

The LESCO 300 Greensmower



We did it!

We're so proud of the fact that the LESCO 300 Greensmower is now in production that we wanted to show you the unit and give recognition to the many people who made it possible.

Built at our greatly expanded Sebring, Florida manufacturing facility, the LESCO 300 Greensmower is engineered and designed with your needs in mind. This new triplex unit offers more power, better maneuverability, easier service, improved filtration and more convenient backlapping — all at a very substantial savings.

Consider the advantages . . .



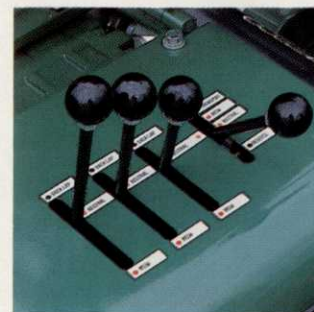
- For added power, less vibration and longer life, features an 18-horsepower, twin-cylinder engine.



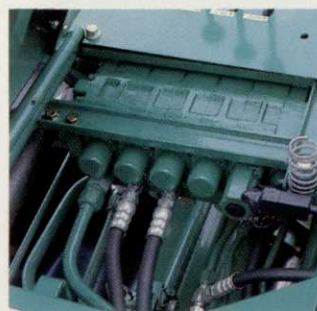
- For minimized downtime and increased life of hydraulic components, features 10-micron oil filtration system.



- For better maneuverability — without cables — equipped with power steering.



- For added convenience, specially engineered hydraulic system allows backlapping of individual reel units while on mower.



- For easier servicing, features access to valve spools without removing valve bank.

Put the advantages of the LESCO 300 Greensmower to work on your course. To arrange for a demonstration, call us toll free at (800) 321-5325 or return the coupon below and we'll call you to set up a convenient day and time.

☐ Yes, I'd like to see the LESCO 300 Greensmower demonstrated on my course. Give me a call so we can set up a day and time.

Name _____

Name of Course/Club _____

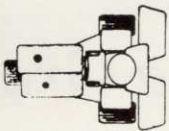
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() _____
Telephone _____ Best Time To Call _____

Mail to: Mr. Jeff Mack, LESCO, Inc.,
20005 Lake Road, Rocky River, OH 44116





We Did It!

LESCO

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The Florida Green

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ABOUT OUR COVER

Fiddlesticks Country Club, Ft. Myers, Florida; Hole #3, Par Four; Lou Conselman, Golf Course Superintendent.

DANIEL ZELAZEK
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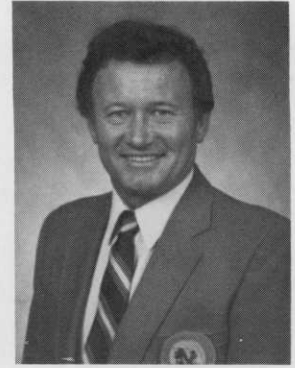
*As listed by Golf Digest Magazine

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President's Message



Professionalism of the Florida Golf Course Superintendent has evolved from the 50's through the 80's and is now ready to take on the 1990's.

Florida golf in the 50's and early 60's was a game of leisure for a very few. There were far less than 100 courses and the golfing season was 2 or 3 months at most. Budgets were a few thousand dollars; equipment, chemicals and fertilizer varieties were few. Courses were maintained by Greenskeepers with low salaries and there were few demands from the golfer.

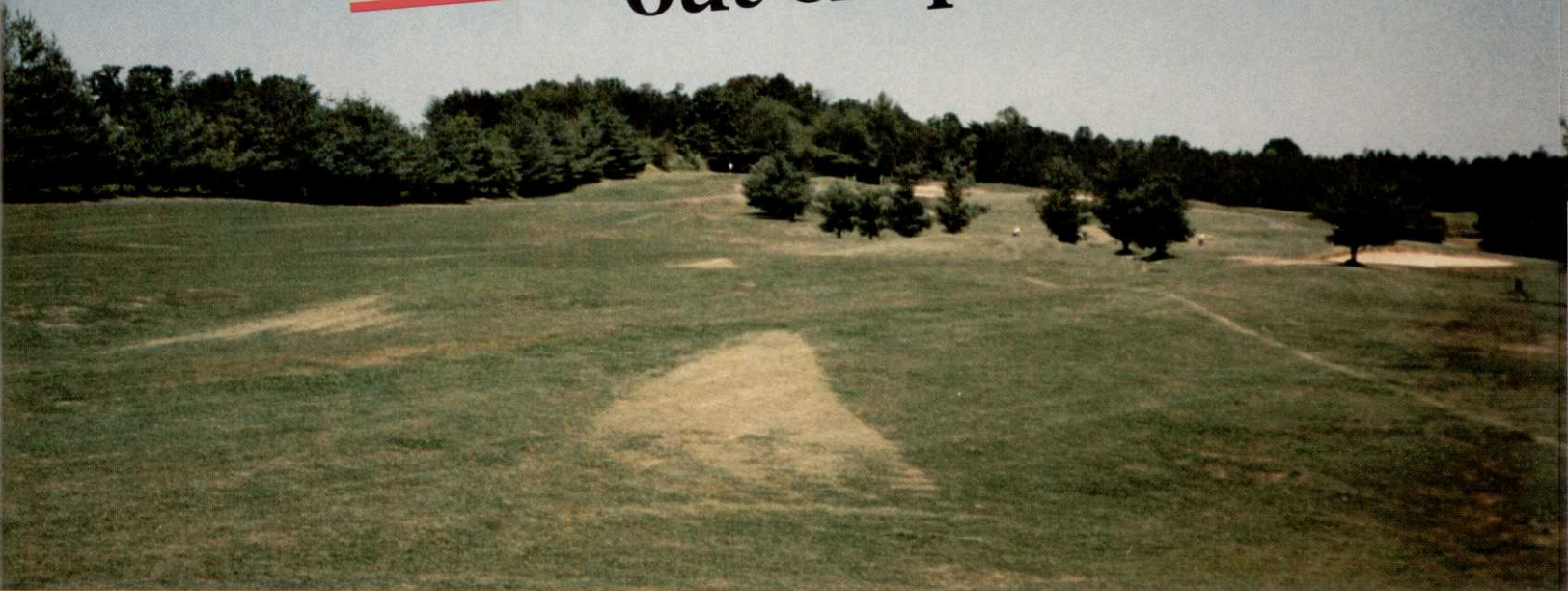
During the late 1960's, 70's and 80's, retiring snowbirds came to Florida by the thousands, many because of golf. Today there are nearly 900 courses and golf is recognized as one of Florida's leading economic industries.

The demand for top quality golf courses began and persists today throughout the state. The "Greenskeeper" evolved into the "The Golf Course Superintendent" and then on to "Golf Course Manager." His responsibilities included care of multi-million dollar golf courses with budgets in excess of 1/2 million dollars annually. Old maintenance barns evolved into highly organized maintenance complexes. The low maintenance practices of years gone by changed to high maintenance, highly-groomed golf course facility for a non-stop, twelve month season. The golfer's demands became many and management salaries rose accordingly.

Today's Professional Golf Course Manager operates a highly organized maintenance operation in compliance with the demands of golfers and owners, various federal and state regulatory bodies, such as OSHA, EPA — Water Management Districts — and his own professional trade organizations. He met these demands by his own professional desire to achieve and by constantly furthering his education by attending seminars on management, accounting, computers, budgeting and forecasting, golf rules, communication techniques, turfgrass, golf cart operations, negotiating, plant nutrition, irrigation, business writing, pathology, and on and on.

Today's aggressive golf course manager is unquestionably a member of a learned profession. ■

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Letters To The Editor

Dear Dan, Well, it's nice to be back in Florida and I hope you and your family have a great 1986.

Many, many thanks to you and the other members of the GCSAA Communications and Awards Committee for the Special Recognition Award presented in San Francisco on Thursday, January 30, 1986. It is truly a great professional honor which will be treasured always and thanks for your friendship.

I have a lot of fun writing the continuing series "Something Old — Something New" and look forward to writing it for many years to come. It's been exciting visiting other superintendents all over the country and learning new ideas about golf maintenance perfection. We are really true professionals.

Dan, again, thank you very much and am looking forward to seeing you in Florida real soon.

Have a good day.

Kindest regards,
R. Terry Buchen, CGCS
Golden Eagle Golf Club, Inc.

Dear Dan:

I would like to take this opportunity to introduce myself to you with the hope of *The Florida Green* highlighting our Club in one of your issues.

I have been assigned as Public Relations Director for El Conquistador Country Club here in Bradenton and aside from the fact that we have one of the best courses on the west coast of Florida, I would like to do a good job for the Club in projecting our image. I have read your magazine and I believe we have a story to tell. Just for your information, I am enclosing a copy of a press release recently issued detailing our new irrigation system. Our course has never looked better, we have a great Greens Superintendent and I think you'll find us interesting!

I would really appreciate the opportunity to talk with someone regarding the possibility of doing an interview/story and if there is anything on my end which needs to be done, please let me know.

You've got a great publication and I look forward to hearing from you soon.

Thanks!

Sincerely,
Sara J. Moniz, Public Relations Department
El Conquistador Country Club, Bradenton, FL