



*Treating your fairways with NEMACUR  
and OFTANOL raises the overall quality  
of your course.*

*OFTANOL also controls fire ants on  
your course.*

**Mobay Corporation**  
a Bayer USA INC. COMPANY



Specialty Products Group  
Box 4913, Kansas City, MO 64120  
816-242-2333

# Southern Concrete Pavers, Inc.

Now offers complete service throughout THE SOUTHEAST  
Concrete paths for Golf Courses, Sidewalks, Walking/Jogging Trails, Etc...

F  
L  
O  
R  
I  
D  
A



G  
E  
O  
R  
G  
I  
A

With our concrete PathPaver™ we can install concrete paths in most cases for less than the cost of asphalt construction.

### Offering Several Benefits...

- Faster, Cleaner, Neater.
- Custom-built concrete paver designed to place paths and sidewalks.
- Eliminates form work while reducing labor as much as 80%
- Capable of placing and finishing up to 3,000 L.F. per day in paths of 3-12 feet wide.



Call or Fax Today  
For More Information

**FREE ESTIMATE**  
**(800) 833-3014**

(904) 746-3130  
(904) 746-4006 Fax

### THE SOUTHEAST

- North Carolina
- South Carolina
- Georgia
- Alabama
- Florida

**SOUTHERN CONCRETE PAVERS, INC., 1581 W. Gulf to Lake Hwy., Lecanto, FL 32661**

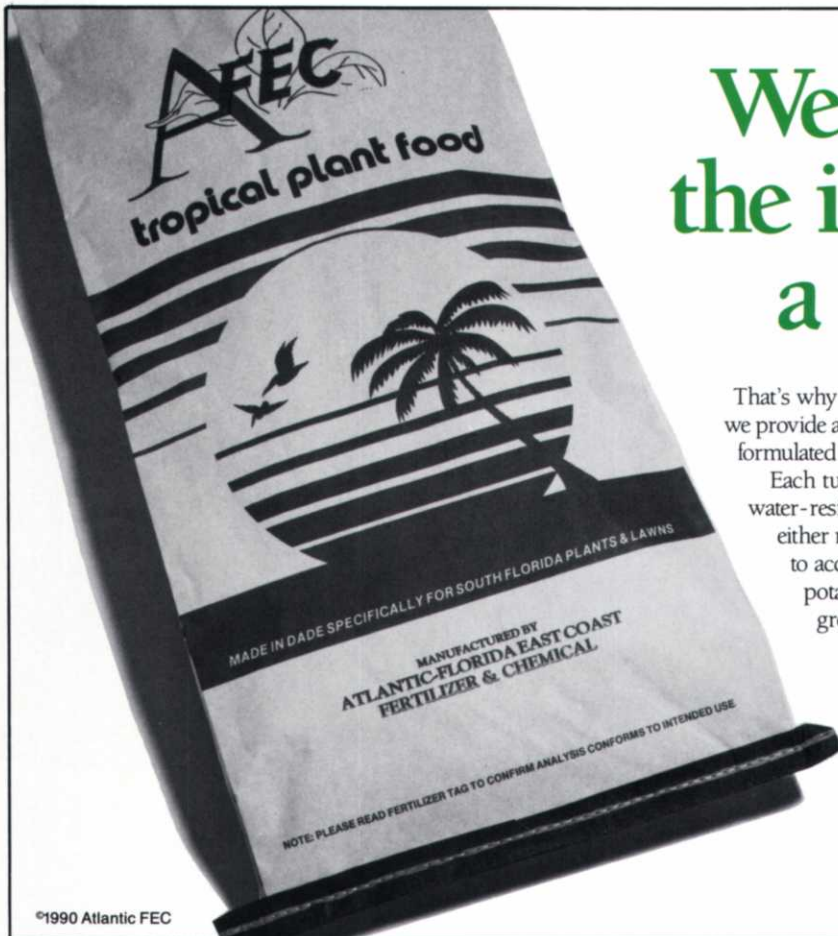
## We understand the importance of a good mix.

That's why it's important that you get to know Atlantic FEC. Because we provide a variety of specialty mixes and related products specifically formulated for the South Florida turfgrass industry.

Each turfgrass mix is delivered by Spyder equipped trucks in water-resistant paper or plastic bags. Bulk material is available in either normal size Killebrews or "small door" (24") Killebrews to accommodate your turf spreader. Drop trailers, sulfur coated potash, and new Micro Prill Greenskote, a quality putting green blend, also available.

Call us toll free at 1-800-432-3413 or visit us at 18375 S.W. 260th Street in Homestead to find out how you can benefit from quality mix from the Atlantic FEC turfgrass professionals.

**Atlantic FEC**  
Better Mixes Since 1923.



©1990 Atlantic FEC

# Industry gets its act together

In one brief meeting in the middle of July, Florida's golf industry got its act together.

And the show goes on Oct. 11-13.

"You can't afford to miss it," touts the postcard mailed to industry leaders at the end of August. "Please mark your calendar for what may possibly be the most important meeting you'll attend this year."

Despite the hyperbole, the postcard is probably correct.

The inaugural Florida Golf Summit at the Hyatt Regency Grand Cypress in Orlando will offer a solid day-and-a-half of meetings and discussions sandwiched between golf and social events at the beginning and more golf at the end.

The meat is in the middle.

For the first time, the owners, operators, designers, developers and builders of golf courses will meet with government officials and environmental terrorists and everybody is supposed to be on the same side: protecting the environment while nurturing one of the state's largest industries (Florida golf weighs in at \$5.5 billion, according to a year-old study by the National Golf Foundation).

Theme of the meeting is "Government Relations." Major topics include water resources and restrictions, government permitting process, environmental protection, golf course design and developmental financing. A complete schedule and preliminary speakers roster ac-

companies this story.

"Everybody who has a financial interest in golf should attend this meeting," said golf course designer Jan Beljan, one of the organizers of the event.

Perhaps even more significant than the Summit — and certainly more interesting — is the birth of its sponsoring organization: The Florida



## Mission Statement

- Provide a clearing house for technical information and research
- Educate members and the public as to the benefits of golf through conferences and research dissemination.
- Form alliances with special interest groups.
- Develop a public relationship program and communications medium
- Establish an advocacy position with local, regional and state government
- Promote innovative design for environmental protection
- Provide a broad base of services for members of the organization

Golf Council.

Jump-started in Palm Beach July 13-14 at a "Florida Golf Leaders Conference" called by Ron Safford, director of sports promotion for the Florida Department of Commerce, the organization's gestation was so short that it was off and running under its own power before the PGA Tour, golf's major entertainment entity headquartered in Ponte Vedra Beach, could grab control of it.

"The PGA Tour is willing to assist the Florida Sports Foundation in the formation of the above-referenced program," sniffed Deputy Commissioner Tim Finchem a week after the meeting, apologizing for his absence from it because of a prior commitment. "However, we are curious as to the short notice and not having an opportunity to discuss this subject with you prior to the meeting. In our view, such an important program should be developed with PGA Tour involvement."

Florida's golf course superintendents were represented at the leaders conference by FGCSA Public Relations Chairman Mark Jarrell.

Keynote speaker at the conference was Bill Sutton, Florida secretary of commerce.

"We're proud to have a thousand golf courses in Florida and we don't think it's enough," he said. "We think it's a great industry. We certainly don't want to do anything wrong ecologically in Florida, nor do we want to be on the other side like the darter fish a few years back who kept some needed economic development from happening."

Among the facts considered by the leaders:

- Golf is the only industry anywhere near its size without a single lobbyist in Tallahassee. Even state agencies have lobbyists.

- The 16-mile "Grand Strand" around Myrtle Beach, S.C. outspends the en-

## Summit Speakers

Gov. Bob Martinez	Secretary of Commerce
William Sutton	Commissioner, PGA Tour
Deane Beman	CEO, National Golf Foundation
Dr. Joe Beditz	CEO, PGA of America
Jim Awtrey	Executive Director,
Cal Korf	Florida State Golf Association
Bob Yount	Executive Director,
Ed Gowan	Florida Turfgrass Association
Steve Melnyk	Executive Director,
Jay Landers	Arizona Golf Association
Tom Fazio	President, Riverside Golf Group
Tim Hiers	CBS Sports Announcer
Dr. Thomas M. Latta	Partner, Landers & Parsons
Paul Courtneil	Fazio Golf Course Designers
Gene Bates	Golf Course Manager, John's Island Club
John Johnson	President, AmerAquatic, Inc.
Erling Speer	Leisure & Resort Group,
W. Lee Berndt, Ph.D.	Gunster, Yoakley & Stewart
Allen E. Salowe	President, Gene Bates & Associates
Rich J. Budell	Partner, Laventhol & Horwath
Pete & Alice Dye	President, Willoughby Golf Club
John Wodraska	Director of Environmental
Gary Player	Services, Golden Bear Enterprises
Mark Latch	Senior Associate,
Roy Case	Fishkind & Associates
Wade Hopping	Bureau Chief, Bureau of Pesticides,
Ron Safford	Department of Agriculture
Dennis Wise	Pete Dye, Inc.
Raymond W. Miller	Executive Director,
Henry J. Fishkind, Ph.D.	South Florida Water Management District
Jack Mathis	Gary Player Design
Raymon A. Finch, Jr.	Deputy Division Director,
Dr. Richard Orman	Division of Water Management,
Richard L. Norton	Dept. of Environmental Regulation
Donald E. Rhodes	President, Case Golf Company
Howard L. Searcy, P.E.	Managing Partner,
Mike Dasher	Hopping, Boyd, Green & Sams
W. Clinton Smallridge	Director of Sports Development,
Ed Seay	Florida Department of Commerce
Ron Andrews	Fazio Golf Course Design
Ronald H. Silver	CEO, Wilson, Miller,
Charley Stine	Barton & Peek, Inc.
Larry Hawkins	President,
Rick Jacobson	Fishkind & Associates
Doug Winter, P.E.	President, Golf Plan Group
Bob Cupp	Chairman, Emerald Dunes
Henry Dean	Vice President, Public Golf Corp.
Joseph Towry	General Manager,
David Pearson	NGF Consulting, Inc.
Robert G. Nave	Vice President, Golf Finance,
F. Michael Wiles	Textron Financial Corp.
	Howard L. Searcy Engineers
	Arthur Hills
	Golf Course Superintendent,
	Royal Poinciana CC
	Executive Vice President,
	Palmer Course Design Co.
	Grand Harbour
	Chief, Field Operations Branch,
	U.S. Army Corps of Engineers
	Editor, Golfweek
	GeoScience
	Jack Nicklaus Golf Services
	Doug Winter & Companies
	Cupp Design Inc.
	Executive Director,
	St. Johns River Water Management District
	Public Utilities Department,
	City of St. Petersburg
	Partner, Pearson, McGuire Associates
	Division Director,
	Resource Planning & Management,
	Department of Community Affairs
	Senior VP of Marketing,
	Hammock Dunes Private Community.

**Excel Industries  
is pleased  
to be represented  
in Florida  
by the following dealers:**

**DeBra Turf & Industrial Equip., Inc.**  
1555 Apex Road  
Sarasota, FL 34240  
813-377-5081

**DeBra Turf & Industrial Equip., Inc.**  
3913 S.W. Bruner Terrace  
Palm City, FL 34990  
407-288-4838

**DeBra Turf & Industrial Equip., Inc.**  
901 N.W. 31st Avenue  
Ft. Lauderdale, FL 33311  
305-792-6005

**DeBra Turf & Industrial Equip., Inc.**  
6025 US Highway 301 North  
Tampa, FL 33610  
813-621-3077

**DeBra Turf & Industrial Equip., Inc.**  
12090 Metro Parkway  
Fort Meyers, FL 33912  
813-768-3168

**Lewis Equipment Company, Inc.**  
320 3rd Street S.W.  
Winter Haven, FL 33880  
813-294-5893

**Orlando Ford New Holland, Inc.**  
1500 N. Orange Blossom Trail  
Orlando, FL 32854  
407-422-8448

**Pensacola Ford Tractor, Inc.**  
6802 N. Pensacola Blvd.  
Pensacola, FL 32505  
904-478-3112

**Robinson Equipment Company**  
3030 Cuyler Street  
Mims, FL 32754  
407-267-2023

**Contact your  
local dealer today  
to arrange for a  
demonstration  
on your turf.**



**“When a friend suggested using Hustler mowers on my golf course, I thought, ‘no way.’ Boy, was I wrong.”**



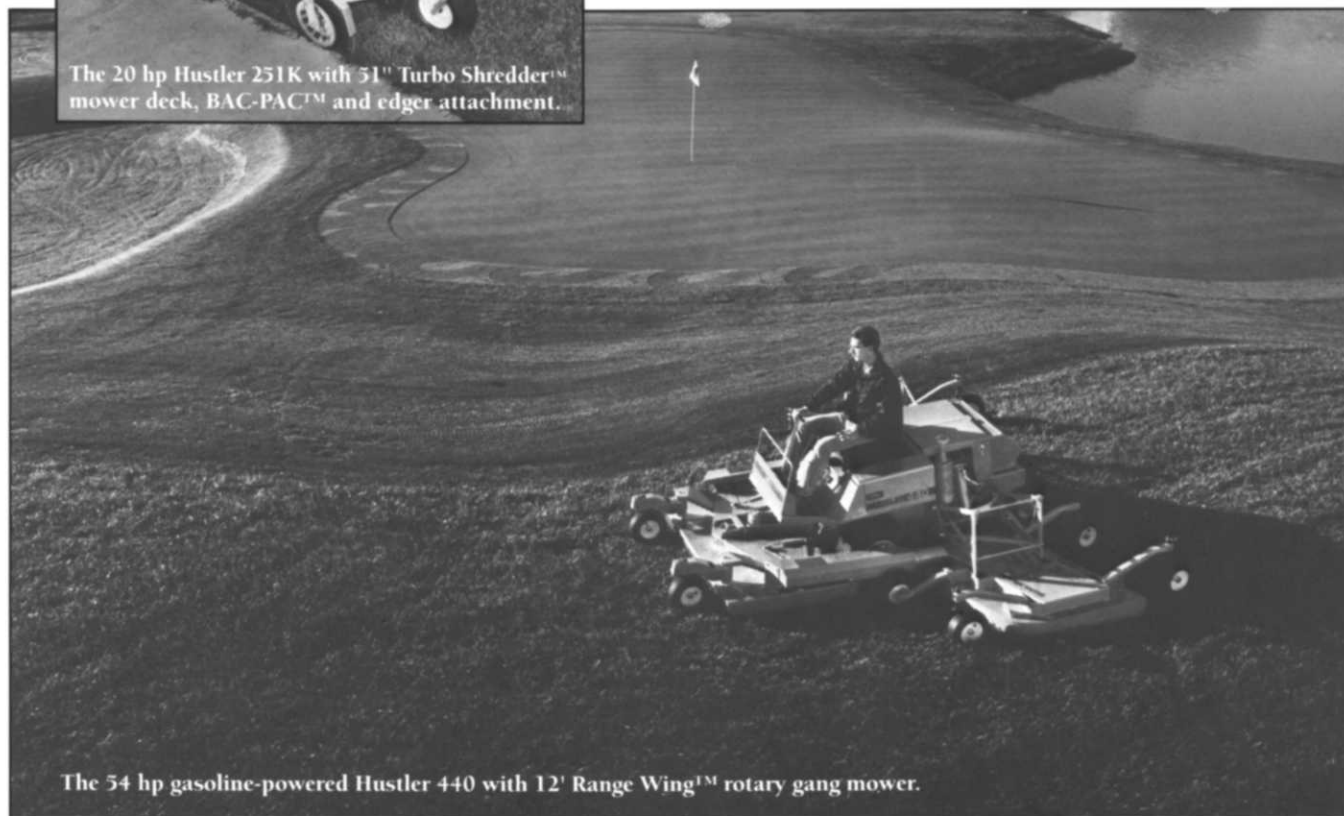
The 20 hp Hustler 251K with 51" Turbo Shredder™ mower deck, BAC-PAC™ and edger attachment.

**You're never in the rough for long with a Hustler mower.** Hustler mowers may be the most ruggedly built out-front rotary mower in the industry, but they still give you a smooth, high quality finish everytime.

**Learning to operate the Hustler is easy.** One hand is all it takes to maneuver around bunkers, benches, tees or trees. Twin-lever controls are far less complicated than a steering wheel, gas, clutch, deck and brake pedals, and a gear shift. You can have anyone mowing like a pro in minutes.

**Hustler Range Wing™. Hustler Turbo Shredder™. An unbeatable pair on any golf course.** The 12-foot wide cut of the Hustler Range Wing makes short work of any fair-way or rough. The Hustler Compact with its revolutionary Turbo Shredder deck provides a 51- or 60-inch cut for tight areas, plus *shredded clippings* that completely vanish into the turf! And you can also add a side-mounted edger to the Hustler Compacts to quickly trim cartpaths, drives and sidewalks.

**Buy Hustler for your golf course.** For a superior quality cut, unequalled maneuverability and rugged durability, you can't out-mow a Hustler. Call Excel toll free for a **FREE** Product Guide, or see your local Hustler dealer today.



The 54 hp gasoline-powered Hustler 440 with 12' Range Wing™ rotary gang mower.

**Excel Hustler...Still Out Front!**

**1-800-835-3260**

**(In Kansas and Canada 316-327-4911)**

Excel Industries, Inc.

Hesston, KS 67062-2097



tire State of Florida in attracting golf destination visitors.

• Several pieces of legislation with potential impact on the industry have been considered without substantial input from the golf industry because no centralized organization represents it.

Regarding the latter situation, the leaders virtually unanimously decided that a broadly-based umbrella organization was needed and an organizational committee at the conference later recommended that the organization be a "positive, accurate, factual, unified, environmentally sensitive voice for the entire golf industry."

Its mission statement also accompanies this story.

The original focus of the organization should be "oriented toward pro-

moting better governmental relations, public opinion and preserving the quality of the game and business," says the committee report.

The committee also recommended that the organization be led by a board of 40-60 with operational power vested in a much smaller executive committee. Composition should be one third representatives of associations and government, one third golf course owners, operators and developers, and one third consultants, technical staff, attorneys, etc.

A board meeting is scheduled for the first day of the Summit, although the Florida Golf Council had not announced who the directors are or how they were selected.

The committee foresaw an annual budget of \$250,000 to \$500,000. ↘

### Summit Schedule

Hyatt Regency Grand Cypress, Orlando

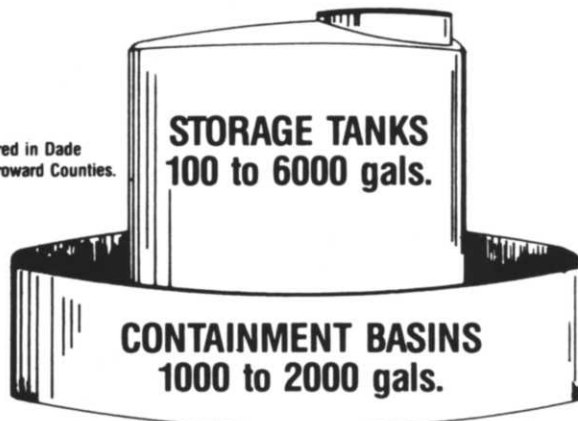
<b>Thursday, Oct. 11</b>	
10:00 a.m. - Noon	Florida Golf Council Board of Directors Meeting
1:00 - 5:00 p.m.	Inaugural Florida Golf Tournament
3:00 - 8:00 p.m.	Registration
6:30 - 7:30 p.m.	Cocktail Reception
<b>Friday, Oct. 12</b>	
8:00 - 8:30 a.m.	Continental Breakfast
8:30 - 9:00 a.m.	Welcome
	Keynote Speaker: "The Golf Industry in the 90s"
9:00 - 9:30 a.m.	Evolution of the Florida Golf Council
9:30 - 10:45 a.m.	Inter-coordination among agencies
10:45 - 11:00 a.m.	Break
11:00 - 12:15 p.m.	Concurrent Sessions
	1. Water Resources in the 1990s
	2. Regulations & The Approval Process
	3. Communications & Marketing
12:15 - 1:15 p.m.	Buffet Luncheon
1:15 - 1:30 p.m.	Keynote Speaker
1:30 - 3:00 p.m.	Golf Course Design in the 1990s:
	Dealing with Government Regulations.
	Panel discussion by prominent golf course architects.
3:00 - 3:15	Break
3:15 - 4:45	Concurrent Sessions
	1. Public/Private Ventures - A case study on developing a municipal golf course
	2. Detailed course design — resolving regulatory issues
	3. Recycled water and its growing importance to the golf industry
	4. Financing and refinancing of new and existing golf courses.
<b>Saturday, Oct. 13</b>	
8:00 - 8:30 a.m.	Continental breakfast
8:30 - 9:00 a.m.	Keynote Speaker
9:00 - 11:00 a.m.	Roundtable Discussions:
	The Future of Florida Golf in the 1990s.
11:00 - Noon	Wrap-up session.
1:00 p.m.	Golf (optional)

## Containment Basins for liquid fertilizer/pesticide storage. Statewide delivery. Order today!

We are your direct source for tanks of all sizes, spray guns, nozzles, hose and more. Send today for your free products flyer!



P.O. Box 1307 Lake Wales, FL 33859  
Telephone (813) 638-2117



\* Required in Dade and Broward Counties.

# AmerAquatic®

**TOTAL LAKE CAPABILITY**  
algae and aquatic weed control  
fountains, installation & service  
lake & littoral zone design  
fish stocking & breeding  
wetlands establishment  
floating weed barriers  
water quality testing  
silt/turbidity control  
lakescaping™  
free surveys

*Serving golf courses and green spaces  
from Florida to the Carolinas*

**Your lake's best friend.™**



# A Bed Guaranteed To Give Your Back A Rest.

With Carryall by Club Car, you're working smarter instead of harder. And whether you select our exclusive gravity-tilt cargo bed or the hydraulic-powered option, you'll get a durable vehicle that'll save time and money. Not to mention your back.

Call 1-404-863-3000 for details on how Carryall can do it all for you.



Drive It To Work.®

# Introducing Cutless.<sup>®</sup>

*A new kind of turf growth regulator  
that gives your course a bottom line boost:*

*More playability.*





This is where perfect lies start on your fairway. New Cutless 50W from Elanco.

Unlike other turf growth regulators, new Cutless doesn't stop the development of warm and cool season turfgrass. Instead, it reduces or slows your turfgrass's growth rate by shortening the internodes of the growth stem with no adverse effects on their roots. The result is improved turf quality and more playable fairways.

With Cutless, your turfgrass appears thicker and stronger for a denser, more consistent playing surface. Golf balls just naturally sit up better.



Cutless also reduces your water use, resulting in less turf wilt. And lower irrigation costs.

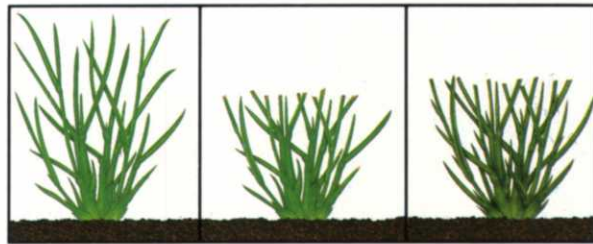
But Cutless does more than that. Much more. It also gives your turf a rich, darker green color.



Because Cutless-treated grass grows at a slower rate, there's also a dramatic reduction in clippings. Up to 50% less. With less mowing frequency. Also up to 50% less. You not only save time and labor costs, you

can also manage your hard-to-mow areas more efficiently.

Here's another added benefit with Cutless. As it helps your turfgrass grow up thicker and more competitive, there's less room for troublesome broadleaf weeds to grow and spread.



1. Sprig of grass in normal state.
2. Seven to 10 days after Cutless application, mowed sprig sometimes exhibits slight discoloration of treated area and leaf tip browning.
3. Growth reduction peaks between third and eighth weeks, accompanied by darker green coloration and increased tillering.

Don't just take our word for Cutless. Take it from Jim Ellison:



Jim Ellison  
Superintendent, Bay Hill Club  
Orlando, Florida

*"After a Florida rainfall, an untreated fairway will grow rapidly. Trying to mow is like bailing hay. But by applying Cutless, we reduce the upgrowth and thicken the turf. Mowing is fast and clean without leaving clippings that need to be swept or blown.*

*"With Cutless, the fairways look incredibly well-kept. The mowers can start earlier in the morning, because they're not cutting a lot of grass—just tipping it. We mow in 15 percent less time and put a lot less strain on our equipment.*

*"I've used Cutless for three years now. Golfers often comment about the density, color and cleanness of our fairways. Divots and ball marks recover much quicker. Cutless is like a maintenance program in one product."*

Find out more about giving your course more playability with Cutless. See your Elanco distributor. Or for a free brochure, call toll-free: **1-800-352-6776**.

DowElanco  
4040 Vincennes Circle - Suite 400  
Indianapolis, IN 46268 U.S.A.  
Cutless®—(flurprimidol, Elanco)



# He Gets the Job Done

*After only four years in Florida, Ray Hansen is the 10th president of the FGCSA. In all his business dealings, he prefers the direct route.*

BY LARRY KIEFFER

**R**ay Hansen doesn't mess around. Four years ago he came to Florida with no job and one lead from architect Joe Lee. Four days later he was hired as the superintendent at the Ocean Reef Club on Key Largo and never did get around to following up on Lee's lead.

Four years later, on Aug. 4, 1990, the 1960 graduate of Penn State University's turfgrass program became the 10th president of the Florida Golf Course Superintendents Association.

"When you see something that needs to be done, you do it," says Hansen, who recently moved to Lee-designed Delaire CC, a 27-hole private club in Delray Beach.

"I got involved with the association because I don't see how any superintendent can stay abreast of developments in the field without it," he says. "Continuous education is the primary function of professional associations and the environmental pressures we face are only going to get worse. If you don't keep up, you're not going to last."

Running a 27-hole golf course and the largest statewide superintendent association in the country would tax most professionals;

for Hansen, who had been general manager of two resort communities in Pennsylvania's Pocono mountains before coming to Florida, it's semi-retirement.

*continues on page 21*

**Ray Hansen**  
**Age: 55**

**Education:**

A.S. Turfgrass Science,  
Pennsylvania State University  
(also two years toward degree  
in physical education from  
Panzer College, Montclair, N.J.).

**Current Position:**

Golf Course Manager,  
Delaire CC, Delray Beach

**Previous Experience:**

Ridgewood CC, Fairlawn, N.J.  
caddie during high school;  
Essex CC, West Orange, N.J.  
assistant supt. (summer internship),  
supt., general manager;  
Lake Naomi & Timber Trails, Pa.  
general manager;  
Ocean Reef Club, Key Largo, supt.

**Other Employment:**

Pierson's Mill, distributor of  
golf course equipment, sales manager.  
U.S. Army, clerk/typist.

**Unusual Job:**

One year in Iceland with U.S. Army

**Personal:**

Married 30 years to Sandy, RN from  
State College, Pa., Daughter Cheryl  
(husband Scott Banford, son Timothy),  
special education teacher; son Kirk,  
assistant manager of resort hotel in  
Pocono mountains.