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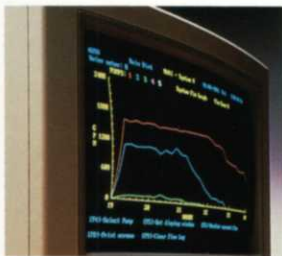


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**About the use of trade names:** The use of trade names in this magazine is solely for the purpose of providing specific information and does not imply endorsement of the products named nor discrimination against similar unnamed products. It is the responsibility of the user to determine that product use is consistent with the directions on the label.

# The Florida Green

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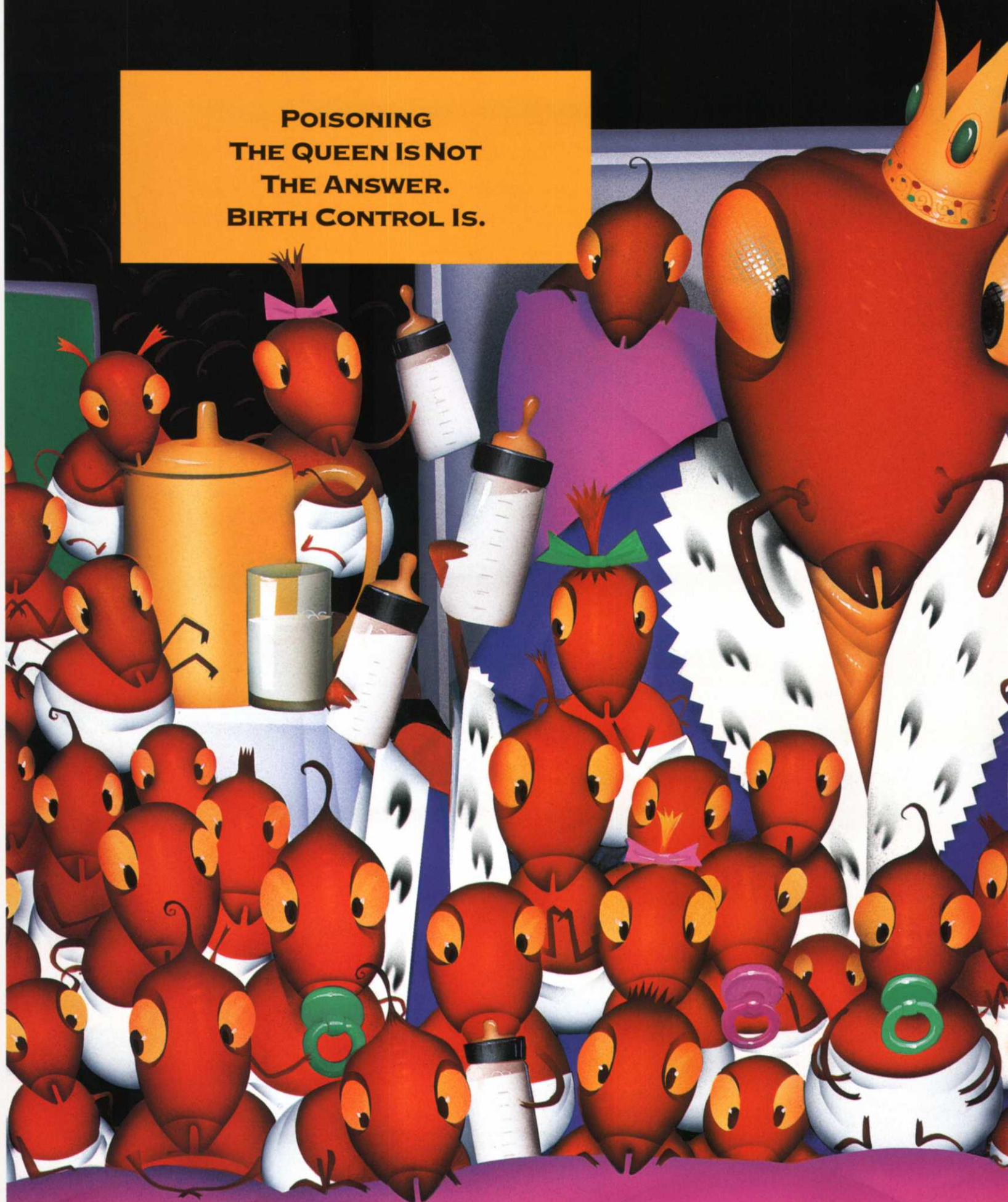
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*I want to challenge every member*

I am honored to be the president of the FGCSA this year. I am looking forward to working with Joe Ondo, Mike Perham, Greg Plotner and the rest of the state board to

make this a successful year. I am proud of the amount of talent and diverse expertise that the members of this association possess. I want to challenge every member of this association to get more involved at both the local and state level. If there is a committee you would like to serve on, or if you have an idea on how to improve this association please call me. I want to congratulate Paul

Crawford on receiving the Distinguished Service Award. Paul is the epitome of the talent and dedication that our association possesses.

I would like to thank Greg Plotner for the great year he had as president. I value the advice Greg has given me in the past and will continue to rely on him this year during my presidency. Greg pointed our association in the right direction and it is my intention to continue the course he set for us.

This year we will complete the GCSAA affiliation process. Florida will remain a leader in both state and national affairs. I want to strengthen our ties to allied associations in the turf and golf industry. At this year's FTGA show I met Roy Bates, the new FTGA president, and I am looking forward to bringing these associations closer together.

While both associations have different priorities we both have a common goal. This goal is to get the state of Florida to recognize turf as a major player in the state economy. We provide a multitude of well paying jobs and bring in large amounts of

tourist dollars. By using the strengths of our two associations we will be able to accomplish much.

Both associations have been lobbying the University of Florida to take turfgrass research more seriously. The University of Florida is finally realizing this need. Due to the structure of the University system, change is coming slower than we would like. The FTGA has agreed to allow the chairman of the FGCSA research committee to also co-chair the FTGA awards committee. This will allow both associations to get the most out of our dollars by avoiding duplication in research.

One of the primary reasons for the existence of a superintendent's association is to provide education for its members. This coming year the FGCSA will continue to offer strong educational opportunities for superintendents throughout the state. Continuing education is the key to

allowing our members to provide some of the finest playing conditions in the world.

The opportunity to access knowledge is more important now than ever. With computers becoming common place in today's golf maintenance operations the Internet will be a major information source for sharing ideas among superintendents. We are now in the computer age, you can't turn on your television set and see a commercial without it giving an Internet address. Computers are playing a more important role in the golf industry with computerized irrigation, word processing, budgeting and forecasting, CAD, and electronic pesticide databases. The University of Florida and the GCSAA now have web pages on the Internet. With this type of information at your finger tips I can't fathom anyone not owning a computer. If you don't know how a computer can help you, make sure you read the articles on turf web sites on the Internet in this issue of the Florida Green.

**PRESIDENT'S MESSAGE**



Dale Kuehner, CGCSA President  
FGCSA

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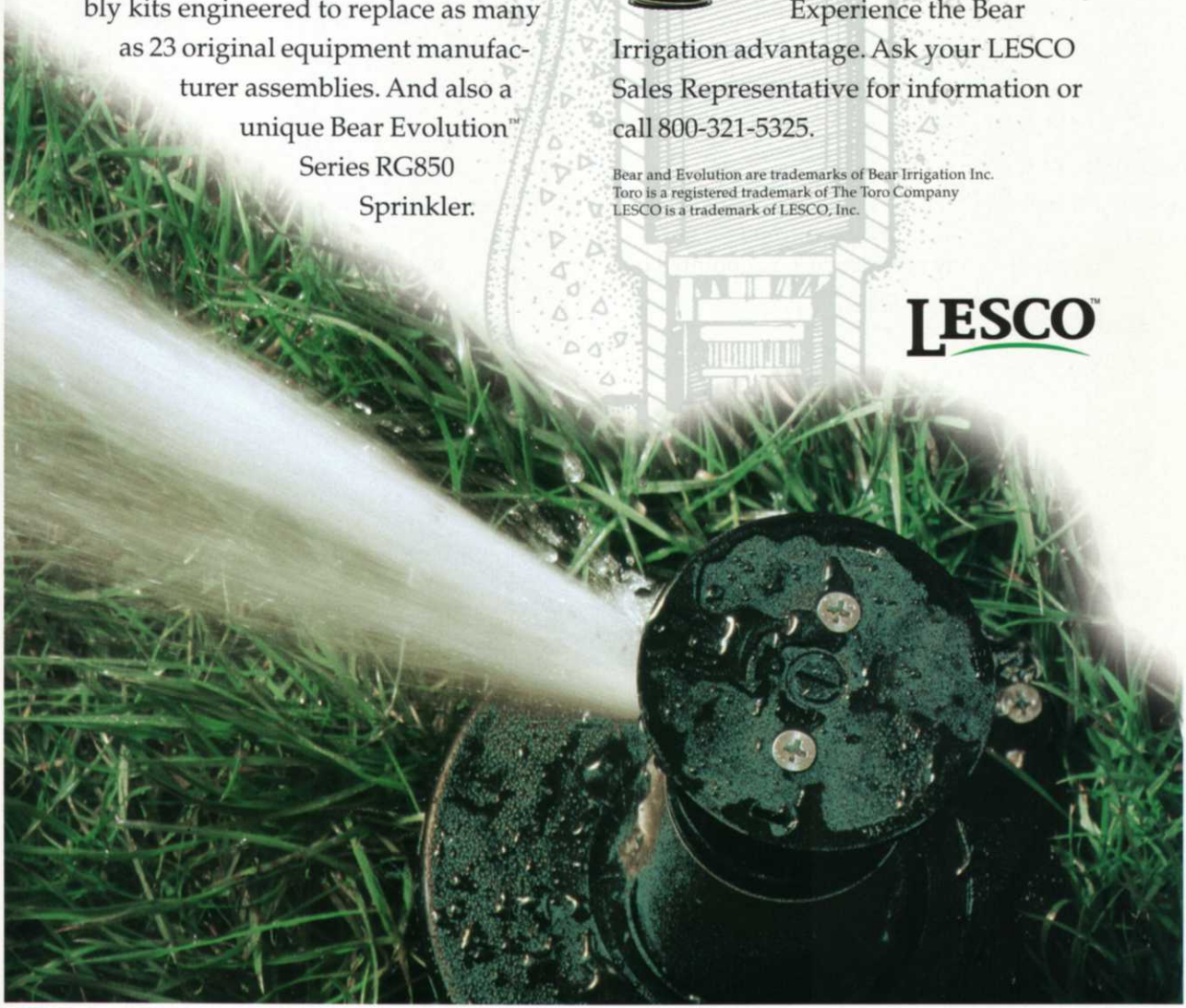
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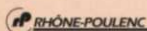




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# Tom Benefield:

## 1995 Distinguished Service Award Winner

BY SCOTT BELL

At the 1995 Crowfoot Banquet at the Bay Hill Club, Tom Benefield, CGCS was recognized for his outstanding service to the FGCSA as an outspoken champion of new ideas, a leader in representing the golf industry in water use issues and his association work as officer, voting delegate and magazine editor.

Tom was born in Orlando and raised in Alachua. Out of his love for the outdoors and working the land, he began to farm in the mid-70's. He and his partners were among the first to use plastic for growing peppers. Their technique greatly increased yields on their west coast farms and they were doing quite well until a hard freeze ruined them after a few years.

Out of a job and stung by farming, Tom was bitten by the golf bug. In 1981 he graduated from Lake City Community College and he took a job as assistant superintendent at River Oaks in Houston, Texas. From there Tom returned to Florida to take an assistant job at Sun Air CC near Haines City. That job was all encompassing since he was responsible for horses and orange groves as well as the golf course.

Tom's first superintendent job was at Beacon Woods GC in Pasco County. He enjoyed much success there, but his greatest reward was winning over a green committee chairman who did not want to hire him at first. After five years the chairman had grown to respect and admire Tom enough that he did not want him to leave when Tom had an opportu-

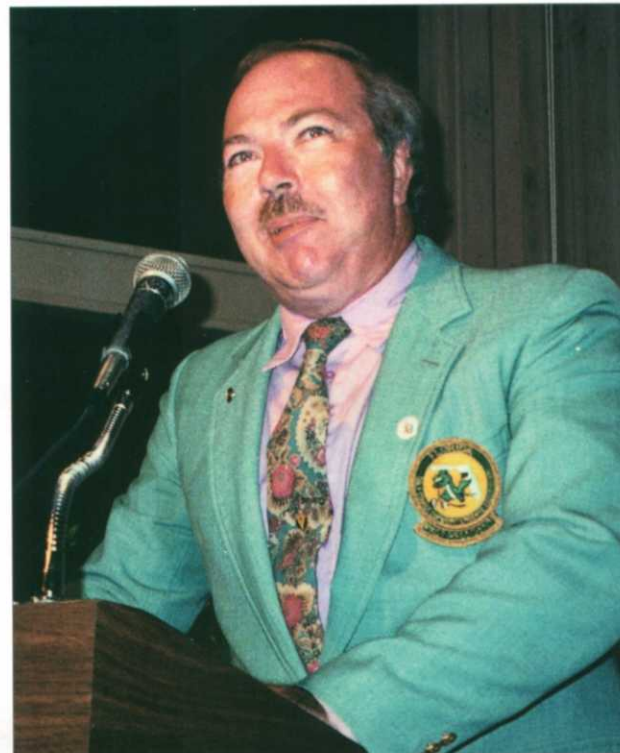
nity to move to JDM in Palm Beach Gardens.

While at Beacon Woods, Tom became interested in chapter service. He was the editor of the West Coast Chapter newsletter, The West Coast Wind and the External Vice President. His good friend, Cecil Johnston, urged him to serve as an FGCSA Officer. Tom's service culminated with his presidency in 1991-92. Tom also represented the FGCSA as the GCSAA Voting Delegate from 1989 to 1993.

While at the JDM Country Club, Benefield became very active with the South Florida Water Management District. He served on water management committees and attended countless district meetings and hearings. He awak-

*Benefield became very active with the South Florida Water Management District. He awakened many FGCSA board members to the water politics and how poorly represented the golf industry was in these issues and debates.*

ened many FGCSA board members to the water politics that went on and how poorly represented the golf industry was in these issues and debates. Many, including Benefield, feel that his best contributions were made at this time. He



*Tom Benefield receives the FGCSA's 1995 Distinguished Service Award at Bay Hill. Photo by Joel Jackson.*

made many contacts and he got superintendents involved in with their local Water Districts.

During Tom's tenure on the FGCSA board, The Florida Green magazine was undergoing changes. After Dan and Irene Jones "retired" from producing the magazine for thirteen years. The FGCSA retained Janlark Communications to manage and produce the publication. Janlark did a great job helping The Florida Green earn Best Overall awards from the GCSAA in 1989, 1990 and 1991. The FGCSA desired to take over management of the magazine once again and the task of reorganizing that effort fell to Tom as the new editor. He did an excellent job with the help of Paul Crawford as Business Manager and Marie Roberts as Advertising Manager. Tom was instrumental in getting more superintendents to write articles and make it truly the voice of Florida superintendents once again. Janlark Communications still assists the FGCSA in producing an award-winning magazine.