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Women have no choice with current system of tees

(Continued from page 16)

"Women have no choice. It's like asking them all to wear the same dress size. Golf Course personnel who recognize the fact that women make up a main source of weekday golf need to assess their yardages to create a manageable course for women players.

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To obtain a copy of the poster illustrating the two-tee system for women, send \$5 to the ASGCA, 221 N. LaSalle St., Chicago, IL 60601.

ALCA offers training, safety videos in Spanish language

FALLS CHURCH, Va. — The Associated Landscape Contractors of America has produced a series of maintenance training safety video tapes in the Spanish language.

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The series covers trim mowers, mid mowers, power edgers, stringtrimmers and brushcutters, power hedgetrimmers and backpack power blowers. Each comes with a reference guide and program retention test.

For more information, contact the ALCA at 405 N. Washington St., Suite 104, Falls Church, Va. 22046; phone 703-241-4004.

GCSAA gives \$25,000 for research

LAWRENCE, Kan. — The GCSAA has donated \$25,000 to the USGA/GCSAA Turfgrass Research Committee to support work on new turfgrass varieties that require less water.

Florida Development Report

(National Golf Foundation report, June 13, 1989)

GOLF COURSES UNDER CONSTRUCTION

| City | Course | Holes | Architect |
|----------------------|------------------------------------|-------|-------------------|
| Beverly Hills | Beverly Hills GC | 18 | Karl Litton |
| Bradenton | Tara G&CC | 18 | Ted McAnlis |
| Cape Coral | Sabal Springs | 9 | Gordon Lewis |
| Clearwater | Chi Chi Rodriguez Youth Foundation | 18 | Denis Griffiths |
| Clearwater | Wentworth G&CC | 18 | Steve Smyers |
| Clearwater | Crescent Oaks GC | 18 | Steve Smyers |
| Cocoa Beach | Links at Lake Poinsett | 18 | N/A |
| Dade City | The Cedars | 18 | N/A |
| Destin | Sandestin GC | 9 | Tom Jackson |
| Homestead | Keys Gate GC | 18 | N/A |
| Hudson | Beacon Woods G&CC | 18 | Steve Smyers |
| Jacksonville | Windsor Parks GC | 18 | N/A |
| Lake Worth | Wycliffe G&CC | 18 | Karl Litten |
| Lakeland | Bramble Ridge | 18 | Holloway & Assoc. |
| Leesburg | Plantation CC | 18 | J. Sanford |
| North Merritt Island | The Savannahs | 18 | Gordon Lewis |
| Oviedo | Ekana G&CC | 18 | Joe Lee |
| Palm Valley | Palm Valley CC | 9 | N/A |
| Rotonda | Pebble Beach @ Rotonda G&CC | 18 | DeVictor Langham |
| Sarasota | Laurel Oaks | 36 | Gary Player |
| Spring Hill | Timber Pines | 9 | Ron Garl |
| Stuart | Cutter Sound | 18 | Gary Player |
| Sun City Center | Sun City Center GC | 9 | N/A |
| Tampa | Cannon Ranch | 27 | Steve Smyers |
| Vero Beach | Grand Harbor GC | 18 | Joe Lee |
| Volusia County | Halifax Plantation | 18 | Bill Amick |
| Wellington | Binks Forest GC | 18 | Johnny Miller |
| West Palm Beach | Golf Club of Palm Beach | 18 | G. & J. Fazio |
| West Palm Beach | Ironwood CC | 18 | Arthur Hills |

GOLF COURSES PLANNED

| | | | |
|-----------------|------------------------------------|----|------------------------|
| Brevard County | Valkaria GC | 18 | Charles Ankrom |
| Cape Coral | Royal Tee CC | 9 | Gordon Lewis |
| Cape Coral | Sabal Springs | 18 | Gordon Lewis |
| Deland | Ranches at Daytona | 18 | N/A |
| Delray Beach | Polo West | 54 | Karl Litten |
| Delray Beach | Polo Trace | 36 | Karl Litten |
| Destin | Tidewater Beach & Golf Resort | 18 | Charles Ankrom |
| Fort Lauderdale | Ravinia | 18 | Jack Nicklaus |
| Goldenrod | Monterey | 18 | Ward Northrup |
| Haines City | Pine Oaks | 18 | Joe Lee |
| Hawthorne | Oak Tree Sports Club | 18 | Ward Northrup |
| Homosassa | Plantation Club at Sugarmill Woods | 18 | Hale Irwin |
| Jacksonville | Royal GC | 18 | Mark McCumber |
| Jacksonville | Glen Kernan | 18 | Jack Nicklaus |
| Jacksonville | Julington Creek | 9 | N/A |
| Jacksonville | Mill Cove GC | 18 | Robert Walker |
| Lake Worth | Wycliffe G&CC | 18 | Karl Litten |
| Melbourne | Washington Lakes GC | 18 | P.B. Dye |
| Miami | Fisher Island | 9 | P.B. Dye |
| Miami | Somerset | 18 | Jack Nicklaus |
| Naples | Lely Estates | 54 | Robert Trent Jones Sr. |
| Naples | Shamrock G&CC | 18 | Ward Northrup |
| Naples | Bretonne Park | 18 | Mark McCumber |
| Naples | Royal Wood G&CC | 18 | N/A |
| Palm Coast | Cypress Knolls | 18 | Player/Litten |
| Port St. Lucie | Southwest Port St. Lucie | 18 | Robert Walker |
| Punta Gorda | Marina South | 27 | Mark McCumber |
| Punta Gorda | Fairway Woodlands | 18 | Gordon Lewis |
| Ruskin | Golf Club at Cypress Creek | 18 | N/A |
| Sarasota | Sorrento Valley CC | 18 | Bill Amick |
| Sarasota | Florida Palm Aire | 18 | Player/Litton |
| Sebring | Highland Ridge GC | 18 | Steve Smyers |
| Spring Hill | N/A | 18 | Joe Lee |
| Stuart | Glen Eden | 36 | Karl Litten |
| Vero Beach | Orchid Island | 18 | Palmer/Seay |
| West Palm Beach | Lion Country Safari GC | 18 | N/A |
| West Palm Beach | Ibis/Seminole | 36 | Jack Nicklaus |
| Windermere | Glen Muir | 18 | Desmond Muirhead |

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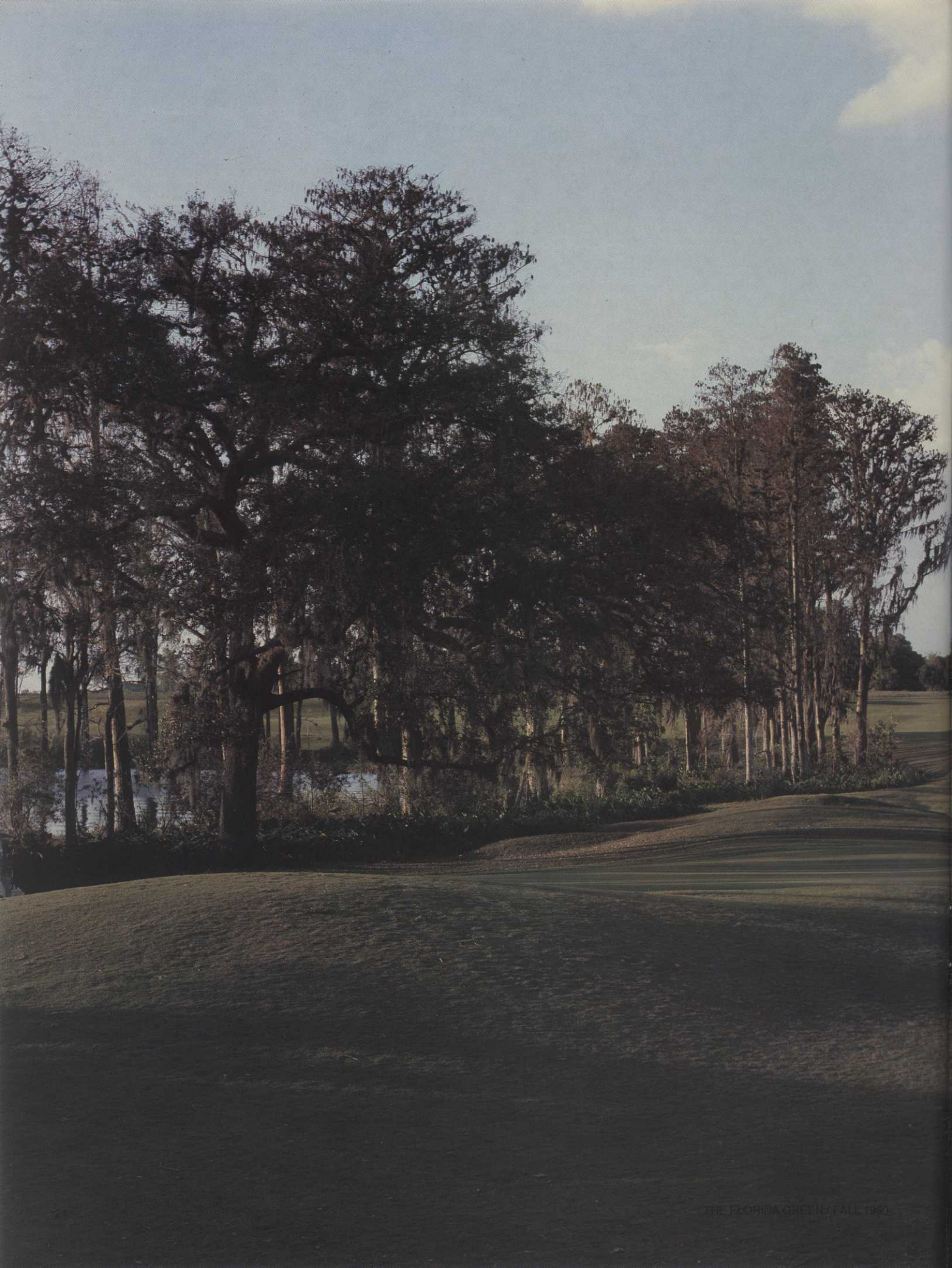
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15 years ago, he was wielding a shovel on a crew at Walt Disney World. Now he's president of the FGCSA and responsible for growing bentgrass year-around at Arnold Palmer's private playground in Florida. He says...

'It's a joy to maintain'

BY LARRY KIEFFER

WINDERMERE — Most people begin their careers at the bottom of the ladder.

But if you don't count a brief stint as a golf course construction laborer during the summer between high school and college, Joel Jackson started on the golf course management ladder in the middle, and then deliberately stepped *down* to the bottom before working his way up.

To the top.

In the spring of 1988, the former Coast Guard officer, geologist, junior high school teacher, construction supervisor, maintenance crew foreman and ditch digger —

and he held those jobs in that order between 1965 and 1974 — was selected personally by Arnold Palmer to be head superintendent at Palmer's home course, Isleworth G&CC.

A year later, Joel D. Jackson, CGCS, became the ninth man to preside over the Florida Golf Course Superintendents Association.

He will be president this February when the Golf Course Superintendents Association of America brings its annual International Golf Course Conference and Show to Orlando for the organization's first Florida visit since 1969.

And in January, he will become the third superintendent to edit this publication, succeeding Dan Jones, who is retiring after 15 years.

"It's going to be an interesting year," says the taciturn Tampa native, a grin indicating he's aware of the understatement.

"But it's not going to be nearly as hairy as it might sound.

"In the first place, I have been through a full one-year cycle at Isleworth and I've got a very capable assistant. So I don't have to be there 24 hours a day. I no longer feel guilty about locking up and going home.

(Continued on next page)





DAN JONES/FGCSA

Among the tricks Jackson must use to keep bentgrass alive during Florida's hot summers is to shade certain hot spots. Surface temperature is a good 10 degrees cooler under the screen.

(From page 25)

"The FGCSA is pretty well organized now and a lot of things happen more or less automatically. I hope to have an impact on unifying the state, on improving communication among superintendents and with the general public, and I'd like to see more superintendents organize and become involved in our activities — particularly in the Panhandle and the north central area.

"But if I don't do any of those things,

the FGCSA will still be here a year from now, strong as ever. I'm not a politician.

"As for the show, I don't really have all that much to do except welcome my fellow superintendents to Florida. It's the GCSAA's show. We have several state officers on various GCSAA committees connected with the show. They're doing

During Florida Green interview, Jackson interrupted a telephone conversation with GCSAA President Dennis Lyon to coordinate a helicopter landing for a television crew.

the work, not me.

"And *The Florida Green*? Well, you can't call me an editor in the sense of Dan Jones. It's an entirely different job now. I agreed to take it because I was chairman of our publications committee last year when Dan announced his retirement and we decided to contract a professional company to produce the magazine for us.

"Since I do know something about publications (he founded and edited the Central Florida GCSA newsletter for eight years), I thought I could contribute to the transition. I decided to accept the job if the board followed Dan's suggestion and offered it to me."

Jackson reels off the analyses of his leadership positions with the same precise logic that led him through his series of unusual career moves.

In his own mind, he's only ever had two career ambitions.

"Up through my second year of graduate school, all I ever wanted to do was get

(Continued on page 28)

JOEL D. JACKSON, CGCS

AGE: 47

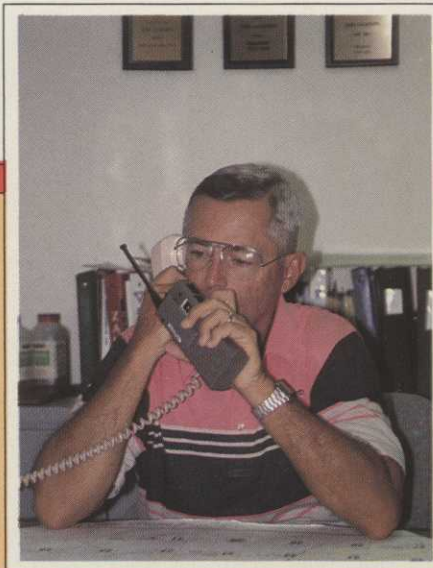
EXPERIENCE: Apollo Beach GC, Apollo Beach, 1960-61 construction laborer on summers and weekends during high school and college; Golf Course Architect William Dietsch, 1971-73 construction supervisor; Pembroke Lake GC, Pembroke Pines, foreman 1974; Lake Buena Vista GC, Walt Disney World, began as laborer (1974), promoted to foreman (1974), assistant superintendent (1976), superintendent 1980-88; Isleworth G&CC, Windermere, superintendent since June, 1988.

OTHER JOBS: U.S. Coast Guard officer 1965-68; University of South Florida, Tampa, graduate teaching assistant in geology 1968-70; Apopka Junior High School, science teacher 1970-71.

EDUCATION: Plant High School, Tampa; B.A. geology, University of South Florida, Tampa

PROFESSIONAL: Certified 1988; president FGCSA 1989-90; editor *Florida Green* effective Jan. 1, 1990; president Central Florida GCSA and editor of chapter newsletter.

PERSONAL: Married (Susan 1965) with one daughter (Jennifer 15).



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COVER STORY

A fate worse than sand awaits the unlucky golfer whose approach to the 18th green is short. Mounding is typical of Isleworth, which lists six Fly-Mos on its equipment inventory.

(From page 26)

my Ph.D. and become a geology professor," said Jackson, who served three years in the U.S. Coast Guard after graduating from the University of South Florida in Tampa with a B.A. in geology. On his final tour, he commanded a LORAN (Long Range Navigation) station on South Caicos in the British West Indies.

"It was an isolated post — no dependents — and it was time to go to grad school. That was my goal." So he left the Coast Guard.

He returned to USF but, after two years of study, Jackson's major professor was unable to help him complete his thesis.

"You only get an assistantship for two years. I had my two years and didn't have a thesis. It was time to move on," he says,



DANIEL ZELAZEK

dismissing the dissipation of a lifelong dream without so much as a philosophical sigh.

He taught general science in junior high school for one year and then, in 1971, he climbed onto the golf-course-management

ladder — at the middle.

He went to work with architect Bill Dietsch, helping to supervise construction of new golf courses. Jackson had worked for Dietsch on the construction of Apollo Beach GC during the summer between

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high school and college and on weekends during his first year in college.

During the next two years, Jackson worked on a variety of projects, including the construction of Mariner Sands GC in Stuart (with architect Frank Duane) and the remodeling of Pasadena GC in St. Petersburg, site of one of the oldest events on the LPGA Tour.

"When the gas crunch hit in 1973, construction slowed, but I got a job at Pembroke Lakes (in Pembroke Pines) during the final phases of construction. I grew it in and stayed on as foreman."

A year later, Jackson heard that Walt Disney World had openings on the maintenance crew at Lake Buena Vista G.C.

"I had to go through 'Casting' and they told me that I was overqualified to start where nearly everybody starts at Disney — at the bottom. But they offered me a job and I took it. I had confidence in my ability and I thought Disney would be a good employer.

"I started as a crew laborer with a shovel in my hand. I left 14 years later as a certified golf course superintendent and, with their blessings and encouragement, an officer of the FGCSA."

For the record, Jackson made foreman in six months and assistant superintendent two years later. Four years after that, in 1980, he was named superintendent.

Then in June of 1988, six months after gaining certification, Jackson started over again. Only this time he started at the top.

After an extensive series of interviews, Arnold Palmer selected Jackson to succeed Dick Verbeten as superintendent at Isleworth, the posh playground behind the Bay Hill Club on Lake Butler, where the homes are easy to mistake for clubhouses.

Isleworth is not just any run-of-the-mill, first-class joint.

Palmer is building his home here. So is his Isleworth partner, Mark McCormack, the brilliant Brit who invented the profession of sports agent.

Verbeten, who had grown the course in and kept its bentgrass greens alive through an exceptionally hot, muggy Florida summer, had become so worn out from the effort that Palmer decided the struggle wasn't worth it. He decided to pull the the cool-season bentgrass out and replace it with turf more suited to Florida's climate — Tifdwarf bermudagrass.

Jackson was hired for his experience with bermudagrass and Verbeten moved over to maintaining the grounds and common areas.

Then, two days before the bentgrass was to come out, Palmer had a change of heart.

"Basically, the greens looked a lot better in May of 1988 than they had the first year and Mr. Palmer had promised the members bentgrass greens for at least three years, so he said, 'Let's give it another try,'" says Jackson, recalling

(Continued on page 30)

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(From page 29)

his first week on the job.

"So I suddenly found myself in the bentgrass business and I didn't know a thing about it.

"Dick Verbeten gave me a crash course in bentgrass and has been a tremendous resource ever since. I talked to a lot of other fellows, too. David Lowe at The Plantation at Ponte Vedra was particularly helpful.

"David gave me one piece of advice that has really stuck with me: 'You've got to learn how to manage bentgrass,' he said. 'You can't let it manage you.'"

Jackson did and Isleworth's greens have survived two more summers now. They were playable even in late August. Bentgrass is probably a permanent fixture.

"It's a year-to-year thing. If we have another summer like the first one, we may pull it out. Or if we start getting a lot of traffic in the summer, we will have to pull it out.

"But there is no doubt in my mind that bentgrass is a superior putting surface," says Jackson, an 18-handicapper who says he had seen bentgrass only once (at Pebble Beach) before being asked to grow it.

"It yields to the ball. With bermudagrass, the ball must yield to the turf."

In addition to weather, Jackson has had several other factors in his favor this past summer.

"We can start with my assistant and two OJT students (from Lake City Community College's School of Golf Course Operations).

"You have to have an adequate staff to keep this grass alive," he says. "From 10 a.m. until you put the course to bed, you have to be checking the greens constantly — at least one person for each nine holes and I heard that one place in Texas has two for each nine."

And Jackson is especially proud of his assistant, Bob Perez, who did his OJT under Paul Lattshaw at golfdom's national shrine, Augusta National GC.

"I was looking for somebody with supervisory experience and experience with bentgrass. I couldn't have done any better."

Pressures of maintaining the temperamental turf on his greens aside, Jackson is delighted with the layout routed by Palmer and designed by his architect-partner, Ed

Seay. It occupies 170 acres of the 850 which comprise the development.

"It's a real joy to maintain," he says. "We can do 98 percent of the maintenance with five-gang mowers. There are no gimmicks, no tricks... just an honest-to-goodness good golf course with outstanding vistas."

On a clear day, eight large lakes can be seen from various parts of the former orange grove. All are on the Butler chain (Lake Butler itself abuts the property), which has been designated a "Pristine Waterway."

Also enjoyable, according to Jackson, is the Palmer aura that covers the project.

"Everybody has a lot of affection for the man because of the way he conducts himself," Jackson says. "He is a very hard worker and nothing was ever given to him — he earned it all.

"For that reason he gets a lot of respect and loyalty from all of us. Loyalty is very big with him.

"If we hold him in awe, it's for what he has been able to do, not because he happens to be famous.

(Continued on page 32)

ISLEWORTH G&CC

- LOCATION:** Windermere. Approximately five miles north of Walt Disney World (15 miles from entrance to theme parks) behind Bay Hill Club on Conroy-Windermere Road.
- DEVELOPER:** Concord Corporation/Isleworth Partners, San Antonio, Tex.
- MANAGEMENT:** Arnold Palmer (Isleworth Partners); Jay Eddy, president, Concord Corp.; Carter Speer, vice president; Joel Jackson, golf course superintendent.
- SIZE & SCOPE:** 850 acres comprising 391 single-family homesites and one golf course, which uses 170 acres.
- POLICY:** Members and guests only.
- ARCHITECT:** Ed Seay/Arnold Palmer
- CONTRACTORS:** Dave Harmon, golf course consultants; Jack Williams, irrigation design; Wayne DuBois, irrigation installation; Gator Pump Modules, pumps; South Florida Turf Nurseries, grassing.
- CHRONOLOGY:** First dirt moved in November, 1984; planting completed January 1986; course opened in October, 1986.

