

Moncrief Received Green Section Award

James B. Moncrief, who has served the United States Golf Association with turfgrass expertise for nearly three decades, received the 1986 Green Section Award.

The award has been presented by the USGA annually since 1961 in recognition of distinguished service to golf through work with turfgrass.

The award was presented to Moncrief Feb. 3 at the Green Section Educational Conference, which was held in conjunction with the Golf Course Superintendents Association of America Conference in San Francisco.

Moncrief, of Athens, Ga., joined the USGA Green Section in February 1957 as an agronomist in the Southeastern Region. He served in that capacity for three years before being named Director of the Region.

During his 22 years as Director of the Southeastern Region, he traveled extensively to conduct turfgrass consultations, visiting the seven states in the Region as well as Bermuda, the Bahamas, Mexico and South America.

Moncrief also developed Tifdwarf bermuda grass, the finest leafed bermuda grass available in the world today.

He retired as Director of the Southeastern Region in 1982 and has since served as a member of the USGA Turfgrass Research Committee.

He is a previous recipient of the prestigious A.W. Crain Diamond Award from the Texas Turfgrass Association and an inductee into the Oklahoma Turfgrass Research Foundation Hall of Fame. He is a member of the Certified Professional Agronomists and the American Society of Agronomy. ■

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"COLOR IT GREEN"

The Florida Green and the Green Sheet

By: Mike Bailey and Irene Jones

The Florida Golf Course Superintendents Association is one of the strongest chapters within the Golf Course Superintendents Association of America. Our voting strength and professionalism is widespread, covering a wide expanse of land from Jacksonville to the Keys and back to panhandle. Every year our association becomes more unified as we receive more benefits from the work performed by the FGCSA Board and the respective committee members. Since the topic for this issue of The Florida Green is: What Do You Receive From The FGCSA, several thoughts have quickly come to mind on the subject. A hard working President along with an excellent Board and Committees was my first thought. The current administration is completely devoted to upgrading the professionalism of our industry. Second I thought of the benefits received from The Florida Green, a trade journal created by golf course superintendents for golf course superintendents, and after discussing this topic with the Editor, Dan Jones, I felt it would be very appropriate to elaborate on the trade journals of the FGCSA: The Florida Green and The Green Sheet.

This article will review and explain the general purposes concerned with each journal, it will explain the format, content and the benefits that each one has to offer to FGCSA members. First lets begin by going back in history to review the formation of The Florida Green. Originally the publication was named The South Florida Green. The very first issue was published in October 1973. The six page newsletter type magazine was predominately circulated throughout the South Florida Chapter. Dan Jones took over as Editor in July of 1976. By this time the magazine had grown to sixteen pages. It was still an all black and white issue, except for the color photograph on the cover. Advertising support was loyal back then and has continued to remain so even up to the present time. For example it is interesting to note that out of the 10 original advertisers 9 are still supporting the magazine, and in fact are represented in this issue. In July of 1980, the transition was made for the publication to become a statewide trade journal and the name The Florida Green was decided on.

Since then The Florida Green has become a phenomenal success story for the FGCSA. The present 64 page magazine is more than just a newsletter. Advertisers find themselves reaching out to the entire golfing industry. A mailing list is always being updated to send (3) copies to each golf course throughout the state. The intent and purpose of sending those three copies is to reach (1) the Golf Course Superintendent, (2) the Golf Professional and place the magazine in the pro shop, and (3) the President, General Manager, Greens Committee Chairman, or Owner of the operation and to place the magazine in the executive offices. The intent is to reach out to the other decision making facets of our industry and create a vital link that will serve to upgrade the image of the Golf Course Superintendent/Manager in Florida.

Looking back over the years we can see that The Florida

Green has received many awards within our industry. The GCSAA has noted the Florida Green as being the best overall newsletter and the best cover photograph by the panel of GCSAA Newsletter judges for fourteen awards in various categories. The magazine has also been the recipient of the prestigious Harry Eckhoff Award for excellence, placing first in 1984 and 1985.

Dan attributes this unique success of the magazine to the Superintendent writers and points to the fact that the publication speaks the language of the Superintendent. He finds that advertisers in our industry support the magazine better than one would imagine because they have the ability to reach the desk of nearly every golf course superintendent throughout the state. The quality of the articles and the excellent use of color in The Florida Green parallel that of the nationally operated commercial trade journals. These facts coupled with interesting, informative and educational topics written by golf course superintendents and fellow writers within our industry have caused many to comment that The Florida Green is unmatched by any other journal within the chapters of the Golf Course Superintendents Association of America.

The Florida Golf Superintendents Association has been expanding and becoming more unified on a statewide basis within the past few years. This expansion has created a very large volume of information which should be dispensed by a current newspaper type publication. So at one point, two years ago, FGCSA President Tom Burrows was contemplating the idea of forming an FGCSA Newsletter that would be totally unlike The Florida Green. This newsletter would be similar to a newspaper in reporting current industry news for our state association and so it would be totally unlike the Florida Green. Having been a little familiar with the job of putting a magazine together (after having watched Dan Jones and Dave Bailey work together for several years on The Florida Green) Mike Bailey was prime bait for Tom to ask to head up this newsletter. Mike commented that the more he thought about this the more he agreed, there really was merit for creating a spin off to the Florida Green. Mike sees the Florida Green as something more like a book, a type of publication tht one will tend to read and then perhaps collect in volume and keep on the bookshelf for years to come. He sees the newsletter however as totally different, as being more similar to a newspaper. Something with current, up-to-date news items that you will read, perhaps keep until the next issue comes out, then you will probably throw it away much like your daily paper.

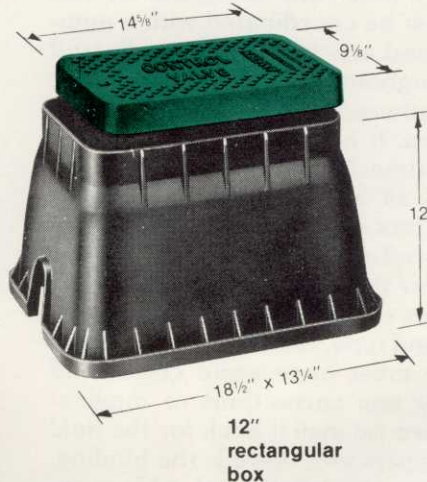
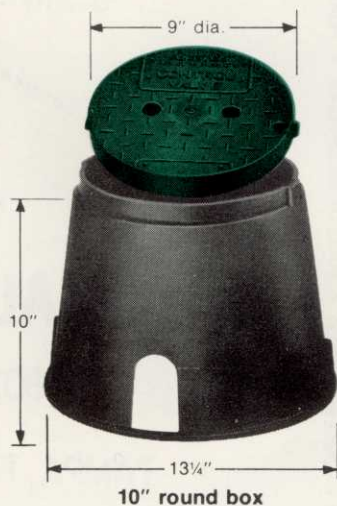
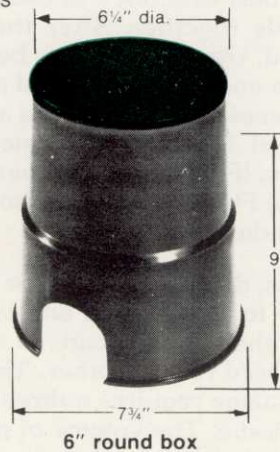
It has been said a newsletter should be short and to the point. Eight pages is considered to be ideal. Something eye catching, like 'green' colored paper could be appropriate. A limited number of advertisers is recommended for this type of publication, this takes the financial burden away from the FGCSA. Bi-monthly is an ideal time frame to be able to collect enough information to be newsworthy and still current. A newspaper type publica-

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(continued from page 22)

tio can be printed in far less time when compared to a magazine type publication. A two week printing deadline date could be accommodated for a newsletter. Since the name Florida Green was so excellently well titled, a spin off name would be very appropriate. A newsletter is often regarded as a news 'sheet' so when a former newsletter editor himself, Mr. Scott Muzuski suggested the title 'The Green Sheet' VIOLA! We now have two uniquely different trade publications for The Florida Golf Course Superintendents Associations: The Florida Green to cover more educational journal type materials and The Green Sheet to cover newsy type items that will generally be regarded as history by the time the next issue comes out.

The Green Sheet has a mailing list of 1,500 and is in comparison much smaller in context but very time consuming per individual page. An average of 30 articles encompasses 8 pages of print. Articles are collected two weeks before the upcoming issue of the bi-monthly newsletter. These articles are taken to the printer to be typeset into columns. This material then has to be proofread, then the contents has to be pieced together, so, that the many articles will flow into a pattern that will fit into each page. This process is best described as being much like putting a jigsaw puzzle together. After the 'work dummie' has been finalized, the printer then begins to image reproduce the pages and then the actual printing of The Green Sheet is accomplished. The issues are then mailed out to all members of The FGCSA, some media, GCSAA Newsletter Editors, IFAS staff and others related to the turf industry. (The Florida Green is also mailed out to key persons in our industry).

The format, printing process, deadline dates, cost of publishing, the type of reader to be reached and virtually every other concept about the two publications are uniquely different when compared to each other. The Florida Green, a quarterly magazine requires a three month deadline date before each issue. The volume of printing work to be done is far more time consuming, the articles are longer, advertising must be coordinated with a number of different agencies, and articles must be collected from various sources throughout the state. When all the material to be printed is gathered then it must be sent to the printer to be processed. It is returned to our office and proofread for the first time. Next it is 'pasted up' into what could be described as a 'homemade magazine'. Every ad, every article, in fact everything that will make up the finished copy is pasted and fit all together. Next it is returned to the printer for the process called the 'blue line' copy. The printer makes a 'dummie' copy without any color, but with all the ads and type, exactly as it will come out in the final copy. We must once again check and proofread this copy. After any corrections or duplications are checked over, then we mail it back for the final printing. After the printing process, there is the binding, the stuffing into envelopes, the labeling of addresses, sorting of the magazine into zip code order, bundling up into mailbags and finally delivery to the postoffice, all before it arrives (sometimes a little late) on your desk. Currently The Florida Green is direct mailing 2,500 copies. When the issue comes out then another process starts because then it is time for billing the advertisers and collecting the receipts. Posting payments and banking, as all bills associated with our printing costs must be paid.

Correspondence with advertisers continues on a daily basis both written and by telephone. Books are kept and balanced on a monthly basis and accountings are done for the FGCSA on a quarterly basis. A yearly financial accounting is done by the FGCSA's Certified Public Accountant, David Claude. So you can see we are kept busy around the Florida Green Office which also happens to be our living room and dining room, as well as half of the garage. Right now it is exactly 10:20 P.M. and I'm still working on this article in order to get it to the printer on time. It seems like when you are publishing a magazine, deadlines are your biggest challenge or nightmare however you happen to look at it.

Advertising support for The Green Sheet has been strong since its inception. Presently, one individual company proposed to cover the operating budget for a one year term which consists of 6 issues. The FGCSA Board approved this concept because of the financial stability. We believe advertising response will become even more favorable in future years, but strongly hold to the original idea than an 8 page newsletter should remain as the dominant factor. Advertising can be kept to a minimum thus creating an intense newsletter now not only for the association, but for the advertisers as well.

In review, The Florida Green and The Green Sheet harmoniously co-exist for the purpose of giving The FGCSA members, and others who contribute to our industry, information on a formal, educational basis, along with a quick, informative newsy type basis also. The Editors, Dan Jones and Mike Bailey are always open to new ideas and thoughts for the future. We take pride in helping to serve the Florida Golf Course Superintendent/Manager and look forward to many more successful years. ■

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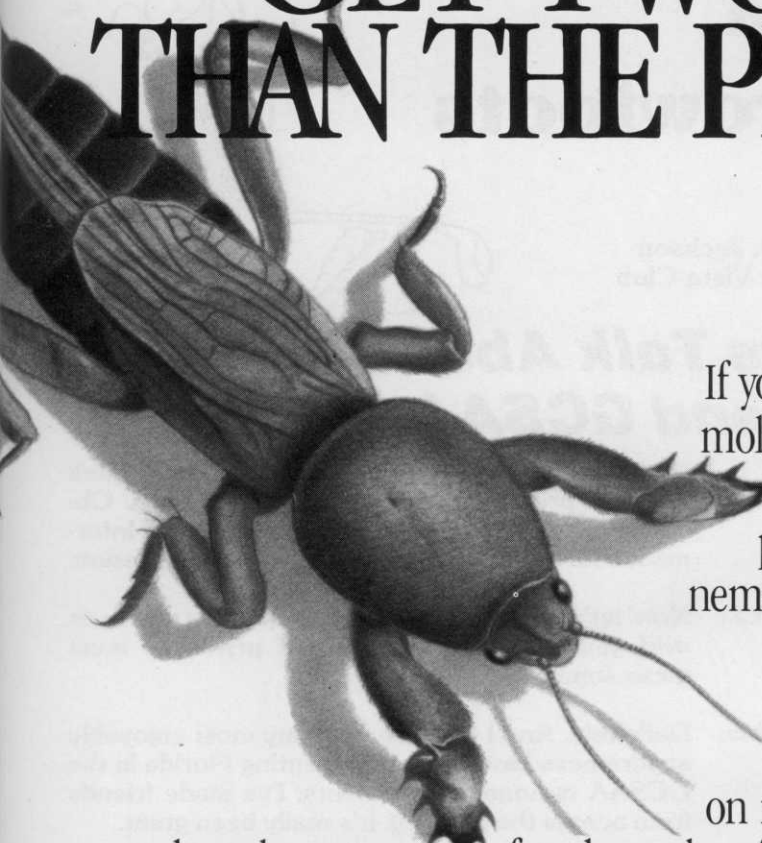
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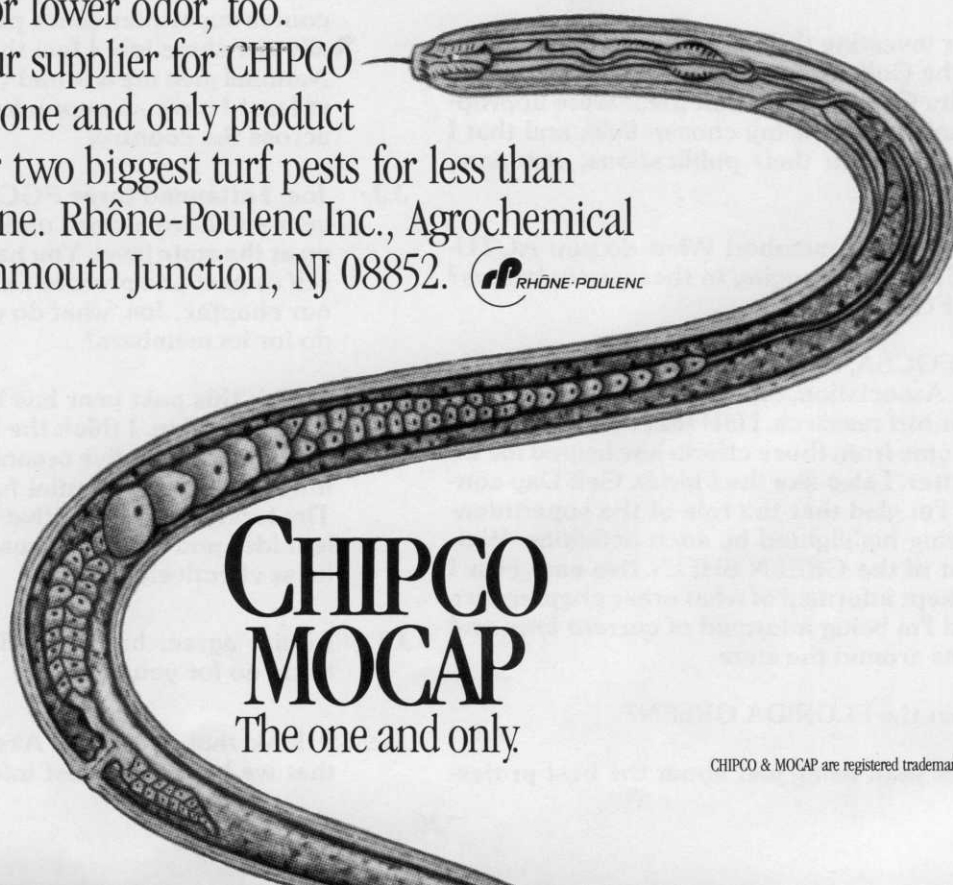
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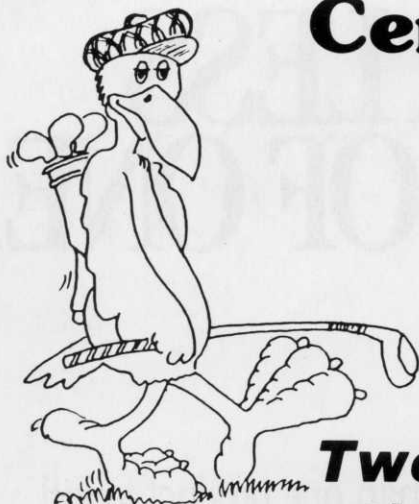
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Central Florida Crowfoots



By: Joel D. Jackson
Lake Buena Vista Club

Two Members Talk About the FGCSA and GCSAA

The following is an interview with Joe Ondo, President of the Central Florida Chapter, and Superintendent of the Winter Pines Golf Club in Winter Park.

J.J.: Joe, as you know, the topic we're discussing today is "What do we get from the FGCSA and GCSAA, and what do we want?" I'd like to ask some general questions to get us started and then we'll just free-lance from there, okay?

Joe: No problem.

J.J.: Joe, how long have you been involved with the FGCSA and the GCSAA?

Joe: I've been a member of the FGCSA for about 6½ years, and I joined the GCSAA about a year later.

J.J.: Why did you join these organizations?

Joe: Well, after investing the time to attend and graduate from the Golf Operation Program at Lake City Community College, I felt that these were appropriate organizations for my chosen field, and that I would benefit from their publications, seminars, and trade shows.

J.J.: Okay, so you're a member! What do you ACTUALLY GET from belonging to these associations? First, the FGCSA.

Joe: Well, the FGCSA, working closely with the Florida Turfgrass Association, has continually funded and lobbied for turf research. I feel that the information that has come from those efforts has helped me do my job better. I also like the Florida Golf Day concept, and I'm glad that the role of the superintendent is being highlighted by such activities. With the advent of the GREEN SHEET this past year I am being kept informed of what other chapters are doing, and I'm being informed of current laws and restrictions around the state.

J.J.: What about the FLORIDA GREEN?

Joe: Well, other than being just about the best profes-

sional or trade publication, what can I say? I think we're all proud of this excellent publication. Obviously, it's another resource of learning and information for us to use to stay on top of our profession.

J.J.: Now' let's talk about the GCSAA. I know you're an avid golfer so the national golf privileges must mean something to you!

Joe: Definitely. And I think some of my most enjoyable experiences have been representing Florida in the GCSAA national tournaments. I've made friends from across the country. It's really been great.

J.J.: Okay, pro, we know you can play the game! What do you get from the working man's side of the coin?

Joe: Well, I like the feeling of unity. I mean all across the United States there are literally thousands of golf course superintendents, professionals doing basically the same job. I feel the publications from the National give me a broad view of the industry, and at least I have an appreciation for what's going on across the country.

J.J.: Joe, I attended three FGCSA board meetings last year so I have a small understanding of what goes on at the state level. You have attended many yourself as past and present External Vice President of our chapter. Joe, what do you want the FGCSA to do for its members?

Joe: I think this past year has been a giant step in the right direction. I think the FGCSA is just now maturing as an effective organization and is just beginning to tap its potential for serving its members. The hiring of an executive secretary was an excellent idea and really a necessity for conducting business effectively.

J.J.: I quite agree, but what REAL THINGS can the State do for you and me?

Joe: I think that the State Association should insure that we have the latest information regarding en-

vironmental laws and regulations that will affect how we get our jobs done. I think the job referral program will gain in stature with proper management, and I would expect to continue to receive the most current news on what's going on statewide.

J.J.: I think those are reasonable goals. What about the GCSAA?

Joe: Obviously, the National provides the big picture. I think many of us have felt that southern turf problems haven't received the emphasis that they should considering the number of golf courses involved. Hopefully, that trend is diminishing.

J.J.: What about the recent "Superintendent TV Commercial?"

Joe: Well, yes, the public relations program is gaining momentum. I hope it's not just an ego trip! It does make me feel good about my profession, and it did get a lot of positive response. I think it should be carefully managed and restricted to special events.

J.J.: I agree pretty much with your assessments of the FGCSA and GCSAA, and I would like to add these comments concerning membership and benefits of these organizations. Those of us who are active in these organizations GET MORE from them because we DO PARTICIPATE. We attend meetings and conferences.

I came across two articles in the December issue of the GCSAA's GOLF COURSE MANAGEMENT that contained quotes that I feel sum up my feelings about why I belong to the FGCSA and GCSAA and what I get from them. First, from the article about Patty Berg, this year's "Old Tom Morris Award" recipient, "... That's one thing I like so much about the golf course superintendents, they stick together. They meet frequently, they listen to each others' problems, they try to find solutions..." and now from the article about Jack Martin, the superintendent at Shackamaxon G.C. in New Jersey came this quote, "... keep current. Go to every seminar, meeting, and convention you can possibly attend. There's never been a meeting I've gone to where I haven't learned to do something better..."

I feel sorry for the guys who don't participate more either by just attending more meetings or by serving as an officer or director. They miss some really good times, gratifying times, relaxing times that help make our profession a little more enjoyable.

Joe: I know. It always seems to be the same ten to fifteen people who end up conducting the business of the chapter. We ALL need to share the responsibility of running our organizations.

J.J.: Amen! Joe, thanks for sharing your views and comments with us!

Joe: My pleasure! See you at the next meeting. ■

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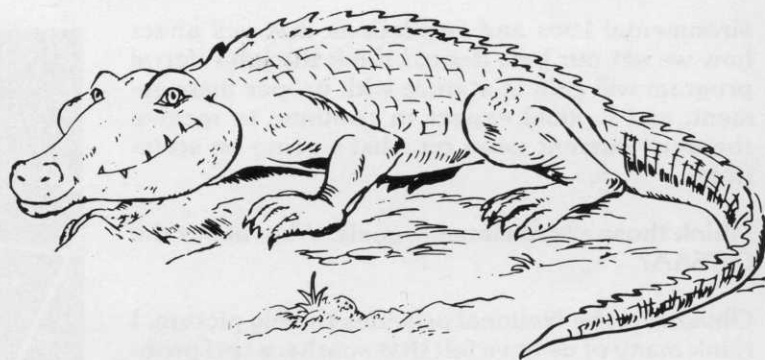
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The Gator Growls

By: Sandra P. Carmouche



South Florida Water Management: FRIEND OR FOE

Last spring Collier County and most of Lee County experienced a drought that resulted in a water shortage. The Coastal Ridge Aquifer in Collier County registered critical salinity readings and golf course superintendents in the affected area, along with everyone else, were subject to Phase I restrictions of South Florida Water Management District's Water Shortage Plan.

Pumpage reports were required weekly and pumps were calibrated for improved accuracy as S.F.W.M.D. did a balancing act between supply and demand.

Although golf course superintendents in the drought-stricken counties responded positively to requests from S.F.W.M.D., there remained a degree of mistrust directed toward the district. Water Management controls and regulates the most essential element of a golf course and superintendents were reluctant to provide information that might adversely affect their livelihood.

Yet, according to Bruce Adams, a Water Use Planning and Management Division Coordinator, there is much that the District can do to help golf course superintendents.

"We appreciate what the golf courses do for the economy and ecology of a community," says Adams, who spends about 30% of his time, more during periods of crisis, working with the golf course industry. "We protect the superintendent's right to water use . . . and can show them the best way to survive a drought."

For an example of how the superintendent's right to use water might be contested, consider the following scenario from an article that appeared in the *West Palm Beach Evening Times* on December 12, 1985.

"Picture parched, clay-cracked earth. Fade out.

Now picture a golf course water sprinkler going full blast during a spring rainstorm.

Those images, or something like them, should turn every red-blooded South Floridian into a fist-banging water conservationist in just a few short years, if regional water managers have their way."

At best, the scenario is a reminder to superintendents that not everyone is a golfer. Particularly during Florida's dry spring season, there are those who cannot appreciate the need for watering a golf course.

At worst, the article is misleading due to the insinuation that regional water managers are going to use golf courses as an example of water waste.

Comments made by Adams indicate the opposite. "The golf course superintendent is a professional. Because budget is a primary concern for superintendents, they must get a maximum quality course for the least cost, and they use less water and fertilizer than homeowners . . . I'd like to see residents manage their lawns the way a superintendent does."

To emphasize his statements, Adams provided the following comparison on an inches-of-water-applied basis between single-family homes and golf courses.

An 18 hole golf course, 100 to 120 acres in size, uses $1\frac{1}{4}$ to $1\frac{3}{4}$ inches over the course per week. The average single-family home, about $\frac{1}{4}$ acre in size, uses 2 to 4 inches on a lawn per week.

Adams says there are about 350 golf courses, approximately 35,000 acres, under the jurisdiction of S.F.W.M.D. He conservatively estimates 50,000 acres of lawns for single-family homes.

Using those figures, single-family households have nearly twice the acreage and use about four times more water than golf courses.

Under normal circumstances, there is enough water for everyone, even though demand on supplies is increasing.

Florida has one of the highest rainfall rates in the world, averaging 50 to 60 inches per year (equal to some tropical rain forests in South America and Asia). But, according to Adams, 40 to 45 inches are lost each year to evaporation and run-off, leaving about 15 inches to work with.

When droughts do occur, the District depends on accurate, timely information, such as weekly pumpage reports, so it will know how to react to prevent crisis.

Florida's approach to water management is unique. In other states, water rights have to be bought or water is supplied by river systems. Those who are last on the river

system when droughts occur are out of luck.

Water in Florida is owned by the state. The Governor appoints a governing board to each of the five regional Water Management Districts. The Districts are then charged with allocating water according to reasonable and beneficial use.

And although Water Management Districts are agencies of the state, they are not state agencies. They are not run out of Tallahassee, nor do they use state funds. This allows them a certain amount of independence from government.

Golf courses are required to obtain permits from the District which are usually renewed every 10 years. The permits generally contain about 10 special conditions, although there are exceptions. Golf courses located in reduced threshold areas, where water supplies are more critical, may have as many as 30 special conditions on their permits, which are renewable every 5 years.

Those courses using effluent or salt water (reverse osmosis) for irrigation purposes are exempt from the Water Shortage Rules; but the District still plans to interact with them.

This year S.F.W.M.D. will inventory water use to determine what is being used and abused. Adams believes it will help golf course superintendents to, "show people that they really don't use that much water."

Also, in January of this year, Dr. Bill Donovan, a Senior Water Use Specialist, was added to the staff. With a Ph.D. in Agronomy from Ohio State, Dr. Donovan will be working with urban landscape and horticulture and should be helpful to golf course superintendents.

In the future, Adams would like to promote the use of effluent as "part of the solution" to Florida's conservation effort. For those not using effluent, he would like to see more calibration of pumpage. He feels that many superintendents will be surprised at how little water they actually use.

Most important to Adams though, is that golf course superintendents realize that they have a friend in the District. "We need to be able to exchange information and points of view, and improve the communication process."

Hopefully, this spring there won't be any water shortages. But previous droughts occurred in the years 1970-71, 1980-81 and 1985. From those statistics, it would appear that there is a return frequency of five to ten years.

It is inevitable then that sometime in the future, superintendents will have to work closely with S.F.W.M.D. and open lines of communication will be advantageous for all concerned

It is also important to keep in mind that while the District does have control over the water that golf courses use, it also protects the users rights. And the information that the District provides during periods of crisis can be invaluable. ■

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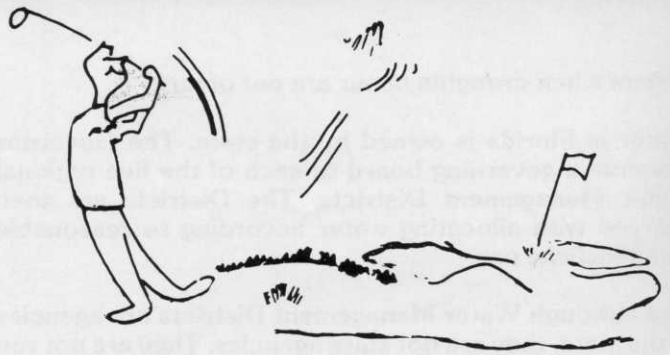
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By: John Calhoun
Ponte Vedra Inn and Club

Our Organizations and What They Do

Our State and National organizations not only provide us with an invaluable link with our peers in the turfgrass industry and an opportunity to communicate with them, they also have made great strides towards upgrading our image and status in the golfing world. They have been instrumental in raising monies for research and product evaluations and have provided us with educational programs and opportunities to improve our knowledge in this ever changing business.

Public relations is a big topic within our association. How do we present ourselves to our superiors, subordinates and the golfing public? What is our relationship with the Pro within our organizational structure? One way of presenting ourselves to the golfing world, in addition to our trade magazines and the product we produce, is exposure in the golf professional arena. Publications such as *Golf Digest*, *Golf World*, etc., would expose us to a greater number of people directly associated with our business, and, an opportunity to better express ourselves as professionals. Commercial advertisements on national and local television, radio and newspapers would help bring to light the realities of coping with the ever increasing demands on us as turfgrass and property managers.

Research and product evaluation by our Universities,

agricultural agencies and commercial establishments is the life blood for environmentally sound practices, improvements and cost efficiency. The need for these establishments to communicate the results of their efforts in a clear cut, across the board manner is essential to us all. Education via seminars, trade shows and publications play a large role in bringing us this information. It is up to us to use this information and report the results to the responsible parties. Without this open line of communication, monies, time and efforts can be wasted.

Education in our field is growing in leaps and bounds because owners are aware that their revenues are in direct proportion with the condition of their properties, and that the costs for a quality product can indeed be reflected by an informed and qualified professional.

The progress that our State and National organizations have made, and the rejuvenated public relations program will result in a better understanding of what the Golf Course Superintendent is all about and what his value is to the golfing world. With the support and involvement of all of us associated with the turfgrass industry, the potential for advancement and reward is unlimited. We need to recruit and continue to grow if we wish to have a stronger influence on our futures. ■



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