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61st INTERNATIONAL
GOLF COURSE CONFERENCE & SHOW
FEBRUARY 19-26, 1990



DAVID BAILEY

Best overall publication

Dan Jones, left, retired editor and publisher of *The Florida Green*, accepted the GCSAA's award for best overall publication from Clay Loyd, GCSAA director of publications.

Top superintendent training

John Piersol, center, chairman of Lake City Community College's School of Golf Course Operations, talks to a prospect. Of 10 GCSAA scholarships awarded this year, three went to LCCC students.





DAN JONES

Welcome to Florida

Former FGCSA President Paul Turcotte and Executive Secretary Marie Roberts occupied the host booth for six days.



DAN JONES



DAN JONES



Largest Donation

FGCSA President Joel Jackson, center, renewed the state chapter's membership in the Platinum Tee Club with a \$15,000 check, of which \$10,000 was earmarked for the GCSAA Scholarship and Research Fund and \$5,000 for the Robert Trent Jones Endowment Fund. He is flanked by Gary Grigg, GCSAA director, left, and Dennis Lyon, GCSAA president. Florida's was the largest donation by a chapter.

Finnished

Jarkko Landensuo, right, a senior at Lake City Community College's School of Golf Course Operations, presented GCSAA President Dennis Lyon with a souvenir flag of the Golf Course Superintendents Association of Finland during the International Reception. Landensuo, who won the GCSAA's inaugural international scholarship this year, will begin work as a manufacturer's representative in Europe later this spring.

Little things add up to big effort, says show host

"I thought it was an excellent show," said Rick Walker, president of the Central Florida GCSA and chairman of the host committee for the 61st

annual International Golf Course Conference and Show in Orlando last February.

"We really didn't have anything major to do. It was a lot of little things that added up to a big effort," said the superintendent at Orange Lake CC.

"Actually, (GCSAA Executive Director) John Schilling and his staff have their act together. It's a national show and they don't really need much help. Our main jobs were to provide local information and organize the golf."

Walker was named to the GCSAA committee in charge of overseeing the 1991 show, which will be held in Las Vegas.

Host committee members were Tom Alex,

Grand Cypress Resort; Cary Lewis, Country Club of Orlando; Brian Jenkins, Dubsdread GC; Buck Buckner, Orange Tree CC; Steve Wright, Alaquia CC; Stuart Leventhal, Interlachen CC; Larry Kamphaus, Walt Disney World; Joe Ondo, Winter Pines GC; and Cecil Johnston.

"It was probably a matter of trying too hard on our home territory," said Ondo, chairman of the FGCSA golf committee, after the local team finished out of the money in the golf championship. Carolinas GCSA won for the fourth time in five years.

Also disappointing was Cecil Johnston's withdrawal from the election for the GCSAA board of directors. Pre-election tallies had the FGCSA's immediate past president way in front in a five-man race for three vacant seats but an unplanned job change forced Johnston to bow out.

Gerald Faubel of Saginaw, Mich., was elected president and Stephen Cadenelli of Jackson, N.J., is the GCSAA's new vice president.

Three of 10 GCSAA scholarships went to Florida students, including the inaugural international scholarship, which went to Jarkko Landensuo. The other winners were Mike Greninger and Michael Crawford. All are students at Lake City Community College.

Florida superintendents contributed \$15,000 to the Platinum Tee club, the largest donation from any chapter, and *The Florida Green* was named best overall chapter publication. ■

Notes from GCSAA headquarters...

Congratulations to you and all of the golf course superintendents in the Florida GCSA for their wonderful hospitality they extended to their fellow superintendents during the annual GCSAA conference in Orlando.

You certainly extended yourselves and provided your guests with true southern hospitality. I have never experienced a group effort on behalf of golf course superintendents anywhere as you have just demonstrated.

All superintendents in Florida deserve to be very pleased. You certainly made GCSAA proud.

Gerald L. Faubel, CGCS
President, GCSAA

I want to thank you for the beautiful framed cover of *The Florida Green*. This will provide a warm reminder of my tenure as GCSAA's 53rd president. It will also remind me of our outstanding conference and show in Orlando.

In my opinion, this conference and show was the best ever and a significant measure of the credit goes to the Florida Golf Course Superintendents.

Dennis D. Lyon, CGCS
Past President, GCSAA

I would like to offer our sincerest thanks and appreciation for your part in our 1990 Conference and Show in Orlando.

John M. Schilling
GCSAA Executive Director



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'You could have knocked me over with a feather when the votes were counted'

Superintendent convinces Country Club of Orlando's members to renovate their Donald Ross greens

Cary Lewis, CGCS, had a problem.

Somehow he had to convince the 700 members of the Country Club of Orlando to give up their 70-year-old Donald Ross golf course for nearly half a year... and pay more than half a million dollars for the privilege.

That's what it takes to completely rebuild 18 greens to USGA specifications, rebuild five tees, fix some poorly drained fairways and update part of an irrigation system.

"Cary did a magnificent job of selling the program," says Dan Ruffier, former CCO president currently serving his sec-

ond tour as greens chairman. "He ran a year-long education campaign with the members and when we finally did a dog-and-pony show for them, they bought it."

"I had a good feeling going into the membership meeting last May," said Don Estridge, CCO general manager and Lewis' boss. "But you could have knocked me over with a feather when the votes were counted."

Lewis, Ruffier and Estridge, with some help from USGA Green Section agronomist John Foy, received the approval of 97 percent of the members to proceed with the renovation project in the spring and summer of 1990.

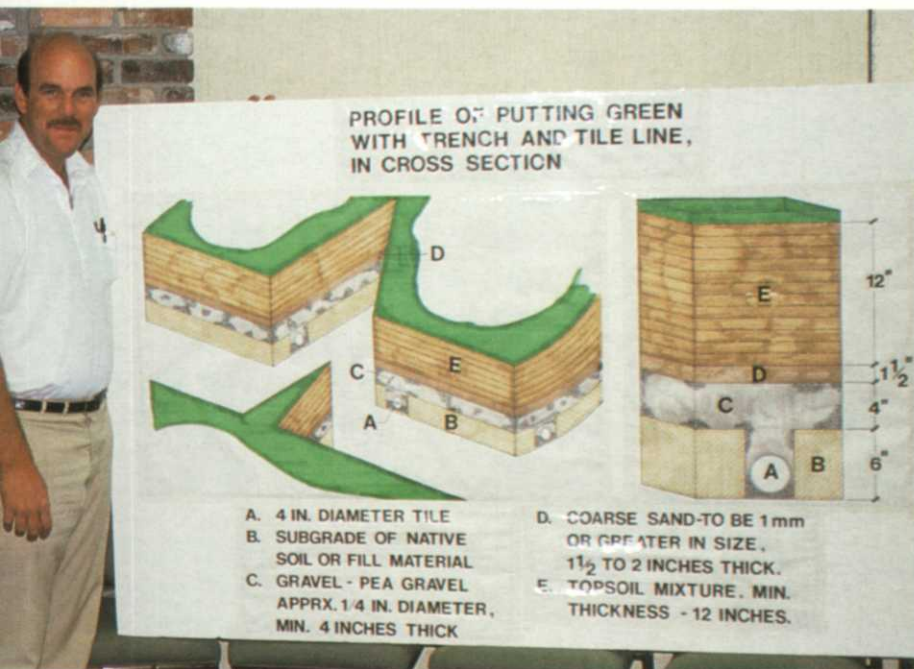
"By the time it actually came to a vote, the only real question was whether to do it all at once, or do nine holes at a time," Ruffier said. "The members decided to bite the bullet and get it over with, rather than be inconvenienced for 18 months."

But there's more.

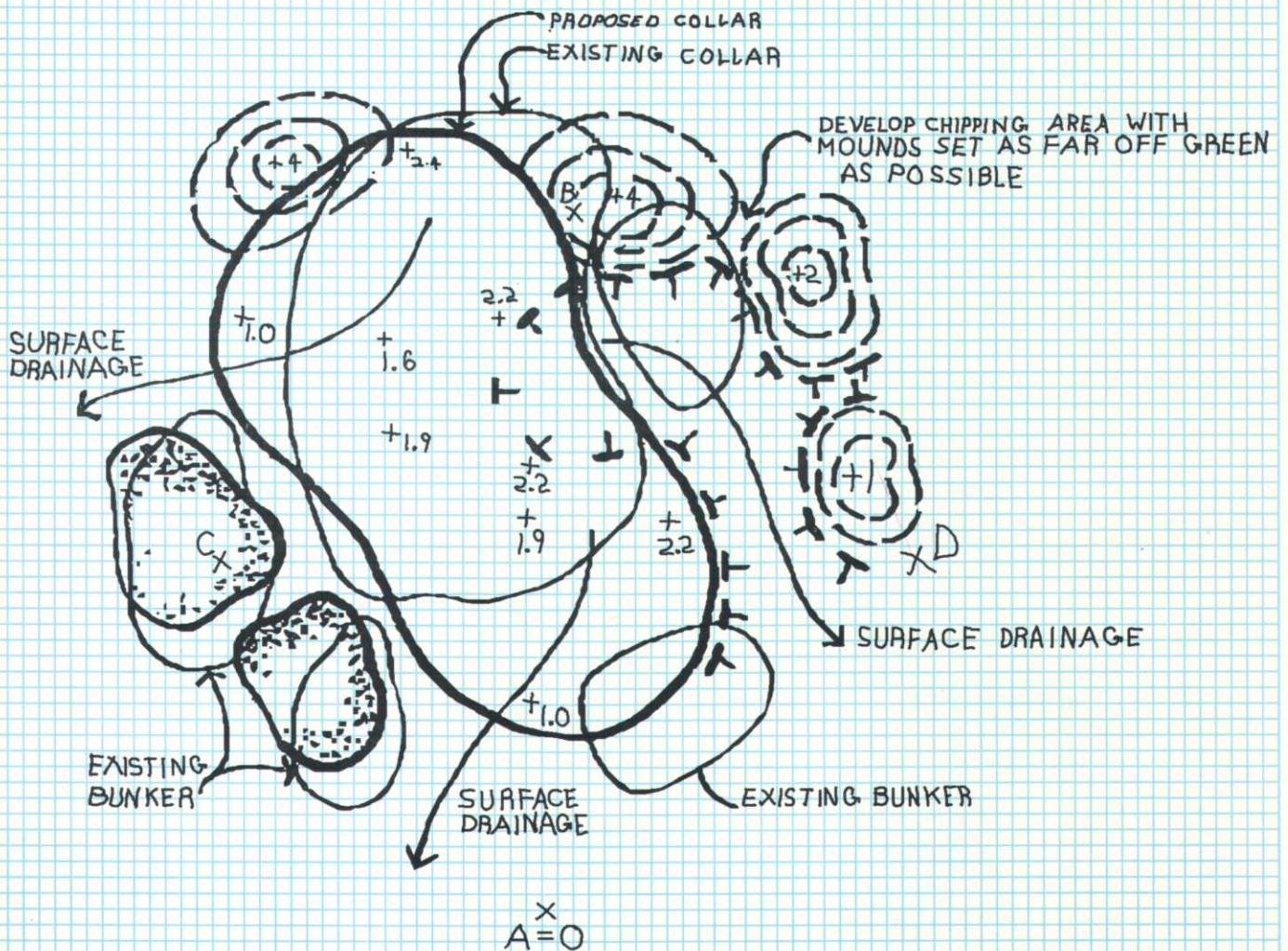
Four months after the members approved the greens renovation, the architect selected for the project convinced first the selection committee, then the club's board of directors, and finally the entire membership to restore some Donald Ross character to the course by reworking the bunkers and surrounds.

That upped the ante to about \$800,000, including lost revenue to the club and head professional.

"I told them that they would not get the best value for their money if all they did was re-core the greens," said Brian Silva. "So many changes had been made over the years that there were only five or six greens that retained the Donald Ross character."



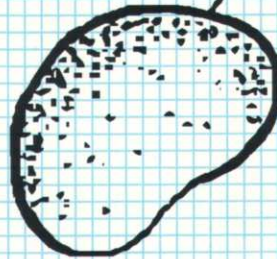
Cary Lewis, CGCS, explained the USGA greens construction method at several "dog-and-pony shows" for members of the Country Club of Orlando.



NOTE:

1. CUT LEFT SIDE BUNKERS INTO PAD OF GREEN, SETTING THEM SO AS TO NOT BLOCK VISIBILITY OF GREEN AND ALLOW SURFACE DRAINAGE BETWEEN BUNKERS
2. GREEN'S ABILITY TO RETAIN GOLF SHOTS IS ENHANCED BY A STRONG PITCH/SLOPE TO FRONT IN FIRST HALF OF GREEN & STRONG PITCH COMING OUT OF SWALE IN BACK HALF OF GREEN

DEVELOP ROSS STYLE APPROACH BUNKER; SET UP SO THAT IT APPEARS TO FRONT GREEN WHEN VIEWED FROM THE DRIVE ZONE. BUNKER DISTANCE, 75' FROM FRONT OF GREEN EDGE



**C.C. of Orlando
GREEN No 5**

SCALE: 1" = 25'

DATE: 10 August 1989

Silva, whose partner Geoff Cornish co-authored *The Golf Course*, the definitive history of golf-course architecture, was hired for the CCO job at least partly because of his emerging reputation as a major Donald Ross scholar. (Page 64)

"It's all right to talk about Donald Ross having designed your course, I said, but right now you don't have much Ross character on your golf course, and I think you should change the direction of your project to instill it.

"It was an incredible decision that they decided to go along. How many clubs did you ever hear of that would close their course for five months? And to start with one goal and then have someone come in and tell them they should spend more money and do more work. . . well it's unique.

"They really deserve a great deal of credit."

Although it is not likely that many clubs ever will choose to shut down completely for five months or more, the CCO renovation project is a textbook case of effective communication.

The Problem.

There never was any doubt that CCO's greens were in trouble.

Contaminated turf often threw putts off line during the vigorous growing season, but the real problems occurred in winter when the bermudagrass went dormant.

"There were too many times that the overseeding just wouldn't take," said Ruffier. We would be putting on mud pies."

CCO members found their greens particularly irksome after playing at some of Orlando's newer private clubs, particularly Isleworth and Lake Nona.

"We have 700 active golfing members, only 18 holes and Donald Ross greens that started small and have grown even smaller over the years," says Ruffier. "We have more than twice as many rounds as the clubs to which our greens were being compared and our greens are much, much smaller. They simply were taking a beating."

In May 1987, for the first time in several years, the club asked the USGA Green Section for an official visit and

evaluation of the course and its management practices.

"The overseeding had been unsuccessful," recalls Foy, the USGA's chief agronomist for Florida. "I found very poor soil materials with contaminated bermudagrass.

"We sent several soil samples to the lab in Texas and the analysis confirmed that the greens had very little chance unless they were completely rebuilt."

But the members weren't convinced that renovation was the answer. They had renovated the greens twice in the past three decades and the problem persisted.

Many felt the solution lay in management, not structure.

Enter Cary Lewis.

The Campaign

Lewis, a 1977 graduate of Lake City Community College's School of Golf Course Operations, was one of a handful of golf course managers invited to CCO to discuss the golf course situation.

The year before, Lewis had left Fort

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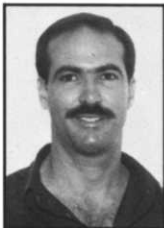
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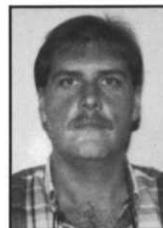
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KIEFFER/JANLARK

Detailed plans for the project included haul routes, mixing sites and estimates of damage that will be caused by the construction project.

Myers, where he had been in charge of two clubs — The Vines and Fiddlesticks — to go into business for himself. Using infrared photography, he was able to spot drainage problems and the onset of many diseases long before they became evident to the naked eye.

"The invitation from the Country Club came at the right time," says Lewis. "My business was undercapitalized and I truly missed being a golf course superintendent. I had already decided that if an opportunity arose at a truly private club, I would look into it."

So Lewis, who broke into the business by building golf courses first for General Development Corp. and then Tom Fazio (Windstar in Naples), was given a copy of John Foy's report and told to drive around the course.

"They said that if I was invited back for a second interview, I was to bring my own analysis of everything that needed to be done to put the course in the best possible condition," Lewis recalls.

"I thought I wouldn't get the job because I came on too strong about the capital improvements that were needed," said Lewis, recalling his sec-

ond interview. "They asked if I would take the job without a commitment to the capital program and give it my best shot for one year."

Lewis' best shot did wonders in many areas, but he wasn't able to turn the greens around, despite five aerifications and some improvements to drainage and irrigation.

"During that year, I did everything I could to explain to the members that the problem was with the underlying structure," Lewis says.

"Invariably they'd say, 'But we just re-did the greens 10 years ago. If it didn't work then, why will it work now?'"

And then Lewis would go into high gear with a sales pitch for the USGA's specified method for greens construction.

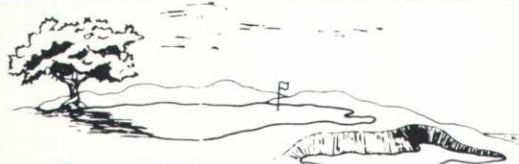
"I explained that the previous renovations had not followed USGA specifications because nobody in Florida paid too much attention to them until recently," Lewis says. "Architects and builders thought they weren't necessary because of our sandy soil."

[Ed. note — The first complete set of USGA-spec greens in Florida were installed at Atlantis GC in 1987.]

"If the greens had been reconstructed to USGA specifications, they would be doing fine now," he said.

Lewis has full membership privileges ("I even get to pay my bill, just like everyone else," he says sardonically) and tries to squeeze in rounds with other members once or twice a week.

During those rounds, instead of hoping his playing partners would not notice flaws in the greens, Lewis



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