring more value to your course.

First, attend as many meetings of your local superintendent chapter as possible. If you rarely attend meetings, check your chapter's upcoming schedule and reserve time for the next appropriate event. If you don't know a lot of people and feel like an outsider, call a superintendent or vendor whom you do know and make arrangements to attend with them. It's a great way to extend your network and meet other professionals. Don't be afraid to tell your employer that you would like to attend. Most chapter events have a lot to offer in terms of education and networking. Make sure you communicate to your employer what you plan to gain from your participation. Employers are usually supportive if they can see the value.

Second, complete the Golf BMP Certification if you have not already done so. This program is critical in strengthening our position as golf course managers to continue using fertilizer, water and pesticides in a responsible manner. It is important that as an industry we demonstrate our dedication to protecting the environment through responsible use of resources. If we fail to do so, water, fertilizer and chemicals will be taken from us. Every time we lose a resource, providing an enjoyable golfing experience becomes more difficult.



Kevin Sunderman,
President

Third, sign up to participate in EREF (Environmental Research & Education Foundation), which is backed by a coalition of related industries including lawn care, pest control, golf courses, sod growers, sports turf managers, etc. Its purpose is to raise funds to support our cause through research and advocacy. For years opponents to our industry's use of fertilizer have communicated uncontested claims. Lawmakers and the general public have taken our opponents at their word. EREF's purpose is to represent our views and effectively communicate them to lawmakers and public alike. You can find the link to sign up on the FGCSA website. Your participation involves a 0.6 percent donation billed on all of your fertilizer purchases from participating distributors. This amounts to just 60 cents for every \$100 purchased. Everyone's participation is needed to make this program successful.

Finally, I ask you to do business with those companies that support the FGCSA, your local chapter and the industry as a whole. Our vendors rely on our success as much as we do. Many of our vendors recognize the importance of promoting the golf industry. They advertise in the FGCSA publications. They join local chapters. They sponsor events. While this can be seen simply as advertising, it also has to be viewed as support for our industry. Without their help, both the FGCSA and local chapters would not have the funding needed to provide services and benefits to our members or funds to support the advancement of the industry. Please take the time to thank our supporting vendors and encourage others to get involved.

We superintendents are busy. It's easy to get bogged down in the everyday demands of our own facilities. However, the long-term success of both the industry and your facility depends on many other factors. By accomplishing the above four items, you will be helping yourself, your employer and the industry.



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For Every Superintendent There is a Season



From left: Andrew Jorgensen, CGCS, president, Seven Rivers GCSA; Dr. Jason Kruse, Dr. Kevin Kenworthy, and Dr. Brian Unruh of UF/IFAS, and Jim Shaffer, External VP, Seven Rivers GCSA.

According to the heavens it is autumn, which can mean peak hurricane season and/or just cloudy “blah” days before we finally start cooler weather. It is a time for the turf to heal from all the renovation and construction programs. It is the last of the “slow play” days before the snowbirds flock to the fairways to begin the busy winter golf season. It is during this time that many of our chapters and associations wrap up their final events of the year. Here are some of the things that happened during the “dog days” of summer. Look ahead in the “Calendar

of Events” and on the FGCSA website and you can see what’s coming up for the remainder of the year all the way to the GCSAA GIS Conference in Orlando in February!

Seven Rivers: In August the chapter presented a check to Drs. Jason Kruse, Brian Unruh and Kevin Kenworthy at the University of Florida to fund one year of a continuing multi-year turfgrass breeding study, which is also supported by the Florida GCSA.

The chapter was also highlighted in a human-interest story in the *Ocala Star*



Seven Rivers members hold a Work Day to help fellow member Barry Greenwalt and his family. Greenwalt has been battling liver disease for nine years. Back row from left: Nathan Armstrong, Jim Shaffer, Andy Jorgensen, Duncan Orris, Ron Palsgrove, Danny Cravey, Josh Carter, Gavin Carter and Chad Nixon. Front row Barry Greenwalt and his daughter Sofia.



At the SFGCSA Annual Meeting at the Hillcrest CC on July 25th, South Florida GCSA President Ricky Reeves (right) presented a check in the amount of \$25,000 to Dr. George Snyder, Professor Emeritus representing the UF/IFAS REC in Ft. Lauderdale. The funds are for research projects and maintenance of the facilities at the research center.

Banner when they surprised the Barry Greenwalt family with a "Work Day" at their Ocala home on Saturday August 3, 2013. Barry Greenwalt received his second liver transplant in December of last year is now back on a waiting list for a third transplant. The group did landscaping, roof repair, mowing, clean up and assembled a playground for little 5-year old Sofia. "The gesture was overwhelming," said Barry and his wife Andrea, "we have been truly blessed by this and are forever grateful." (From an article by Lisa Crigar, *Ocala Star Banner*).

South Florida: More turf research support was evidenced by the SFGCSA as the association used proceeds from the annual South Florida Turf Expo held every March to present a check to support continued research studies and maintenance of the turf plots and research green at the UF/IFAS Research and Education Center in Ft. Lauderdale.

Central Florida: On Aug. 22, the first joint event between the CFGCSA & the NFGCSA was

held at Spruce Creek CC. The concept of the "Fly In Shoot Out" was the idea of Spruce Creek Superintendent Bo Irby and Jayce Ramage from Pro Plus. More than 50 participants hailing from Polk County to Duval County made the journey to what proved to be a great day. A big "thank you" goes to Irby and his staff for their preparations as the golf course was in awesome condition. And thanks to Jayce Ramage for assisting Bo in the planning and promotion of this event. Golf results: 1st Place Gross Winners: Chris Cartin & Don Mashaw and 1st Place Net Winners: Chris Flynn & Josh Kelley. The CFGCSA is excited about the opportunity to partner with the NFGCSA and hopefully make this an annual event.

Palm Beach & South Florida:

From the newest joint chapter meeting, we journey south for one of the oldest joint ventures in the association. In 1978 the Palm Beach Chapter split from the South Florida GCSA, and sometime in the 1980s the joint meetings began. This year the Palm Beach chapter hosted the South Florida GCSA at Mark Heater's Addison Reserve CC, a 27-hole Arthur Hills layout, with the nines being called: Salvation, Trepidation and Redemption. The group played the Salvation and Trepidation nines in both the Ryder Cup-style challenge matches for the Jimmy Blackledge Trophy and the individual stroke play division. At the end of the day, the Palm Beach chapter was victorious, 3 to 2, over South Florida.

Next month Palm Beach takes on the Treasure Coast Chapter in its annual match at Martin Downs GC in Vero Beach. The Treasure Coast GCSA split away from the Palm Beach GCSA in 1980, so both of these events go back a long way.



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The 2013-14 Board of Directors representing the 11 FGCSA regional chapters are from left: Tyler Green, Ridge; Bob Coffey, North Florida; John Curran, Treasure Coast; Stuart Taylor, Calusa; Jim Shaffer, Seven Rivers; Ricky Reeves, South Florida; Brian Main, Palm Beach; Bill Tyde, Suncoast; Rickey Craig, Central Florida; and Any Neiswender, West Coast. Photo by Joel Jackson.



Meet your newly elected FGCSA officers for the 2013-14 fiscal year. From left: President Kevin Sunderman, Vice President Bill Davidson, CGCS, Secretary-Treasurer David Dore-Smith and Immediate Past President Nancy Miller, CGCS. Photo by Joel Jackson.

Florida GCSA: The state association officers and directors also meet this time of year for the combined Fall Board Meeting and Annual Meeting and election of officers for the new fiscal year. The association will be studying business models and, as needed, may retain a business consultant specializing in nonprofit associations to develop a new strategic member-service-based business plan. The need, criteria and skill set for the executive director position will be examined.

The association will take all the time needed to find the best plan that will fit the needs of the association and its members. Meanwhile, former Executive Director Joel Jackson, will continue to serve the association as communications director with the main responsibilities of working on our publications and communications.

The results of the election of officers for the 2013-14 fiscal year: President Kevin Sunderman, Vice-President Bill Davidson, CGCS, Secretary-Treasurer David Dore-Smith and Immediate Past President Nancy Miller, CGCS. Past President Mark Kann was not able to attend because of a family emergency. The board appreciates Mark's board service to the association and his organization and administration of the BMP Certification program.

2013 CALENDAR OF EVENTS

NOVEMBER

Nov. 9 CFGCSA Vendor/Supt Meeting, TBA

DECEMBER

Dec. 6 Calusa Christmas Charity Tournament, Stoneybrook GC
CFGCSA Crowfoot Open, Grand Cypress

Dec. 16 NFGCSA Christmas Golf Tournament, Deerwood GC

December SFGCSA Holiday Outing, Flamingo Lakes, TBA

December Palm Beach Toys for Tots Event, TBA

JANUARY 2014

Jan. 21 PGA Merchandise Demo Day, Orange County National GC

Jan. 22-24 PGA Merchandise Show, Orange County Convention Center

FEBRUARY 2014

Feb. 3-6 GCSAA Golf Industry Show, Orlando

Feb. 6 FGCSA Reception, B.B. King's House of Blues, Pointe Orlando

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Ragan Technical Solutions – Dave Ragan	The Fountains Country Club	TriEst Ag Group –
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FGCSA Golf Championship

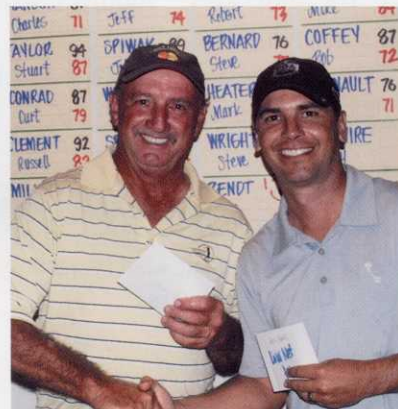
All work and no play makes superintendents dull guys! So every year –usually in August – FGCSA members gather for fun, networking and serious golf. The 2013 Championship held at the Southern Dunes GC in Haines City was a history maker in two ways. It was the first time every chapter in the state participated, and superintendent aka “golf pro” Deron Zendt won his fourth state champion title and his spot on the Florida team for the GCSAA Golf Championship in February.



Led by Zendt's low score of 69, the Palm Beach Team #1 captured the Chapter Team Trophy at the FGCSA Golf Championship held Aug. 23 at the Southern Dunes GC in Haines City. From the left: Steve Wright, Deron Zendt, Steve Bernard, Robert Anderson and Mark Heater. Photo by Joel Jackson.



Congratulations to Deron Zendt for shooting a remarkable 69 to win the 2013 FGCSA Championship and a spot on the FGCSA Golf Team to compete in the 2014 GCSAA Golf Championships next February in Orlando. Photo by Joel Jackson.



Kasey Kauff, Country Club of Orlando (right) accepts the Low Net Superintendent prize from FGCSA Golf Chairman Joe Ondo at the FGCSA Golf Championship. Photo by Joel Jackson.



Joe Ondo (left) congratulates John Swamer of Golf Agronomics for winning the Low Vendor title in the Supplier Division of the FGCSA Golf Championship. Photo by Joel Jackson.



The Palm Beach Chapter won the Jimmy Blackledge Trophy 3-2 in the Ryder Cup-style match. Winning their matches, from left: Robert Anderson, Shannon Wheeler and host superintendent Mark Heater. Photo by Joel Jackson.



Individual Stroke Play winners at the Palm Beach GCSA & South Florida GCSA Joint Meeting and Golf Challenge, from the left: Joe Hubbard, Low Net Vendor; Matt Tacilauskas, Low Gross Superintendent and Kevin Downing, Low Gross Vendor. Not pictured was John Gallagher, Low Net Superintendent. Photo by Joel Jackson

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IN MEMORIAM

This past spring we lost two of our legendary superintendents who served their chapters and our industry well. We take a moment to remember them, their leadership and their service.

Adam Yurigan, Jr.

Adam was born in Turtle Creek, Pa. and attended the University of Pittsburgh. On June 5, 1943 he married Elizabeth Barnes. He served in the U. S. Army in World War

II and was discharged in 1945.

Adam was in the golf industry for 70 years. In the 1940s through the 1970s he held positions as golf professional and superintendent at a number of courses in Iowa. He eventually migrated to Florida and became the superintendent at the Rio Pinar CC in Orlando. Later he moved to the east coast and worked at the Johns Island Club, Hawks Nest GC and as a

consultant to the Vero Beach CC.

Adam was passionate about giving back to the community and to the golf industry. He was a mentor to many starting out in the golf course business. He was an active member of the Rotary Club, PGA of America and the GCSAA. Adam was one of the founding members and first president of the Central Florida GCSA and he also was a member of the Treasure Coast GCSA.

Al Ross, CGCS

Al Ross was born in New York and attended Farmingdale State University, majoring in golf course turf management. Shortly after graduation he moved to Florida to start his career as a turf manager.

At that time his mother lived in New Port Richey, and learning of Al's plans she made some inquiries on his behalf concerning jobs in the area. Chuck McCracken at Beacon Woods GC hired Ross as his assistant, and Ross was there for construction through grow-in and then some. Five years later Ross got his first head superintendent job at Inverness where he stayed for two and a half years.

Ross then relocated to the Sunrise CC in Ft. Lauderdale where he remained for 19 years. In 1986 he joined the South Florida GCSA and served as president in 1991-92. He continued his board service beyond his presidency, assisting with education planning, serving at the will of the chapter.

He valued the networking and exchange of ideas at monthly meetings, which he felt helped him fine-tune his programs and efficiency on the job. His favorite SFGCSA event was the annual benefit event for the National Center for Missing and Exploited Children, because it was a very worthy cause benefitting the children in the community.

Ross is survived by his wife Candace and their children, Alfred, Courtney and Melissa.

(Editor's Note: Thanks to Bob Klitz and his article on Al Ross in the Summer 1999 Florida Green for information on Al's life and contributions.)



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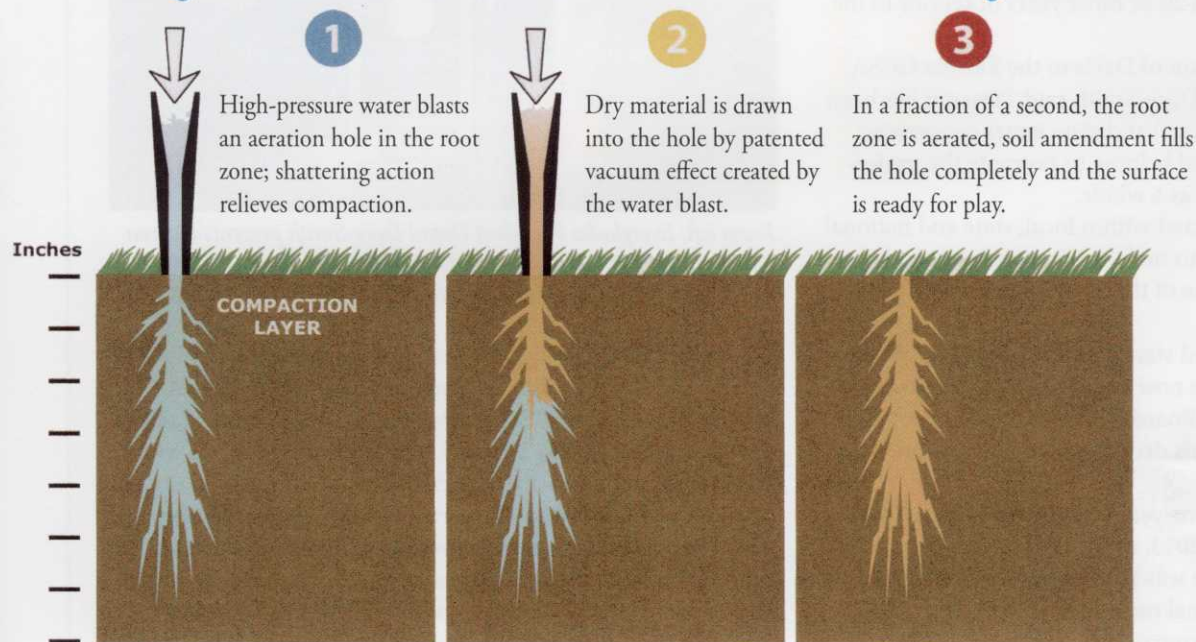


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Darren Davis Receives FGCSA President's Award

During the Everglades GCSA annual meeting at the Imperial Golf Club in July, Darren J. Davis received the FGCSA President's Award for Lifetime Service from the chapter.

The stated purpose of the President's award is: "...to honor those superintendent pioneers who were instrumental in state and local affair, with 20 or more years of service to the turfgrass industry"

In his letter of nomination of Davis to the Florida GCSA, chapter president David Dore-Smith said, "Darren has been on the forefront of both local and state issues concerning turfgrass management and helping to promote the professionalism of the industry as a whole."

"Darren is widely respected within local, state and national circles for his dedication to turfgrass management and was recently recognized as one of the 10 most influential people of the industry."

"Using both the local and state director and officer positions as experience, Darren has now engaged successfully with a position on the National Board of Directors with the GCSAA. Once again, confirming his dedication and commitment to turfgrass management."

Davis was elected to a two-year term on the GCSAA Board of Directors February 7, 2013, at the association's annual meeting in San Diego. He was first appointed to the board of directors at the 2012 annual meeting in Las Vegas.

Davis has been the golf course superintendent at Olde Florida Golf Club in Naples, since 1992. Previously he was an assistant superintendent at the Loxahatchee Club in Jupiter, Fla. Additional professional experience includes two stints at the Augusta National Golf Club, the first serving as an apprentice superintendent in 1990 and returning as the IPM technician in 1991.

A 23-year GCSAA member, Davis is the past president of the Everglades GCSA, and a past president of the Florida



From left: Everglades President David Dore-Smith presents Darren Davis with a 2013 FGCSA President's Award for Lifetime Service at the chapter's annual meeting in July. Photo by Bob Toski.

GCSA and Florida Turfgrass Association. He is currently a director with the Musser International Turfgrass Foundation. In 2004, the FGCSA honored him with its Distinguished Service Award, and in 2011 the FTGA presented Davis with the Wreath of Grass - the association's highest award.

A native of Tallahassee, he earned a turfgrass management certificate from Penn State University in 1991, graduating with highest distinction. He also obtained an associate of arts degree from Tallahassee Community College in 1987, and in 2007, Florida Gulf Coast University conferred upon him a bachelor of arts degree in communication (*summa cum laude*).

(Editor's Note: Davis also served as the editor of the FTGA magazine, *The Florida Turf Digest*, for several years and he has been a regular contributor to the FGCA's magazine, *The Florida Green*, submitting "Super Tips" and photographs, sharing innovative ideas on equipment and turf management programs with his peers.)

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7.3	760	200	142	350	91	9	14	2	3.5	54.5
7.5	790	190	80	194	43	5	8	4	2.9	66.5
7.2	700	194	140	187	29	5	6	3	3.1	57.0
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Late afternoon view from behind the par 5, 14th green on the hole named "Ocala Trail." Photo by Brian Walters

The Juliette Falls Golf Course: TREASURE AT THE END OF THE RAINBOW

The Juliette Falls Golf Course is located in the rolling countryside near the city of Dunnellon in Marion County just off State Road 40 and very near the headsprings of the Rainbow River. While the course is relatively new on history's timeline (it opened in 2007), the land on which it sits began to write its recent history back in the 1880s when hard rock phosphate was discovered in the area.

The town of Juliette sprang up and, as a result of the phosphate mining, farming and the popularity of the springs and river, it became a booming community. However, archeological evidence indicates

that the waters of the Rainbow River have attracted and sustained human inhabitants for more than 10,000 years.

I have been to the Juliette Falls course a couple of times over the years, attending Seven Rivers Chapter meetings and their annual Toys for Tots Christmas Tournament. I can't think of the name Juliette without thinking of Shakespeare's play, "Romeo and Juliette!" Back in the 1880s they must have been thinking the same thing as a nearby cattle-raising community called Romeo was founded! Railroads from the two towns intersected at what is now the golf course's driving

range tee area, and Romeo and Juliette got together a couple of times a month to trade beef and vegetables.

In the 1930s Rainbow Springs began to develop as a tourist attraction and hit its prime time in the 1960s. During that era activity increased to include glass-bottomed boat rides, riverboat cruises, log raft rides, a gift shop and café, an aviary, gondola and monorail rides, a rodeo and submarine boat tours. The attraction closed in 1974 when tourists began using I-75 instead of U.S. Highway 41 and an attraction called Disney World opened. The state purchased the area that was

SUPERINTENDENT FACTS



Steve Keller and Samsom. Supplied by Steve Keller.

Meet Steve Keller

Originally from: Born in Cheboygan, MI. I grew up in Charlevoix, MI

Family: Wife Tina. Sons: Taylor (20) and John (19) and our dog Samson.

Education: 1985, graduated with an associate's degree in the two-year turf program at Michigan State University

Employment history: 1977-1983 Crewmember at Belvedere GC, Charlevoix, MI, 1984-1987. Florida: Assistant Superintendent Pine Tree GC, Boynton Beach; 1987-1989 Superintendent Deerfield Beach GC, Deerfield Beach; 1989-1995 Assistant at Seminole GC, Juno Beach; 1995-2000 Superintendent, The Moorings Club, Vero Beach. 2000-2003 Superintendent, Berkeley Hall GC, Bluffton, SC; 2003-2006 Superintendent, Isleworth G&CC, Windermere; 2006-present Superintendent, Juliette Falls, Dunnellon.

Professional affiliations: Member of the FTGA, GCSAA, FGCSA and Seven Rivers GCSA. Served as board member and vice president of the Treasure Coast GCSA in 2000.

Goals: To keep working to help brand and develop Juliette Falls as a golf destination and a successful residential community.

Personal philosophy of work: The golf course turf doesn't know about weekends or holidays. Be willing to invest the time and effort to present the best product at all times. Also, be very proactive in communicating up and down the chain of command to avoid any misunderstanding of conditions, challenges and needed support.

Personal memorable moments: Playing one of our rounds of golf in Scotland with Tony Jacklin. I have been most fortunate to be able to play most of the British Open venues.

Hobbies and Interests: Normal stuff – fishing, hunting and making golf trips to Top 100 courses.

formerly the attraction in 1990 and volunteers began clearing the overgrown park and the 1,459-acre Rainbow Springs State Park opened in 1995.

Today on the Juliette Falls course there are reminders of the area's past. To the right of the eighth green a huge daunting foliage-filled cavity (think small canyon) that is the vestige of the phosphate-mining days. It is an imposing hazard for wayward golf shots. In the woods to the left of the twelfth tee are the remnants of a cattle chute and corral fence that once housed bulls raised for the Rainbow Springs Rodeo attraction. That's a quick look at the history of the area, now let's talk about what's happening now!

The concept of Juliette Falls Golf and Spa Community was that of a leisure lifestyle near enough to conveniences but far enough away to be a tranquil and relaxing place to live and play. The only problem was that soon after opening its doors the bottom fell out of the economy and, like many developments of that time, it had to hunker down and move along at a slower pace than anticipated.

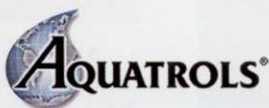
The property has a couple of things going for it. First, the



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Contact Brian MacCurrach at (863) 605-2388 or brian.maccurrach@bayer.com

owner, Ron Clapper is an avid golfer so he works with superintendent Steve Keller to provide enough resources to keep the course in good shape. Equally important is the John Sanford-designed course itself! *Golf Magazine* recognized the course as one of its “Top 10 New Golf Courses You Can Play” and *Golf Digest* named it among the “Top 5 New Courses in 2008.” Additionally, the course is a certified Audubon International Silver Sanctuary.

That designation plays a large role in Keller’s environmentally friendly maintenance practices.

As we toured the golf course, Keller spoke about specific challenges of the site and the budget-conscious modifications he has made to standard maintenance practices. He said, “The universal challenge we have here is the very sandy soil profile, which is great for drainage and playability after heavy rains, but can be a real challenge during dry spells. The soil here is called the “Candler Sand” which is a state geologic formation designation. As a result, we are on a constant “spot” or hand-watering program when it gets dry. We also have amended our greens with Profile® to help retain moisture in the rootzone.

“The sandy soils also are a haven for nematodes and, as they feed on the roots, it adds to the desiccation of the turf canopy. We apply Neotec® to control any serious nematode outbreaks, but we also found that the Profile® seemed to help reduce their populations.”

Because Juliette Falls, like many courses – and the whole golf industry – is working its way through the nationwide economic slowdown, Keller shared some of the site-specific changes he’s made to conventional maintenance practices.

He said, “We have tried diligently to modify our practices to reduce costs without sacrificing overall quality and playability. When the recession hit in 2008, many courses cut back on fertilizer and chemical applications and labor hours out of necessity. We have tried to adjust those cutbacks to become standard operating procedure, which takes diligent monitoring of plant health, but it can be done. This is when you really need to understand your course’s microclimate, soil and water content and chemistry, and the turf’s response to changes.”

“People may not realize how cold we get here. Last year we recorded 23 frosts, and we have had as many as 40 in past winters. We have seen freezing temperatures lasting five to six hours at a time. Fifteen degrees is the coldest I have recorded. When we first opened we mowed fairways three to four times per week like most courses with overseeding. Once we stopped overseeding fairways we found the extended “no-or-slow” growth conditions allowed us to reduce mowing frequency in the cool season by almost 75 percent.”

“The same was true on the greens. We monitored clippings yield and noticed we cut very little turf. Greens

KELLER FUN FACTS



Raise your hand if you too have landed an albino catfish while fishing in a golf course lake. Photo by Steve Keller.

I stay home to watch:

I’m a channel surfer flipping among sports, news and sitcoms

Favorite performers:

I like all kinds. My first and best concert was The Police in the 80’s

What I’ve been reading:

Florida history and sports psychology books

Favorite meal:

Cedarplank grilled salmon

Personal heroes: My parents. They taught me a solid work ethic and responsibility

Nobody knows that I: Have played 25 of *Golf Digest’s* Top 100 courses

If I could do it over: I would have invested in Apple stock 20 years ago

My fantasy is: To bring Juliette Falls into the mainstream and see it become a hugely successful residential golf community

The one thing I can’t stand: People I can’t trust

If I could change one thing about myself:

Be more assertive

My most irrational act: It had to be something in my youth like taking my younger siblings on perhaps “unauthorized” car and motorcycle joy rides

Most humbling experience: Loss of a close personal friend

The words that best describe me: Determined, serious, follows through

My dream foursome would be: Ron Clapper, George Elliott, Hal Hicks and Tom Watson

My best fish story: Caught a 24 lb. salmon on Lake Michigan when I was 11. My dad told everyone it was the largest one he had ever seen caught.

My most memorable golf shots: Two holes in one. Seminole GC 5th hole, 185 yards, 5-iron, and, Juliette Falls 3rd hole, 222 yards, 3-wood. The most nerve-wracking tee shot I ever faced was the par 3, 17th at TPC!



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Dawning of the day on the "Viking Challenge" 18th hole. Photo by Brian Walters

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mowers would often report only dumping once after mowing their six-green zone. So, we cut back on frequency during the cooler season. Beginning in November, rolled greens three to four times per week and only mowed two or three times, depending on the weather. If it's over 39 degrees and we need to clean up spike marks, we will mow.

"I took this reduced mowing frequency concept to the warm season as well, and by managing nutrients, irrigation and weather, we found we could back off overall mowing frequency. Less cutting means more leaf blade surface and more efficient nutrient use and overall plant health, enough to help the bottom line without affecting member expectations."

"Nutrient management was another area of significant savings. We now apply a little less than three pounds of nitrogen per year on the fairways and just a little over five pounds of nitrogen on the greens." Keller uses a spray program to apply most of the nutrients. He said that they have not made a bulk application in several years. He added, "For the past three years, I have been using the Pathway® program, which consists of spraying microbial products on our greens weekly and our fairways monthly as part of our nutrient spray program. And I feel that it has helped fix the nitrogen in the soil, making it available for longer periods of time, thus enabling us to reduce over totals and frequency.

"We have also recently reduced our overall water consumption. We have gone from 106 million gallons in 2010 down to 80 million in 2012. We have achieved this reduction by reducing turf area and

cutting off some heads in out-of-play areas and creating native areas. I also believe the fertilizer reductions have enabled us to cut back on overall run times by promoting deeper and healthier root systems. Keeping golfer expectations in mind to aid turf density and balance in loss in color, we apply Primo weekly on the greens and spray pigments on the greens weekly, tees biweekly and fairways monthly."

"Using this overall effective-but-conservative approach has created a few problems in high-traffic areas along cart paths. Turf damage along paths is normal wear and tear and sometimes difficult to control no matter what, but the effect can be magnified with reduced inputs. So, when the budget allows, we focus on these problem areas, giving them a little more TLC with extra fertilizer, soil amendments and installing some hardier Celebration® bermudagrass."

Keller's cultural programs are not so much different from most other courses. The course closes nine days during the slower summer season. They solid-tine and verticut greens, tees and fairways in three days in June and July and they core-aerify and verticut in August. They also do eight solid-tine aerifications the rest of the year when they are open.

In the pest-management department, Keller said, "Sean Plummer, my assistant, is spot-spraying almost daily including wood lines and out-of-play areas to control weeds. In May and June we apply Merit® and Talstar® to most areas. We get good control of worms, mole crickets and fire ants. We also spot-treat known fire ant hotspots with Award® fire ant bait.

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Keller re-emphasized that many of these programs are very site-specific. The point is that during these challenging times for golf course budgets, there are some creative ways to help out the bottom line if you and the owners and members are willing to make a few changes.

Steve Keller got into the golf business by geographical proximity. In 1974, when he was nine years old, Keller’s father bought some property next door to the semi-private, Belvedere Golf Club in Charlevoix, Michigan. Keller and his brothers helped clear the five-acre parcel, pick up stones and grass and landscape the property.

When he got older, he got a job on the course in golf operations, tending carts, picking the range, working in the pro shop and, in fact, was planning to go to PGM School at Ferris State College. As he got closer to the game and out on the course, he found his true calling and ended up getting his two-year turf management degree from Michigan State.

Keller started the Florida chapter in his career in 1984 at the historic Pine



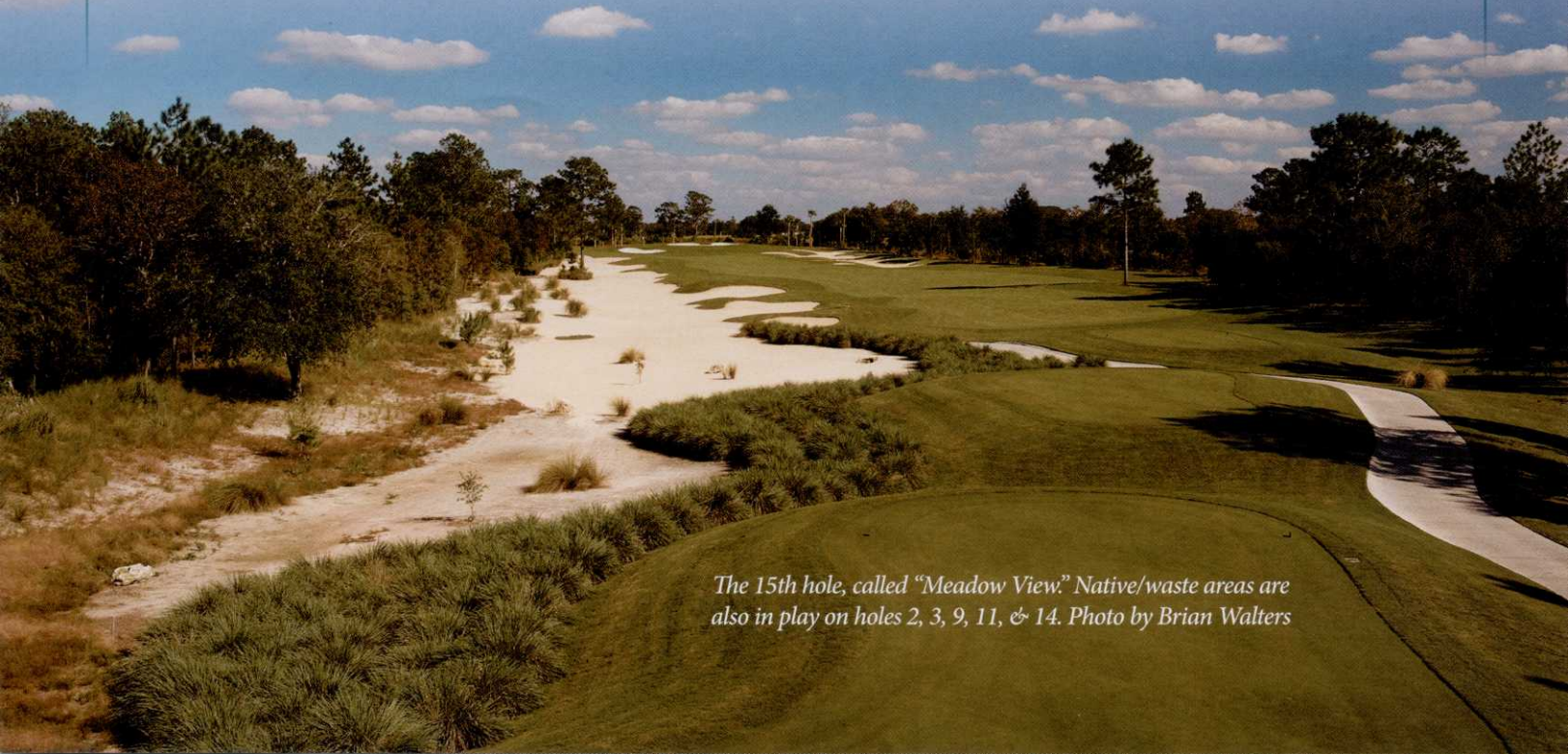
Close up of the 18th green showing a few of the waterfalls on the course. Photo by Joel Jackson

Tree Golf Club in Boynton Beach, and methodically worked his way up the coast to Vero Beach before jumping all the way up to Bluffton, SC to work the construction, grow-in and opening of the Berkeley Hall course in 2000. He returned to Florida for a three-year stint at my old alma mater, the Isleworth Country Club near Orlando. Since 2006 he has been at Juliette Falls, where his sons Taylor and Johnny both enrolled at Central Florida Community College and also work on the course.

While Keller’s maintenance programs may have had a strong economic

driver, they are also environmentally friendly due to the reduced inputs. In the current trend of local regulations on fertilizers, Keller’s actions and results speak louder than mere words.

Keller told me soon after my visit that he would be attending a Marion County Springs Basin Working Group meeting over regional water quality concerns. He can matter-of-factly point to his programs, where he can demonstrate how the Juliette Falls Golf Course values their environmental treasure at the end of the Rainbow!



The 15th hole, called “Meadow View.” Native/waste areas are also in play on holes 2, 3, 9, 11, & 14. Photo by Brian Walters

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JULIETTE FALLS



Juliette Falls Maintenance Staff.

Location: Dunnellon
Number of Holes: 18 holes
Yardage: 7,236 yards
Par: 72
Slope & Rating: 75.4/143
Ownership: Ron Clapper
Playing Policy: Public with memberships available.
Average rounds per year: 40,000.

Designed by: John Sanford.

Opened: October 17, 2007

Management Team: Club President Ron Clapper, Head Golf Professional Travis Daniels, PGA Professional and Golf Course Superintendent Steve Keller

Special and Ongoing Projects: Reducing out-of-play irrigated turf areas and installing native lovegrass plants. They do best when irrigation oversprays those areas. We just finished planting 2000 aquatic plants along shorelines. A company call Lake and Wetland is helping us with weeding and littoral shelf plantings.

Acreage under maintenance: 120.

Greens: Turf Type: Jones Dwarf
 Average size 6,500 sq.ft. Acres: 4
 Height of Cut: .110 to .125 inches. Raise HOC after first frost. Overseeding: none. Green speed goals: 10.0

Tees: Turf Type: Jones Dwarf. Acres: 4.0. HOC: .400". Overseeding: None.

Fairways: Turf Type: Tifway 419.
 Total acres: 30. HOC: .500-.700
 (Higher HOC during periods of stress. Overseeding: None.

Roughs: Total acres: 60. HOC: 1.50 – 2.0". Overseeding: None

Bunkers: Number of bunkers 70. Sand type: G-Angle from Golf Agronomics Supply and Handling. (One of the first courses to use G-Angle sand.) Mostly

machine raked with hand raking as needed. Equipment: Toro Sand Pros
Naturalized/Native areas/beds: 18+ acres of native grasses. 5 acres of crushed coquina waste areas that also double as cart paths. Waste area in play on holes 2, 3, 9, 11, 14 & 15.

Waterways/Lakes/Ponds: Five lakes covering 4 acres surface area. How maintained? We brew 2 gallons of microbes daily (BioAmp) and disperse in lakes to digest any nitrates, sludge or other organic matter buildup. Watering Restrictions: Allocation amounts via annual consumptive use permit from SWFWMD and any additional emergency drought restrictions when they are in effect.

Irrigation: Source: Well water. Pumps: 2 – 75 hp pumps and a 20 hp jockey pump with a Flowtronex control panel. Irrigation Controller: Rainbird Nimbus II. Number of heads: 752. Spacing: 90 ft. Water Restrictions: None currently in effect.

Water Management/Conservation practices: Injected 150 tons of the moisture retention product, Profile® via the Dry-Ject method in greens, tees and approaches for a total of 12 acres. We have seen a 15-20 percent reduction of water use in these areas. We have also taken the driving-range field out of irrigation,

which has saved 10 million gallons annually. Remove heads in of out-of-play areas and convert turf to native areas.

Staff: 14 full-time crewmembers. Schedule: 40 hours straight time. During winter months, we can have up to 40 frosts per season and the crew will trim trees and clean

up native grass areas when we don't need to mow. Two of the staff work full time taking care of the clubhouse grounds, driving range tee area, community common areas and residential homes.

Key Staff: Assistant Sean Plummer; Head Equipment Tech Tom Reynolds, (aka "Bones," has been with me since 2003 at Isleworth); Pest Control Tech Jesse Ayotte; Irrigation Tech Lucio Salgado. Pedro Ramirez and Sergio Hernandez have been with me for ten years. They have done everything on the course for us except spray. Both of my sons Taylor (20) and Johnny (19) have worked on the course since 2006.

Meetings: Monthly crew safety and company update meetings and daily assignment meetings. I am copied on the weekly Food & Beverage meetings at the clubhouse so we know what's happening with special events. We recycle aluminum cans quarterly and use the money for pizza parties and barbecues to express our appreciation of our employee's efforts.

Wildlife Inventory: As of July 2009, Juliette Falls is a Certified Audubon Silver Sanctuary. We have lots of wildlife including: Wild Turkey, White-tailed deer, coyotes, fox, gopher tortoises, fox squirrels, bald eagles, ospreys, kites, waterfowl and songbirds.

Top: Photo by Brian Walters

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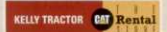
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A PENNY SAVED IS A PENNY EARNED

You can read a lot of articles about where the economy is heading and, depending on who's writing and what their motives are, they can be positive or negative. The bottom line for golf courses is what's happening at the cash register and in the bookkeeping department – revenue in and expenses out.

Golf course maintenance numbers are usually all put in the "Out" column. You can argue at the 19th hole that course conditions bring people in to play, but there is no "Credit" column in the golf maintenance accounting ledger. The only "positive" input by golf course maintenance is finding ways to make the budgeted expenses less than anticipated. Superintendents are challenged to minimize expenses without compromising quality.

The following are ideas from fellow superintendents on possible ways to do just that. Keep in mind that these ideas are

site-specific, based on weather patterns, soil types, drainage, water quality and availability and special localized stresses like topography, air movement and shade.

Steve Keller, Juliette Falls GC, Dunnellon: Refer to the cover story.

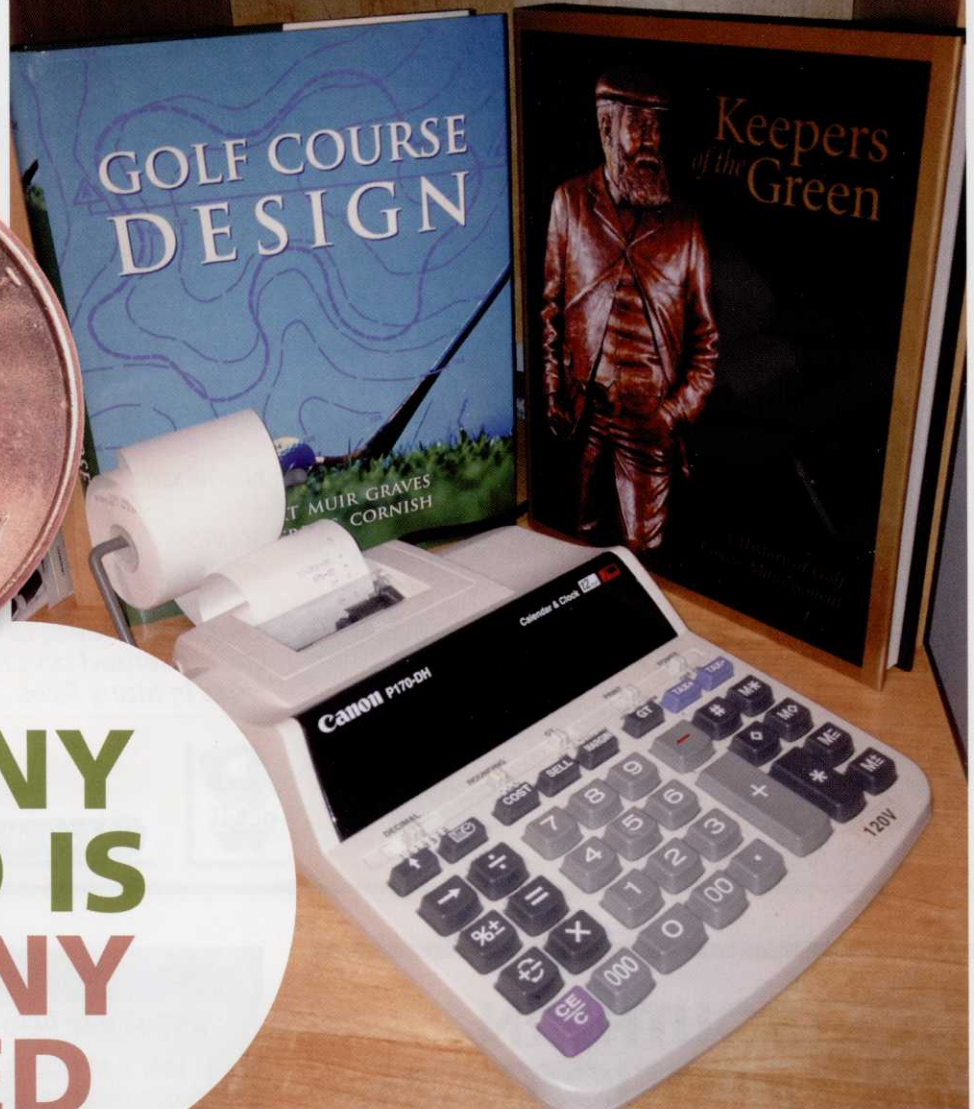
Keller did a great job of showing how he uses site-specific factors; especially weather, as it affects turf growth to allow him to tailor standard maintenance programs to reduce mowing, fertilizing, watering and pest-management programs and inputs. We emphasize being site specific and make sure you have buy-in from club management and green committees, etc.

David Dore-Smith, Copper Leaf GC, Naples:

1. In-house versus outside contract projects: We verticut fairways, tees and roughs in-house. We purchased two

60-inch-wide verticut units from First Products that allow us to verticut when we want to. The units are around \$9,000 each. However, with the cost of outsourcing verticutting 18 holes of fairways approaching \$10,000 per time, the cost savings become significant over a short period. We can be less aggressive and verticut several times throughout the summer on a schedule that suits us. With the rain we have experienced this summer, this has been a great advantage rather than being locked in to a particular date.

2. Labor hours and schedules: We have no overtime at Copperleaf. An idea that was implemented successfully is to have our staff split into 3 crews instead of the usual 2 groups. This way, when one group works a weekend, the other two groups have time off to be with family and to take a much-needed break from the golf course. On Thursday, the group



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that worked the weekend is off so as not to work overtime. On this day, greens are rolled only to help compensate for the reduced labor force.

3. Mowing schedules and frequency:

We are now mowing greens 4 times per week and rolling the other three days. Monday, Wednesday and Friday we use walk mowers. On Saturdays the greens are mowed with triplex mowers. All greens mowers have the 14-blade reels that allow us to raise mowing heights yet maintain a very high green speed.

The use of brushes on our greens mowers has also been utilized over the past few years. Not only do we use the ones that drop down in front of the basket, but also we have switched out the traditional groomers to brushes that cover the entire surface of the putting green. These brushes have been a fantastic addition to our greens presentation for our members and allow for a higher mowing height and healthier turf.

4. Fertilizer and chemical applications:

One of the biggest changes over the past three years has been the reduction in nitrogen fertilizer on our putting greens. This has effectively reduced, and even eliminated, any flushes of growth and helps to maintain consistent ball speed on the greens. While the grass clippings in the baskets have been less, the greens have been extremely healthy.

5. Use of pigments and colorants:

Copperleaf has been using pigments on its tees and fairways since last season and I have been impressed with the results. It has taken some time to find the right product and the right rate that suits our golf course. There are so many products on offer these days and each of them has a slightly different color; some are bluer and others are a darker green. We use them to supplement the color of the turf grass rather than to “paint” it. A good quality liquid fertilizer application during the mild winter we had this year was still extremely effective. The weather will dictate how much pigment is used during the winter months.

6. Cultivation frequency and techniques:

More solid tine aerification = less clean up. The use of smaller quad-tines has been effective for us; however, the most beneficial cultural practice we have

employed over the past year is the use of deep-tine aerification. The tines penetrate to a depth of 8 inches and truly break up any compaction. This work is contracted out and is completed in the morning before play. Our Toro 648 aerifiers simply cannot get to that depth.

7. Job assignments: Example: The person mowing greens also cuts cups.



Job assignments haven't changed that much but storing our daily schedules on the Dropbox® app has been another great addition. Rather than print out or copy the daily schedule, the electronic version is easily accessible through your smart phone or tablet for a quick reference. We have also stored many other useful files on Dropbox®, such as pin locations, fertilizer applications, vacation day balances, etc.

8. Out of play areas: We have converted over 20 acres of turf to native areas and frankly, I do not see the cost savings. There is still an immense amount of work to spray Round Up, refresh pine straw and trim the plant material that is extremely labor intensive. However, the beauty that these areas provide has been quite stunning and they are well received by our members and guests.

9. Irrigation System and Programs:

Over the past two years during the droughts, we have actively been changing out nozzles and moving sprinklers in areas that are clearly struggling from coverage issues. There is a wide variety of nozzles available to help improve most areas and we have seen significant improvements. We also utilize cycle/soak times on all sprinkler heads and zones with up to four

cycle/soaks on our greens loops. The efficacy of the water is greatly improved using this technique although it can extend your water window. It simply means we split up our watering programs throughout the property and vary them each night to be able to water from 10 pm to 4 am effectively. Also, the use of a “Stop Time” rather than a “Start Time” has been implemented throughout our programs. I have a better idea of when I want an irrigation schedule to stop rather than when it is to start and so almost all programs are set up this way. *(Editor's note: An irrigation cost saving tip might be to experiment with run time reductions per station or selected stations based on no or low stress locations. This requires close monitoring and experimentation, but can reduce power and water usage.)*

10. Communications: Our member communications have changed recently with the introduction of the Copperleaf Golf Course Maintenance Blog. It is extremely simple to quickly post something that is happening on the course as it is happening rather than waiting for the next newsletter publication to take place. In our bi-monthly newspaper, I now simply write to remind members of the website where they can obtain the latest up-to-date information on the course conditions and maintenance schedules. Sometimes it can be challenging to know exactly what to write about, but the use of pictures and videos and describing what is going on really helps to educate your members.

The use of Apple TV in our employee room also has been a great addition. Training videos and even highlights of the televised weekend professional golf events have been easily accessed through You Tube and shown to the staff for improved visual training.

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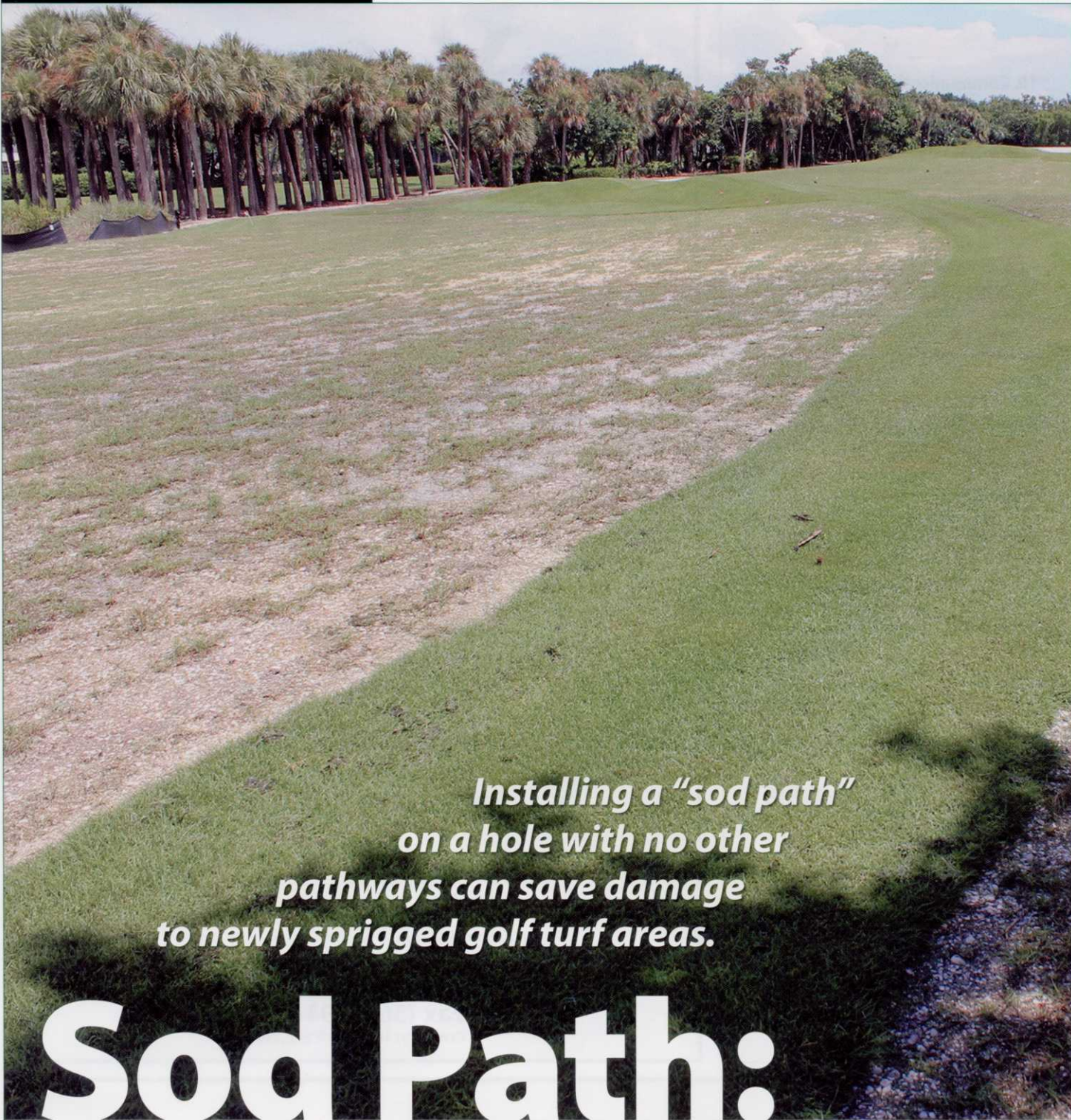


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*Installing a “sod path”
on a hole with no other
pathways can save damage
to newly sprigged golf turf areas.*

Sod Path:

A Traffic-Control Idea for Grow-in Situations

By Kyle Sweet, The Sanctuary GC, Sanibel Island

Photo by Kyle Sweet.

We are wrapping up a project where three holes were re-grassed this summer and two of those holes do not have any cart paths.

In order to facilitate cart traffic in early October, when we get busier, I had the sod path in the photo installed, so that it can

be driven on during the grow-in as needed and for those early-season golfers so they don't impact the sprigs as much.

The path goes down the middle because the path at the tee and the green are on opposite sides of the hole so crossing

the fairway somewhere had to be accomplished. I tied the path into sodded areas on some mounds so we didn't need to lay sod for the full run of the path. I was able to use the previously installed slope sodding as part of the pathway.

It's all teed up and ready to go.



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WESCO TURF HISTORY

By Billy Gamble

(Editor's note: As we continue to celebrate the 40th anniversary year of the *Florida Green* magazine, we salute the Toro Company, the longest continuous supporter of the magazine, with this history of Wesco Turf. Thanks to Billy Gamble for sharing the information and photos for this article. In coming issues we will continue to profile the companies who support the *Florida Green*.)

Wesco Turf, Inc. was created in 1987 when William (Bill) Gamble III purchased Wesco Zaun from the Toro Company. Bill joined Wesco with a background in the hardware business, most recently as vice president of sales and marketing, and part of the leveraged buyout group that bought McCulloch Chain Saw from Black

and Decker. Prior to that, Bill had a long career with Rockwell and Porter-Cable power tools.

Bill came to Wesco with a simple philosophy. If you take care of your customers and associates, the business will take care of itself. Superior parts and customer service has been the hallmark of our company. We hire great people and put them in the right job. We manage to have some fun as well.

'Pride in excellence' summarizes our company culture. It sounds cliché until you learn that Wesco has won more than 100 awards from our vendors, including 'distributor of excellence' from Toro four times. Our people want and expect to win. Wesco's business has evolved from a consumer-product-based business reliant on the power-equipment dealer channel

to one that is largely golf- and grounds-driven.

The explosive home development growth in Southwest Florida over the past 20 years fueled an unprecedented number of golf courses being built. Wesco was in the right place at the right time... offering the right products and services.

In 1998, Bill and his brother John, bought an adjacent Toro distributorship, Zaun Equipment, renaming the company, Wesco Turf Supply, Inc., with locations in Lake Mary and Jacksonville. John had his own storied career at Ingersoll-Rand as Group Vice President of the Hardware & Security Products business. Wesco Turf Supply benefited through John's leadership and the processes and culture learned at Wesco Turf, Inc. Together, the businesses grew consistently for the next 10 years.

THE WESCO TURF TIME LINE

1932 Charles "Charlie" Zaun founds Zaun Equipment in Jacksonville, Florida.

1981 East and West Florida territories split. Zaun Equipment retains the East portion of the territory. The West portion of the territory becomes Wesco-Zaun, under the ownership of John "Jack" Cantu, former president of The Toro Company.



1954 Ben Reemelin purchases Zaun Equipment and takes on the Toro line. As Florida's development brings burgeoning markets. West Coast branches are later established by Duke Newton in St. Petersburg and in Fort Myers by Jimmy Reemelin.



The Wesco Turf, Inc. regional headquarters: The picture on the left is the Sarasota office; the one above is the Lake Mary office. Submitted by Billy Gamble

In 2008, Bill and John consolidated the two companies to optimize the assets and create greater synergies among the selling divisions, operations, service, etc. Today, Wesco Turf, Inc. proudly represents Toro, Club Car utility vehicles, Bernhard reel and bedknife grinders, Lastec mowers, Salsco turf rollers, Rahn turf groomers, Golf Lift, Flowtronex pump stations, ProGro waste water treatment systems, Paige irrigation, American Flow Control, Clow gate valves, Harco ductile iron and PVC fittings, Lasco swing joints and slip fittings, Nibco valves, Ametek and Carson valve boxes, Baldwin filters, and a few other commercial product lines.

The business philosophy and customer-driven culture remains unchanged from the seeds that Bill Gamble planted back in 1987. Gamble said, "We take care of our customers and associates, and the business continues to grow."



Leaders of the Wesco Turf family, Bill and Billy Gamble. Submitted by Billy Gamble



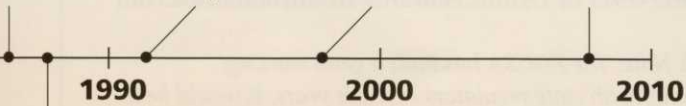
The Wesco Turf service shop in Sarasota. They take care of new set ups, repairs, warranty work, loaner and rental equipment maintenance and pre-owned equipment reconditioning. Photo submitted by Billy Gamble

1986 Ben Reemelin sells Zaun Equipment to Tom Bruns. In August, Wesco-Zaun moves its headquarters to Sarasota.

1991 Zaun Equipment moves its corporate offices to Lake Mary, leaving a branch location in Jacksonville.

1998 The East territory of Zaun Equipment is sold to Bill Gamble and the name is changed to Wesco Turf Supply, Inc., headquartered in Lake Mary, Florida, with John Gamble as President.

2008 Wesco Turf, Inc. and Wesco Turf Supply, Inc. are merged into one corporation. Thus, the two distribution houses have come full circle and are reunited.



1987 Following the death of Jack Cantu, The Toro Company purchases Wesco-Zaun and changes the name to New Wesco. Five months later, Bill Gamble purchases New Wesco, changes the name to Wesco Turf, Inc., and sets the company on course to become Toro's premier distributorship.



URGENT! MSMA INFORMATION ALERT TO GOLF COURSES

On August 6, 2013, the following Florida Golf Courses MSMA Information Alert was issued to remind everyone about the current MSMA usage requirements.

“Recent inspections by the Florida Department of Agriculture and Consumer Services indicate that some golf courses may be in violation of current requirements regarding usage of MSMA.

To assure compliance, remember:

- “The label is the law.” Using a pesticide in a manner that is inconsistent with the use directions on the label is a violation of the Florida Pesticide Law and the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) and can result in enforcement action
- Currently marketed MSMA products bear labels that prohibit use in Florida golf courses and turf. These labels limit the use of MSMA in Florida to cotton in specified counties. Application of such products on golf courses constitutes a misuse or misapplication, which can result in citations for non-compliance. Misuse or misapplication leading to contamination of soil or ground water may also be deemed by environmental authorities to be a pollutant “discharge” pursuant to 376.305(13), F.S., and create liability

for environmental clean ups.

- Some golf courses may be in possession of existing stocks of earlier MSMA products that are labeled for use on Florida golf courses. These products may be used in accordance with the label until stocks are exhausted.

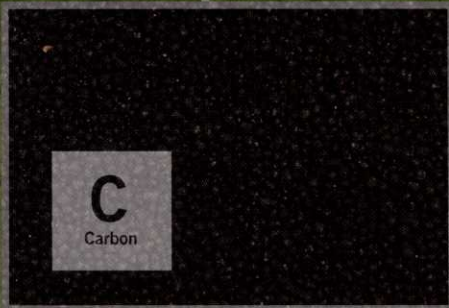
It is critical that golf course superintendents across the state comply with all MSMA label restrictions. Continuing violations may lead to rulemaking to eliminate all MSMA usage for golf courses in Florida. For additional information or questions please contact:

Dennis F. Howard, Ph.D.
 Chief, Bureau of Pesticides
 Division of Agricultural Environmental Services
 Florida Department of Agriculture and Consumer Services
 (850) 617-7917 or Dennis.Howard@freshfromflorida.com

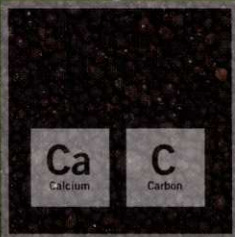
(Editor’s Note: The FGCSA has built a good working relationship with state regulators over the years. It would be a shame to let a few people to destroy that trust and goodwill we have developed. We call on all superintendents and vendors to make sure they follow the law in all that they do.)



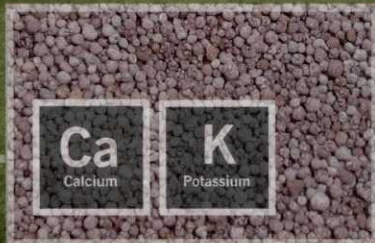
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**GREEN SIDE UP
By JOEL JACKSON**

Metaphorically speaking, I've made a couple of ball marks recently that I needed to repair before the Green Committee revoked my membership.

In the Spring *Florida Green* I incorrectly identified the name of the club of the GM member of the winning team at the Central Florida FTGA Research Tournament. I

printed a correction in the next issue to make amends. Dedicated writer/editors are pretty fussy about getting it right, not getting it first, which is not a big deal in a quarterly publication anyhow. Thankfully, we're not in a 24-hour news cycle.

In the last issue, in the 40th Anniversary article, I wrote that the *Florida Green* ran the two-page foldout cover format for 15 years from 1983 to 2008. A quick review on the calculator app on your smart phone and it is obvious that I must have had an inter-cranial malfunction, commonly called a brain cramp!

Meanwhile up in Connecticut, Daniel Zelazek, the photographer who shot those foldout covers was not having a brain cramp and his phone call, though mostly congratulatory on the anniversary issue, reminded me that it was 25 years that he took those iconic covers. Do the math!

Forget ball marks, in the Official News section in this issue, I was sad to read that some golf courses were taking divots in the pesticide regulations by using off-labeled MSMA for weed control.

If turf use in Florida is on the label (that would be old stock) you can use it. If folks are trying to skirt the law, FDACS will catch you when they make their visits. The fact that we have had some violators means they will likely focus on your MSMA application records and tour your pesticide storage room.

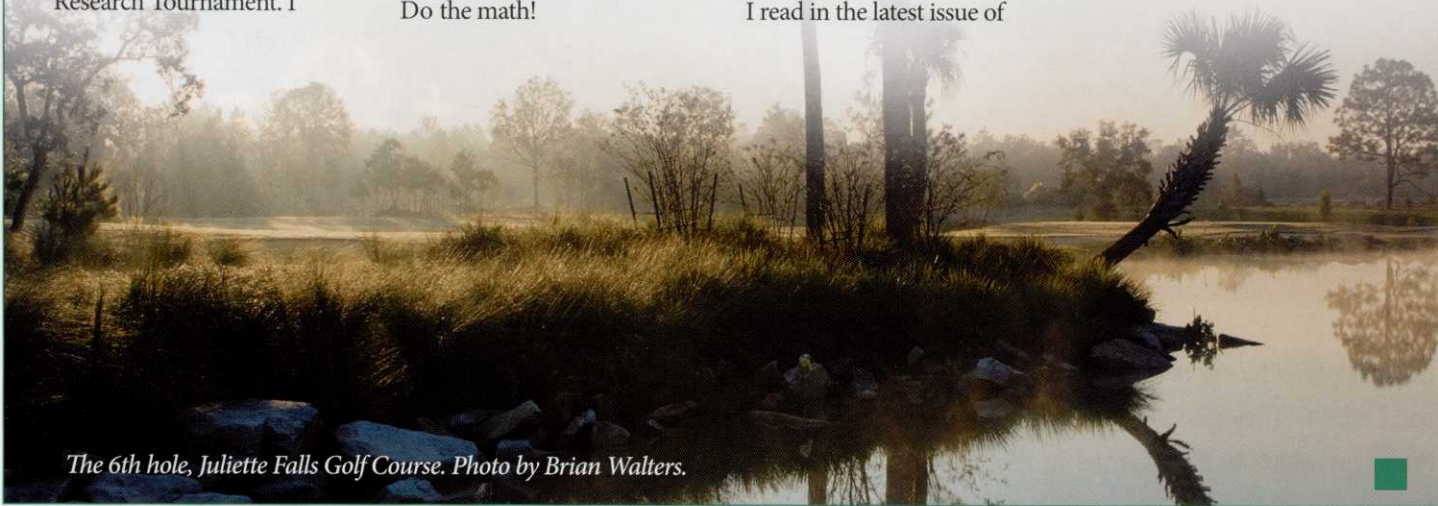
Another head-scratching divot was the low participation rate in the 2013 Rounds-4-Research program. Florida only had 37 courses out of roughly 1,200 total courses participate. We need to fix this divot ASAP, so we can fund turf research that helps the environment and the industry.

I did manage to find a couple of birdies to talk about when I read in the latest issue of

the *Golf Course Architecture* magazine, that several new courses were coming on line in Florida very soon. It doesn't mean that the trend of course closures is over, but every new one that opens is positive news.

Architect Erik Larsen is rebuilding the Selva Marina course in Jacksonville and the new Atlantic Beach course is due to open in 2014. Meanwhile down in Sarasota, architect Carl Wilczynski has 15 holes shaped at Esplanade and expects completion in the next few months.

Have a great golf season everyone and help your club management attract and help new golfers "Get Golf Ready!" Hope to see you at a chapter meeting when I make my rounds of events. And tournament chairmen, it's OK to have a "Tee It Forward" division so everyone can have fun playing golf!



The 6th hole, Juliette Falls Golf Course. Photo by Brian Walters.

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