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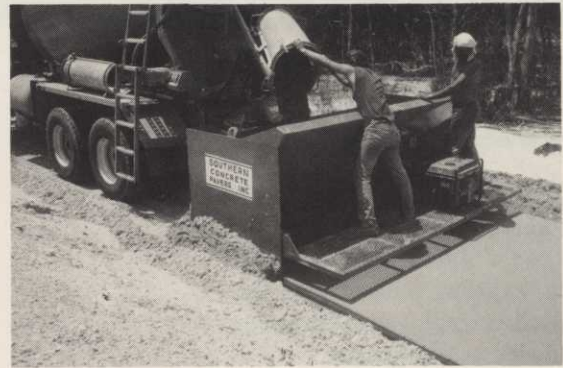
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DANIEL ZELAZEK

The approach to No. 12 is one of only four shots on the course guaranteed to bring water into play.

(From page 30)

"If for no other reason than that, Arnold Palmer deserves a 'squared-away' crew," says Jackson, applying a naval term for well-disciplined to employees of the man known worldwide as "the general."

Although Jackson says his leadership values include a sense of humor, fairness, respect and dignity, he says he expects his staff to behave professionally at all times.

"Some of the people may be here only temporarily, but while they are here, this is what they do for a living and they ought to behave like it," he says. "Don't waste my time getting your act together."

COVER STORY

FACTS & FIGURES

LENGTH: 5,291 yards (rating 69.9) to 7,097 yards (rating 73.7)

TEES: Three or four on each hole. Turf: Tifway II cut to 3/8 inch; overseeded with Palmer ryegrass November through April.

FAIRWAYS: Rolling and undulated comprising about 50 acres. Turf: Tifway II cut to 1/2 inch. Not overseeded.

GREENS: Average 7,000 square feet. Stimpmeter goal in cool season: 9.5. Turf: bentgrass cut to 1/4 inch in summer, 5/32 in cool season, 3/16 in late spring.

ROUGHS: 120 acres. Turf: Tifway II cut 7/8 inch to 1-1/4 inch.

WATER: Two retention/irrigation ponds totaling 17.5 acres contained on property, which also abuts Lake Butler, one of Florida's larger lakes. Water comes into play on 10 holes, although six of them require bad tee shots to bring it into play.

BUNKERS: 25 bunkers filled with native sand which has been screened. Lips are Tifway II.

VEGETATION: Oak, raintree, cedar, crepe myrtle, oleander, azalea, iris, day lillies, juniper, dwarf oleander, heather; more than 10,000 annuals are planted in 150 beds around golf course, clubhouse and tennis clubhouse.

IRRIGATION: Toro Varitime II hydraulic 80 controllers, two 100-hp pumps, one 25 hp jockey. More than 2,000 sprinkler heads.

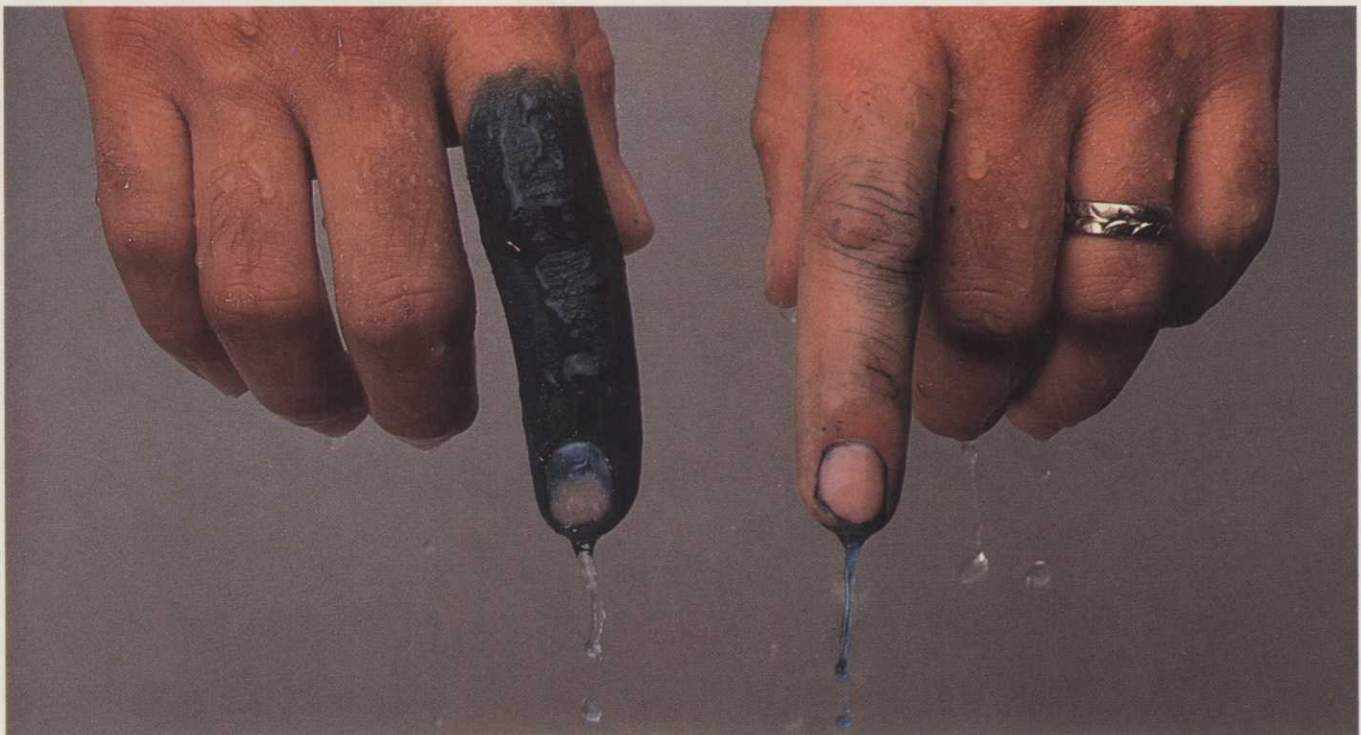
EQUIPMENT:

5 triplex greensmowers, 4 Toro 350D 5-gang hydraulic mowers, one Toro 450D 5-gang mower, 6 walking greensmowers, 1 power trap rake, 2 100-gal. spray rig, 1 300-gal. spray rig, 1 Toro vacuum sweeper, 1 blower, 2 Kubota utility tractors, 1 Kubota front-end loader, 8 Club Car CarryAll IIs, 3 Daihatsu utility vehicles, 1 3-wheel Cushman with Vicon spreader, 1 Ryan fairway aerifier, 1 Ryan greens aerifier, 1 bucket truck (not licensed for highway), 1 dump truck, 2 Toro 322D rotary mowers, 6 Flymos.

STAFF:

Total of 31 to maintain golf course and landscape, not counting entrances and common areas: 1 assistant for golf course, 1 assistant for landscape; 1 secretary, 2 mechanics, 1 irrigation technician, 1 spray technician, 1 greenhouse technician, 9 landscape crew and 13 golf course crew.

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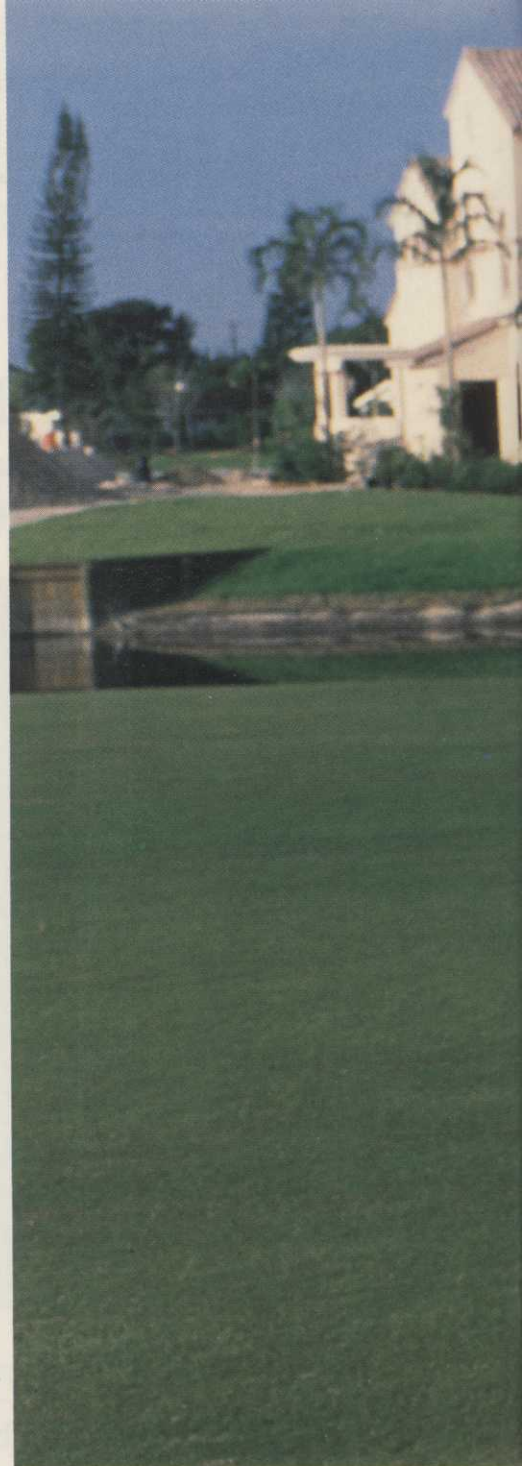
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Distinguished Service Award

Every year, the FGCSA shall recognize a deserving FGCSA Superintendent who has performed outstanding achievements as a golf course superintendent and who has given his time unselfishly in promoting golf course management and unification of the Florida Golf Course Superintendent.

1985 William Wagner
1986 Tim Hiers
1987 Dan Jones
1988 Mark Jarrell

*'I believe in giving back
that which has been so
freely given to me'*



BY JIM FALLON

Two days after graduating from the University of Florida with a bachelor of science degree in ornamental horticulture, Mark Jarrell landed his first job. He became the head superintendent at the University of Florida GC, perhaps the only 22-year-old head superintendent in America.

That was in 1973, the onset of a professional career which has seen the continuous personal pursuit of excellence. It



MIKE BAILEY/FGCSA

reached its zenith last autumn when the FGCSA honored Mark Jarrell, CGCS, with its Fourth Annual Distinguished Service Award.

Choked with emotion, the West Virginia native accepted the commendation "in the name of all superintendents. . .the greatest bunch of hardest working guys ... all of you here made this day possible," he said.

Later he was to admit, "That moment was the highlight of my professional life.

No doubt about it, nothing else is even in the same league."

And Jarrell plays in the big leagues. He is head superintendent at Palm Beach National GC and is very active in the affairs of his profession.

"I believe in giving back that which has been so freely given to me," he said.

Locally, he is a past president of the Palm Beach Chapter and has held every other office in that organization except

secretary. No committee has escaped his membership since 1980.

Statewide, Jarrell has been chairman of the public relations committee and a member of the publications, research and FTGA committees.

"He's a pure thoroughbred," said Dick Blake, past president not only of the Florida GCSA, but also of the Golf Course Superintendents Association of America.

(Continued on page 36)

(From page 35)

"He's out to win every race and, best of all, he's successful."

Nationally, Jarrell's efforts on behalf of the GCSAA as a two-year member of the public relations committee have not gone unnoticed.

"His work has been a great asset to GCSAA and his support is valued tremendously," said John Schilling, executive director.

"Mark's among the most articulate and thoughtful spokesmen for the profession in this country," adds Pat Jones, GCSAA communications director.

Jarrell is a director of the Florida Turfgrass Association, where he sits on the awards, funding-endowment and superintendent affairs committees

Although he holds a four-year degree, Jarrell says continuing education is the key to success as a superintendent.

He became certified in 1980, despite some difficulty with the financial management section of the six-hour test.

"If I had it to do over again, I would have taken more business management courses in college," says Jarrell. He also says he probably would recommend the three-year associate-degree program at Lake City College over the four-year program at Gainesville to any youngster aspiring to become a superintendent.

"They have an outstanding program up there and they don't have anybody at Gainesville who's really doing anything in golf right now," says Jarrell, who also finds time to write a regular column for *Golfweek*, the nation's weekly golf newspaper.

"Even though he claims no training as a writer other than paying attention in English class, Mark was one of the best writers on my staff — and I'm including the full-time writers and editors," says Larry Kiefer, former executive editor of *Golfweek* and soon to become publisher of *The Florida Green*.

"He gave us immediate credibility with superintendents and, even more importantly, he was single-handedly responsible for raising the consciousness of our readers on what it takes to maintain the golf courses they tear up."

Doing those routine chores of maintain-



'If I had it to do over again, I would have taken more business management courses in college...I like being able to use my own creative abilities. I love getting involved in construction projects.'

Mark Jarrell

ing a golf course are "to me, the most difficult part of the job," says Jarrell. "Normal routine maintenance is boring. I like being able to use my own creative abilities. I love getting involved in construction projects."

Jarrell, who likes nothing better than climbing aboard a cat and shaping some dirt himself, hopes someday to focus his creative abilities as a golf course architect.

"It's just a dream," he says. "It will be very difficult to achieve.

"Everybody who has made a few thousand dollars on the Tour hangs out a shingle as an architect, even if he doesn't know the first thing about what it takes to build and maintain a golf course. They lend their names to the real architects and then collect 70 percent of the fees. It's not fair."

His interest in architecture goes way back.

After graduating from high school in New Smyrna Beach, where he lettered in baseball, basketball and cross-country, Jarrell's father — the local city manager — suggested Mark take a part-time job at nearby Sugar Mill GC, then being constructed under the supervision of golf course architect Lloyd Clifton, a family friend.

"That's when I made up my mind about my future," said Jarrell. He says Clifton and his turfgrass professor at Gainesville, the late Dr. G.C. "Granny" Horn, have had the greatest influence on his professional life.

Jarrell worked at Sugar Mill on vaca-

tions and holidays. In 1975, he left the University of Florida course to take the top job at Sugar Mill, where he remained until he went to Palm Beach National in 1979.

Despite his heavy professional involvement, Jarrell, the father of three — Robert, 18, Steve, 16 and daughter, Jamie, 5 — says his family is the center of his existence.

"Everything begins and ends there."

His most trying moments came in 1987 when Jamie became ill but, for months, doctors could find nothing wrong. Finally they discovered a brain tumor.

Three operations later, Jamie has reached 95 percent recovery.

"We're expecting full recovery in due time," he said. "Words can't describe my gratitude. . . I've had tough days, but that was the most trying time of my life," he added.

When he needs relief from pressure, Jarrell packs SCUBA gear and heads for places like Cozumel on Mexico's Yucatan Peninsula.

"I've always loved the water, especially exploring the ocean's floor. That's exciting," he said.

He holds membership in the Cousteau Society (underwater exploration), Wilderness Society (environmental affairs) and the American Space Foundation (outer space exploration). He also collects coins and Civil War Memorabilia.

"Balance seems to be the key to a full life," he says.



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KIEFFER/JANLARK

The FGCSA executive team for 1989-90, from left: Tom Benefield, Beacon Woods GC, secretary/treasurer; Ray Hansen, Ocean Reef Club, vice president; Joel Jackson, Isleworth G&CC, president; Cecil Johnston, Avila CC, immediate past president.

If you take something out, give it back



KIEFFER/JANLARK

Joel Jackson addresses a largely home audience at the Crowfoot Open banquet at Grand Cypress Resort just minutes from his own course.

LAKE BUENA VISTA — “If you get anything out of our organization, then you should put something back in,” said Joel Jackson, CGCS, newly elected FGCSA president, in his inaugural address Aug. 5.

“That’s why I’m here today,” he continued before a “hometown” crowd of about 200 superintendents and guests at the annual Crowfoot Open Banquet at the Grand Cypress Resort Conference Center.

The Crowfoot is sponsored by the new president’s home chapter, Central Florida GCSA, which he also served as president. His own course, Isleworth G&CC, is less than 5 minutes from Grand Cypress’ back gate.

Jackson succeeded Cecil Johnston of

Avila CC in Tampa. He was succeeded as vice president by Ray Hansen of Ocean Reef Club on Key Largo who was succeeded as secretary/treasurer by Thomas Benefield of Beacon Woods GC in Hudson.

Directors for 1989-90, and the chapters they represent: Joe Ondo, CGCS, Winter Pines GC, Winter Park, Central; Lou Conzelmann, Fiddlesticks, Fort Myers, Everglades; Paul Crawford, Palm Beach CC, Palm Beach; Buck Buckner, Orange Tree CC, Orlando; Bill Jeffrey, CGCS, Indian Creek CC, Miami Beach, South Florida; Larry Livingston, CGCS, Gator Creek GC, Sarasota, Sun Coast; Mike Perham, CGCS, The Moorings Club, Vero Beach, Treasure Coast; Frank Cook, Bardmoor CC, Largo, West Coast. 🇺🇸

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Two clubs in South Florida have been sued for not protecting their members from the painful — and sometimes fatal — bite of this unwelcome immigrant.

FIRE ANTS

BY ROBIN GOODELL

DELRAY BEACH — Recently, two country clubs in South Florida have been sued by golfers and tennis players after being stung by fire ants.

In one case, the victim has sued for damages due to pain and suffering. In the second case, the victim's *survivors* have sued, claiming their relative's death might have been prevented if the club had controlled the fire ants or posted a warning about them.

The toxic venom produced by the ants induces an allergic reaction in all people, ranging from mild itching to burning to death.

Fire ants have the potential to become a far greater insect pest to golf courses, recreation and lawn areas than mole crickets or grubs have ever become.

Legal liability for fire-ant bites is becoming an ever-increasingly important factor as the exotic pest becomes more difficult to eradicate.

The extent to which a property owner can be held liable for the sting of a transient, venomous insect has yet to be established in the courts, but it soon will be. And no matter what precedent is set, undoubtedly it will continue to be litigated.

And, in the meantime, fire ants are here to stay. Our best defense as recreational area managers is the education of the users and our staffs. We must be sure to imple-

ment (and document!) aggressive control programs, using measures recommended by state and federal agricultural agencies.

Here are six things a golf course manager can do:

1. Keep records of pesticides purchased and how they are used to show the intent to control the pest.

2. Key personnel should always carry a pound or two of a fire-ant killer such as Amdro so mounds can be treated as soon as spotted.

3. The manager of the facility should set up an information station in a conspicuous place to educate users of the facility on what to do in case of an attack by fire ants.

4. First aid kits should be readily available. These kits should contain a plentiful supply of over-the-counter insect sting treatments.

5. Any person known to have a history of allergic reactions to insects should be advised to consult his physician about carrying a sting bite kit.

6. The pro shop, main office and information center all should have the addresses and telephone numbers of the nearest emergency room, the nearest doctor's office or clinic, and the nearest paramedic station.

EDITOR'S NOTE: *Robin Goodell is superintendent of Hamlet CC in Delray Beach and a member of the Palm Beach GCSA.*



... and the bad news just got a lot worse. Turn the page.