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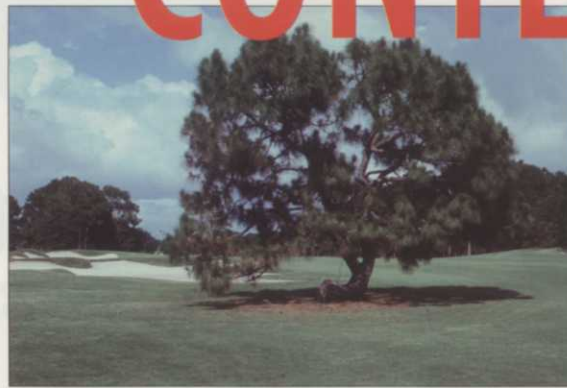
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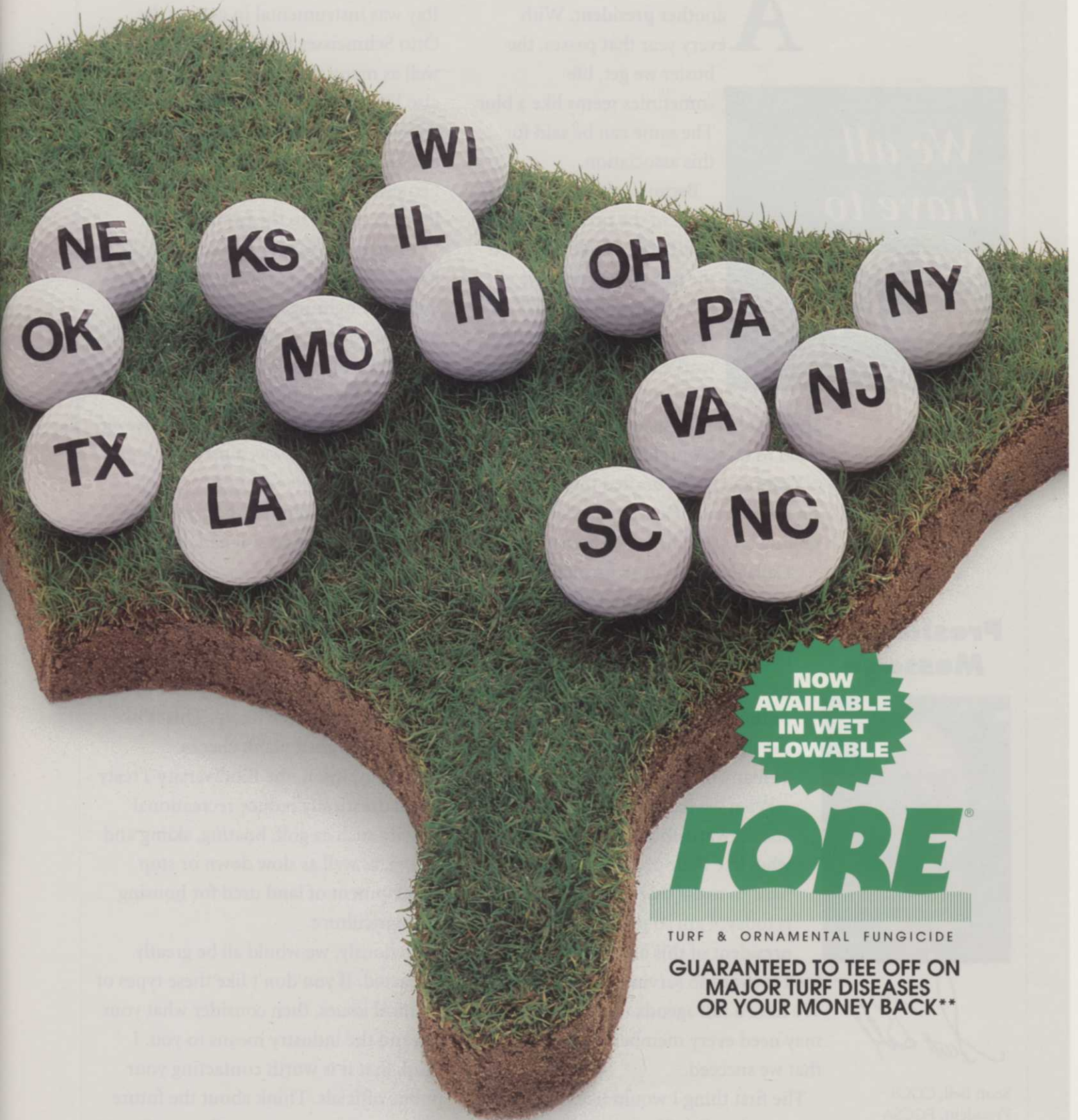
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*We all have to get more involved*

**A**nother year, another board, another president. With every year that passes, the busier we get, life sometimes seems like a blur. The same can be said for this association.

Because of the hard work of all of the presidents and boards who have preceded the present officers, we all have a large, healthy, proactive organization that works well as a team. Yet, it is capable of drawing on stellar solo performances when things need to be accomplished.

Years ago, I was drafted into service on the Treasure Coast board by two golfing buddies, Mike Perham and Jim Callaghan. As I rose through the ranks of the Treasure Coast offices, I began to attend the state board meetings. Looking back, we did not have a research green, or a lobbyist, or the present fundraising capabilities, and Marie did not work as many hours as she does now.

What we had were many dedicated and forward-thinking individuals who, like their predecessors, worked hard to make this association what it is today. I am so proud to be president of this association, and I look forward to serving this next year. We have a full agenda to tackle and I may need every member's help to assure that we succeed.

The first thing I would like to do is congratulate Ray Hansen, our 1994

Distinguished Service Award winner. Ray was instrumental in getting the Otto Schmeisser Research Green built as well as many other projects. I would also like to congratulate The President's Award Winners, Lonnie Stubbs, Joe Snook, Paul Nevers, Bill McKee, Lou Oxnevard and Royce Stewart for their lifetime service to the profession.

As we move forward, I see us all having to get more involved. We are currently fighting a battle against the proposed Biodiversity Treaty. This treaty was the result of the 1992 Earth Summit. President Bush caught some heat for not signing it in 1992. However, President Clinton was more than happy to sign it.

Our first objection is that, once a worldwide treaty gets signed, it is hard to break.

Second, this is an unfinished document, not based on science. It will be finalized by radical preservationists and environmental organizations *after* Congress ratifies the treaty. This is like giving out signed blank checks.

In my opinion, the Biodiversity Treaty could drastically reduce recreational activity such as golf, boating, skiing and racing, as well as slow down or stop development of land used for housing and agriculture.

Obviously, we would all be greatly impacted. If you don't like these types of political issues, then consider what your job and the industry means to you. I think that it is worth contacting your public officials. Think about the future

*Please see Page 12*

**President's Message**



*Scott Bell*

Scott Bell, CGCS President, FGCSA



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On Course,  
With The Proper Balance.

**T**his is a saying that I came across some time ago and it has remained with me over the years. It has a lot of merit to it.

Everyone in this profession should be working hard towards building the perfect team.

Maintaining a magnificent facility cannot be done by one person. Each and every crew member needs to realize that their individual efforts combined into one coordinated, unified effort is what determines the

success of the team. Each person, whether it be a turf chemical technician applying a product or an operator raking traps, must understand the

meaning of excellence and be willing to work hard to achieve that level.

You, as a manager, must demand excellence. At the same time, you must be the most positive and enthusiastic person you can be. Once that level of excellence is achieved, you must reward the team for its success.

Everyone likes to be a part of a winning team. They know that rewards come with success. You must build on success by acknowledging the determined efforts put forth by your team. Reinforcing this positive attitude can reap benefits for the club, its members, and the employees.

Remember, when the course is in good playing condition, the members tend to be happy and when the members are happy — everyone is happy!

**Together  
Everyone  
Achieves  
More!**

**Plotner's  
Page**



Greg Plotner, CGCS  
Publications Chairman

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# The facts are in — Golf courses add billions to economy while occupying relatively small acreage

BY MARK JARRELL, CGCS

AND JOEL JACKSON, CGCS

What is your golf course worth? According to an Economic Impact Survey conducted by the University of Florida, your golf course contributes its share to an \$8.6 billion Florida turfgrass industry each year! Golf courses contribute about 36 per cent of this total or slightly over \$3 billion annually.

This total does not include other facets of the turf industry, only those associated with management of the *golf* turf!

The findings of this survey have been long awaited by those who sought to validate the economic importance of the turfgrass industry to the state of Florida. The turf industry is such a widespread network of independent operations it has been treated like a stepchild compared to cattle, citrus and other united agricultural entities.

The numbers presented by Agricultural Finance Professor P. J. Blockland, the survey team leader, surprised even the most veteran turf managers attending last month's Florida Turfgrass Conference and Show held in Fort Lauderdale. Although these were only preliminary figures, Dr. Blockland does not an-

**The 1,100 golf courses in Florida employ 15,079 full time and 1,800 parttime employees.**

ticipate any major adjustments in the final numbers.

The \$3 billion represents the annual cash expenditures for all labor, materials,

**Hysteria about the acreage consumed by golf courses and their impact on the environment are misplaced when it was revealed that of the approximately 5 million acres of turfgrass under maintenance golf courses only occupy 149,000 acres.**

equipment and services utilized in the maintenance of turfgrass. Professor Blockland said that was the equivalent of every working person in the state spending \$1,635, or each resident spending \$667.

The 1,100 golf courses in Florida employ 15,079 full time and 1,800 parttime employees. That compares to over 133,000 total turfgrass industry employees in the state.

Hysteria about the acreage consumed by golf courses and their impact on the environment are misplaced when it was revealed that of the approximately 5 million acres of turfgrass under maintenance golf courses only occupy 149,000 acres. Household residences account for about 3.3 million acres. Additionally, schools (206,000 acres) and airports (163,000 acres) both maintain more acreage than the nation's leading golf course state.

Because golf courses are maintained as a daily recreational outlet with high performance expectations, they lead every category in annual expenditures per

acre at \$3,700, followed by sod producers at \$1,900 and residential lawns at \$1,200.

Consequently, golf courses had the biggest investment in non-land assets by the end of 1991 with a figure of \$7,300, compared to sod producers at \$1,300 and residential at \$383. This survey has shown that the turfgrass industry employs nearly three times the number of people working in traditional agriculture.

The importance of this survey is that it brings to the attention of our legislators the enormous impact the turfgrass and golf industries have on the state. Lawmakers who are ignorant of these facts can sometimes be misled by radical elements who portray golf as an elitist self serving pastime. Instead, it has revealed that turfgrass is a major factor in the state's economy.

Armed with this information, lawmakers can take a more educated look at rules, regulations, and proposals that

**This survey has shown that the turfgrass industry employs nearly three times the number of people working in traditional agriculture.**

unfairly attack and restrict such a now proven valuable commodity like the turfgrass industry.

The turfgrass industry does not seek special treatment, but it does demand a level playing field with full consideration for its financial as well as environmental contributions to the health and wealth of the state.