

to his current responsibilities of fertilizer production and warehousing.

**Boynton Pump and Irrigation Supply, Boynton Beach,** was named golf distributor of the year by Rain Bird at last spring's GCSAA Convention and Show in Orlando. The award is given annually to "the distributor who demonstrates the highest level of customer service and sales performance," according to David Ragan, one of three Boynton staffers on hand to receive the award from Rain Bird's national golf sales director, Ed Shoemaker. The others were Tim and Jon Kilpatrick.

**Southern Turf Nurseries, Atlanta,** has named Ron Gelvin (PIX) general manager of the company's 500-acre production farm in Lake Wales and Bill Carraway (PIX) sales manager for Florida and the Caribbean.



Ron Gelvin

Gelvin had been operations manager of the W.H. Stewart Ranch in Bartow; Carraway moves out of the company's Atlanta sales office.



Bill Carraway

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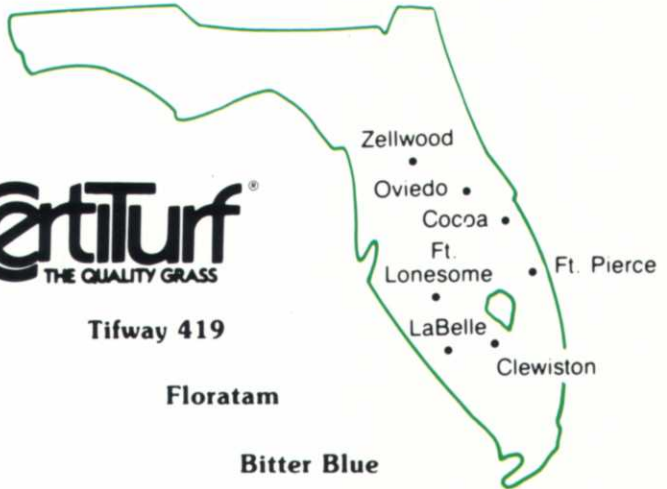
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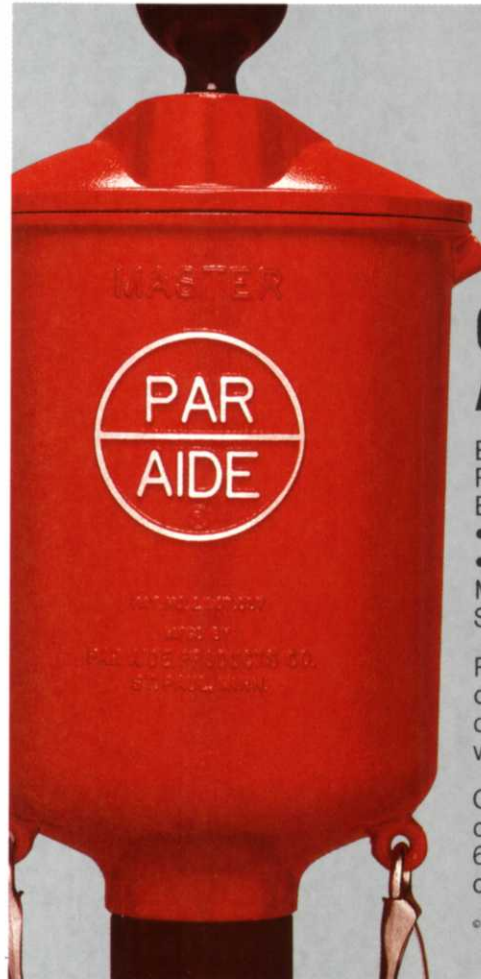
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## Reference Library



Recently released professional literature

**Master Planning: The Vital First Steps in Golf Course Construction:** 12-page pamphlet. Free (SASE) from American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, IL 60601.

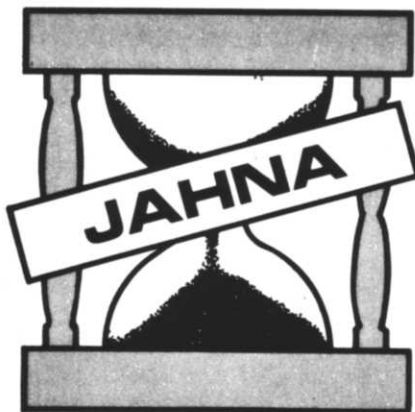
**Excel Industries Full Line:** Pocket size brochure describes professional features of rotary mowers. Free from Excel Industries, Box 7000, Hesston, KS 67062; phone 800-835-3260

**Golf Course Professional's Guide to Turfgrass Selection:** Divided into geographical regions. Free from Lofts See Ind., Chimney Rock Rd., Bound Brook, NJ 08805.

**Tree, Turf and Ornamental Pesticide Guide:** Information from the basic manufacturers' labels and the EPA pesticide summaries. \$15.50 from Thomson Publications,

P.O. Box 9335, Fresno, CA 93791; phone 209-435-2163, fax 209-435-8319.

**Evolution of the Modern Green:** 24-page brochure by Dr. Michael Hurdzan. \$5 from American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, IL 60601.



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from page 49

with sprinkler heads.

"Right there, I drew the idea on paper."

Wait said he created a system to get water and soil into the ground under the sprinkler head to raise it. First he locates the swing joint by probing it. Then he injects water around the sprinkler head. After removing the drive assembly, he locks in the Aqua-Quick and a threaded rod. Using a platform puller and two landscape logs for leverage, he turns down on the rod and slowly the sprinkler head is raised. The water and soil slip under the head. There is less damage to the ground and the area can be repaired with topdressing.

Even with a measure of success from his inventions, Wait says that the company was — and to some extent remains — underfinanced.

"The landscape business brought in money which we used to finance the Donut Trimmer," Wait said. "Several personal friends also put money into the business. But this isn't really proper financing."

Wait sees potential for his products, as he regroups and develops a stronger business plan. Precision Small Engines in Pompano Beach is his national distributor and he feels this relationship will help increase his chances for success.

And he is now using good legal advice, something which he ignored in the early days of product development.


"If you talk to a lawyer, and he says it will cost \$1,500 to do the paperwork, it sounds like a lot of money, especially when you are starting out," Wait says. "But it's a matter of pay now or pay later. From my experience, I should have had good legal advice. It would have saved money. It would have saved friendships with those involved with my inventions.

"Now I have a good lawyer. I don't make a move without him. And I usu-

ally do what he says. I don't let my ego get in the way. I guess I was so excited about each invention that I wanted to get them going, and I didn't want to stop and do a business plan or seek proper legal advice.

"At this point, I have to stop, look at my mistakes, and do now what I should have done two years ago," Wait says. "I

have to work on the business plan, create strong marketing with good advice, listen to my lawyer when he tells me that a contract is workable or it's not. We are still underfinanced. But I've learned from my mistakes and from the money I've lost in the process of building the company name.

"I'm on the right track now." 

## GOLF COURSE RENOVATION

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Superintendents can justifiably take great pride in the prominent stature our profession has attained in the golf industry.

Many consider the superintendent the most important position at the golf club.

Regulatory agencies now frequently solicit our input and participation.

We were among the first to be invited to the meetings which led to the formation of the Florida Golf Council and the Florida Golf Summit.

## Code of Ethics: Spell it out and respect it

We are seen as professionals with the technical expertise and training essential to the successful operation of the golf facility. More and more we are also regarded as environmentalists who are part of the solution instead of the problem.

Credit for this positive image could be directed toward the few movers and shakers in our profession, but I feel it more accurate to credit the professionalism of the rank-and-file superintendent. The expertise, dedication, honesty, and concern displayed by the superintendent on a daily basis at his or her own club is the cornerstone of this solid, professional foundation.

Reasons for pride in our profession are substantial, but in my opinion, our professional growth and stature is limited — and at times compromised — by indifference towards our Code of Ethics.

Our association needs to be regarded by the golf industry as an honorable, highly-principled organization serving the best

interests of our individual clubs and the industry in general. Unethical practices or behavior by any of our members hurts every one of us and erodes the professional progress we have made.

The issue has been ignored for two very good reasons: fear of litigation and ambiguous language.

Officers of an association are unpaid volunteers who have valid fears of personal lawsuits that could realistically result from disciplinary action they may take for violation of the Code.

Damaging a person's professional reputation or employment potential is serious business and our associations are not financially fit for legal battles of this magnitude. Add to this the vague language of the GCSAA's Code of Ethics (adopted by the Florida GCSAA) and its susceptibility to broad interpretation, and a board's reluctance to enforce the code is understandable.

I personally am not aware of other local chapters' efforts, but the Palm Beach GCSA is to be commended for rewriting the Code and giving specific examples of proper conduct so that many of the "gray" areas are eliminated.

Specifically, I suggest:

- Educate the individual members about the Code of Ethics and its significance. Just making it available by printing it in the Membership Directory is neither effective nor sufficient. Since many members do not belong to the GCSAA, this task falls to each local chapter. This could be accomplished in several ways:
  1. Print the Code of Ethics on applications forms and have prospective members sign a pledge that they will abide by the



Mark Jarrell, CGCS

principles if accepted for membership.

2. Have new members publicly pledge to abide by the Code at their first chapter meetings.
  3. Read the entire Code to the membership several times each year during chapter meetings.
- Treat violations seriously and bring the suspected violator before the board to discuss the matter. This may be all it takes to discourage further indiscretions. Refrain from disciplinary action to protect the officers from legal problems. We may have the resources in future years to feel secure with such action, but at the present, it is prudent to sidestep legal entanglements.
  - Follow Palm Beach's lead and write very clear and specific rules where they are needed. Some of the articles are ambiguous for a reason, and should be left that way, but others need to have clarification and specific examples to guide the membership.

A good example can be found in

Palm Beach's revision to the GCSAA's Article 7: *Recognize and observe the highest standards of integrity in my relationships with fellow golf course superintendents and others associated with this profession and industry.*

Palm Beach turned this into:

*Section 8: When seeking employment:*

- A. I will make certain the position is open before making application.
- B. I will obtain known information concerning the position from the local chapter when applying for a position in that area.
- C. I will, whenever possible, speak to the superintendent who is leaving or has left the position for which I am applying.
- D. I will ascertain and uphold the salary level in that area.

*Section 9: At no time will I attempt to hire an employee who is presently employed by an area golf course without first consulting with the applicant's present employer. If the*

*applicant claims to be unemployed, I will verify status with the last employer.*

These adaptations make it clear what is expected when seeking employment or hiring new employees, but leave the door open for your own good judgment in those sticky situations, such as when you are recruited for a job and the prospective employer insists that the present superintendent not be told. You can strongly recommend that the superintendent be told, but if you are serious about seeking the position, you cannot disregard the wishes of your prospective employer.

Many other code issues could be examined but the point of this article is to encourage local chapters to take the lead in revising the Code and implementing an effective awareness program. Fear of litigation need not be an issue. Good people respond favorably when challenged to act with honor and integrity, and dishonorable people will feel uncomfortable and may choose to socialize elsewhere. 🇺🇸

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**W**elcome to Green Side Up!

I feel a little bit like the act scheduled to follow Pavarotti, Streisand or Olivier. Dan and Irene have left some mighty large

footprints to follow, and I'll do my best.

*Cooperative study with DER, USGS will yield much-needed data*

As we try new ideas and formats, let us hear from you so we can keep the magazine

tailored to your needs and yet surprise you from time to

time. We always endeavor to bring you articles and items of interest that will keep you informed about our industry. Letters to the editor will be welcomed for story ideas and to register constructive criticisms.

Our association is taking a pro-active role in cooperating with the Florida Turfgrass Association, the Department of Environmental Regulation, and the U.S. Geological Survey in a groundwater study. The original purpose of the study was to study the effects of effluent irrigation on the mobility of pesticides in the soil. As a condition of our cooperation, we have asked that nutrient levels also be examined in the samples to be taken. Our goal is to refute the unsubstantiated claims that golf course operations are contaminating the groundwater. We see this as an opportunity to gather much-needed data to support our claims that well-managed golf turf is an environmental benefit.

The study will be conducted by the USGS. It will select three pairs of courses from the Orange-Seminole, Hillsborough, and Sarasota-Lee county areas. One course of each pair will use effluent irrigation, and the other will use deep well or surface water irrigation. Each of the six courses will have four test wells installed. Additionally, surface waters on each course will also be sampled to check for run-off contamination.

The initial phase of the study will consist of a questionnaire which we helped design and distribute. If you receive one of these questionnaires, please fill it out as accurately as possible and return it promptly. This information will give the USGS an insight into golf course operations.

We have recently had the good news that the DER wells on the Palm Beach National GC tested negative for contaminants. In fact, all compounds tested for were BDL (Below Detectable Levels). This upcoming study will give us the opportunity to add to the data from the Cape Cod study which also showed that the groundwater under the sandy soils of three golf courses did not contain any significant levels of pesticides. We are confident that this study will produced similar results.

Certainly, if there is a problem we will want to take the necessary steps to correct it. It has always been our mission to be stewards of the environment.

**Green Side Up**



*Joel D. Jackson*  
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