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## There's Much to Learn While Doing Time in Anaheim

Poll the attendees of GCSAA's Conference and Shows and you'll find Anaheim near the bottom of the venue popularity chart. After you've been to Disney World, tiny Disneyland isn't much of a draw. Couple that with infamous southern California freeway traffic woes and this destination begins to lose some its luster as an after-seminar-hours "fun stop" on the conference rotation.

With a little local knowledge or exploring though, it's not hard to find some excellent restaurants like Orange Hill or Orange Hill Mining Company which offer some spectacular views of the valley during dinner.

But business is business and only a handful of convention centers in the Sunbelt can house a conference our size. As convention centers go, Anaheim fulfills its primary duty and it was great to walk out the side door of the hotel and cross the street into the classrooms and show floor.

Learning is the primary goal of attending this event and learning opportunities abound in every nook and cranny. It doesn't matter if you're in a seminar classroom, an open forum, press conference, special session, a booth at the trade show or just networking after hours over coffee, sodas or a beer. The information flows and the knowledge grows.

You have to plan and



*Florida Green editor Joel Jackson, left, joins other award-winning editors from around the country for a group photo at the GCSAA Newsletter Editors' Forum in Anaheim.*

prioritize most of your educational sessions. So I always celebrate the serendipitous pearls of wisdom picked up in lobbies, restaurants, and receptions where the grapevine bears the juicy fruit of insider information and legends of the business dispense experienced observations and sage advice in the warm and friendly conversations of kindred souls.

The theme for the 1998 conference was "Lights! Camera! Action!" Here are some sound bites and headlines:

### Florida superintendents receive awards.

• **Darren Davis**, GCS Olde Florida GC, was presented the GCSAA Leo Feser Award for best GCM article, "Sowing the Seeds of Knowledge," which discussed his program of educating school children about the benefits of golf courses.

• **Jeff Ball**, GCS Panama City CC, and **Bob Bittner**, CGCS, The Club at Pelican Bay, received GCSAA's Environmental Steward Awards as Regional and

Merit Winners respectively for the Florida Region.

• **Editor Joel Jackson**, CGCS, accepted the Best Overall award in its category for the *Florida Green* magazine in GCSAA's Newsletter Editors Contest.

### Celebrity sages

• Keynote speaker **Peter Jacobsen** announced that he would like to be the first professional golfer to donate \$25,000 to the "Investing in the Beauty of Golf" campaign. Jacobsen then reminded clubs that the proper green speed for a course is dictated by the original design, not a Stimpmeter. Speeds of 10, 11, 12 and higher at Augusta are ridiculous, he said, and green-speed wars between clubs is stupid and contrary to the spirit of the game and the design of courses.

• **Ken Venturi** humbly accepted the Old Tom Morris award at the banquet Feb. 7. Inspirational for overcoming numerous personal challenges and tragedies in his life and career, Venturi had these comments: "The biggest fear

I would have as a superintendent would be of the man who sits behind a desk for 25 years and then is voted on the green committee and overnight becomes an agronomist. Those are the people that scare me."

• **Brad Klein** on how superintendents can get more attention for the good things they do:

"Typically, superintendent issues are low on the list of a golfer's priorities. Make sure your story is of real importance. Use good visuals. Create reliable and credible relations with journalists. Invite journalists to play a round at your course. Return all phone calls.

"Be honest in your dealings with journalists. Don't always expect good news. Be able to live with criticism. Write more articles in club newsletters. Interact with players on the first tee. Call in to radio talk shows. Write tips for local newspapers. Speak at garden clubs."

• **Eddie Albert**, actor and star of the television show "Green Acres," has been an advocate of soil conservation for 25 years.

"The topsoil is the most important thing on earth. Once its gone, its gone forever" he said. Albert has spoken about topsoil conservation at more than 60 universities. He said he is at the trade show to meet superintendents because "they are the people who are making a difference and I would like to thank them."

• **Steve Mona** says influential golfers need to understand the value of superintendents and that the association should influence their thinking in this regard.



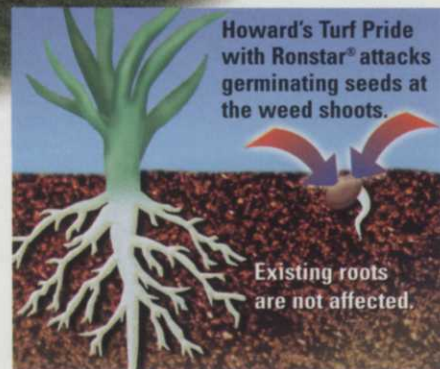
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**THANK YOU**  
**FOR ATTENDING, SEE YOU NEXT YEAR IN ORLANDO!**  
**FEBRUARY 12-14, 1999**





# DISCOVER THE ROOTS OF ENVIRONMENTAL SUCCESS

## Beneficial Microbes® The Natural Solution



"In the past year that we've been using the biological products from Green-Releaf, we've only made one fungicide application. That's quite a contrast from our previous program where we were applying fungicides on a 14 to 21 day schedule. We typically have problems with diseases such as rhizoctonia and pythium, as well as a few others, but since we started this biological program we just haven't had the disease problems. It's been nice to get away from a scheduled fungicide application program. It saves money, and lessens the impact on the environment."

Superintendent John Johnson of South Seas Plantation, Captiva Island, FL.

John's experience illustrates why more superintendents around the world now specify GREEN-RELEAF® Beneficial Microbes® as the leading non-toxic course-conditioning product.



Hearty, deep root growth is essential for turf that consistently handles heavy wear and seasonal stress while maintaining overall plant health.

Upon application, GREEN-RELEAF® Beneficial Microbes® move rapidly into the root zone forming a symbiotic relationship with plant roots. The resulting microbial network improves plant performance by facilitating the uptake of nutrients and water, while simultaneously aiding in pathogen defense.

GREEN-RELEAF® products increase your turf's natural microbial activity for a vigorous, hearty soil ecology which lessens the need for chemical controls. Since our Beneficial Microbes® also amplify nutrient uptake, you can apply less fertilizer and still produce higher quality turf.

### Other advantages include:

- 50% faster seed germination
- Fast, full overseeding and grow-in
- Higher tolerance for heat, cold and physical stress
- Reduce seed rates by 25%
- Deeper root growth

### Take our no-risk 90-day challenge:

Test the GREEN-RELEAF® program on your course and see the results of higher beneficial microbial populations within 90 days! If agreed that there were no quantitative results after 90 days, GREEN-RELEAF® will donate the entire cost of your program to your local chapter's research & development or scholarship fund. To accept this challenge or for more information, please call



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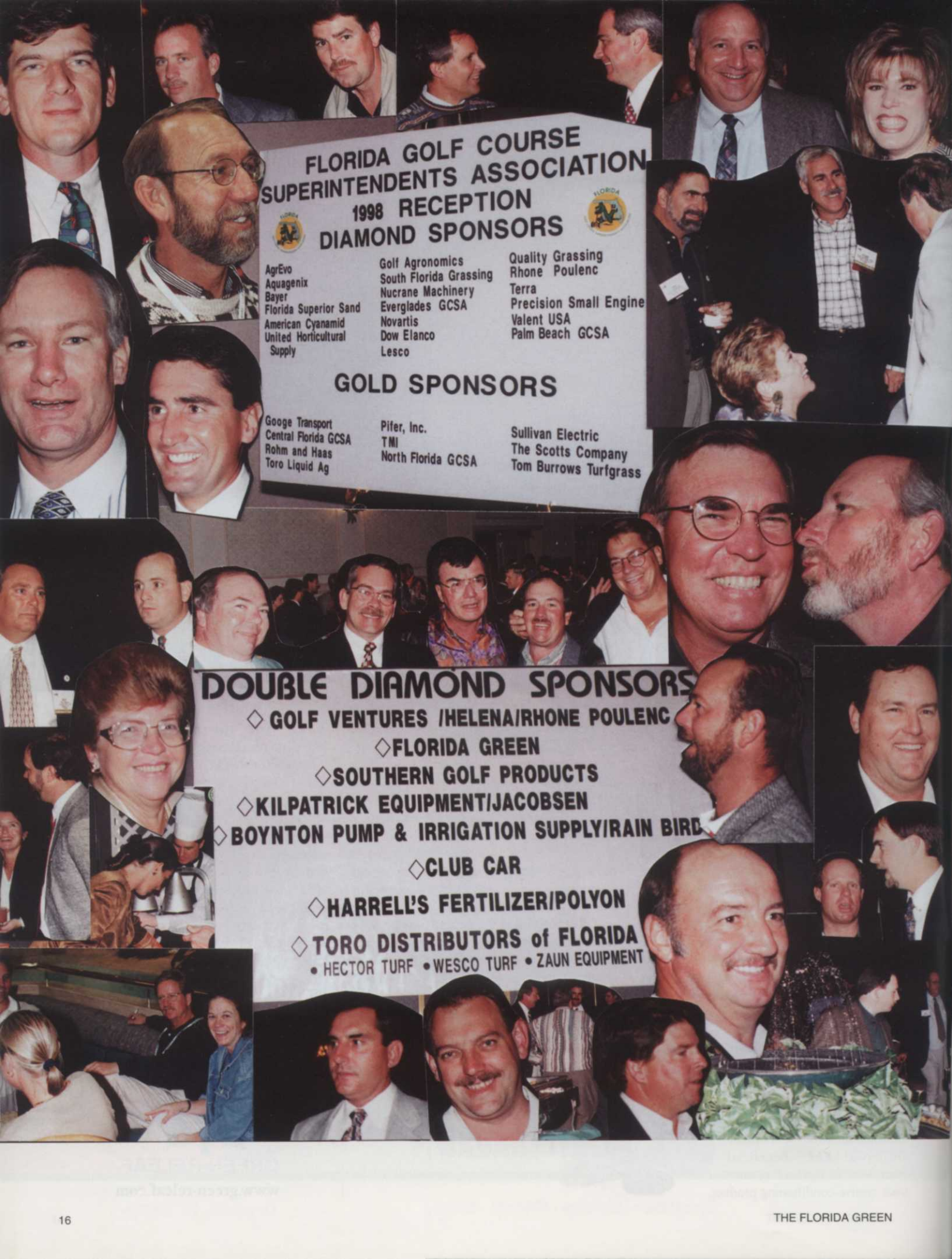
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# IT'S NOT EASY BEING Green

**BUT IT JUST GOT EASIER.**

For most people, spending every day on the golf course might sound like heaven. Then again, they've never been a golf course superintendent.

Greens are among the most heavily trafficked areas on your course. They're also among the most susceptible to heat stress and disease. And, acre for acre, they account for more manpower and treatment costs than any other turf you maintain.

That's why we developed Flexx™ Golf and Sports Turf Premix.

## Faster Results. Fewer Hassles.

Flexx™ is a potent, dry water soluble biostimulant with fully-chelated micronutrients, beneficial bacteria and Yucca extract wetting agent. The fast-acting Flexx™ formula stimulates root growth, improves resistance to stress and disease, and promotes greener, denser turf that plays more consistently.



Packaged in pre-measured 7 lb. bags, the unique, dry Flexx™ Turf Premix costs less per application, ships more economically, stores more efficiently and won't freeze, separate, degrade or ferment on the shelf like most liquid products.

### THE FLEXX™ DRY ADVANTAGE

	Flexx™ Dry Soluble Premix	Leading Liquid Treatment
Standard Package Size	7 lb. box	15 gallon drum
Cost/Acre/Application*	\$49.75	\$65.40
Biostimulant Package	YES	YES
Micronutrient Package	YES	YES
Yucca Wetting Agent	YES	YES
Beneficial Bacteria	YES	NO
UPS Compatible	YES	NO
Extended Shelf Life	YES	NO
Heat/Freeze Tolerant	YES	NO
Easy to Mix/Apply	YES	NO

\*Based on suggested manufacturer's list price. Prices subject to change without notice.



## Our Greens Live Up to Their Name.

Superintendents and players alike appreciate greener, denser, healthier turf. And that's exactly what Flexx™ delivers. In a recent trial at the newly renovated Royal Pines Golf and Country Club, Flexx™ transformed ravaged greens into quality playing surfaces within weeks, so that the damaged greens did not have to be replaced.



**Damaged Green not treated with Flexx™**

*"As a result of applying Flexx™ to the damaged greens, I noticed within a week a definite change in the color, consistency and growth rate of the grass.*

*The grass had become darker, denser and was growing more rapidly. Not only did I notice the improvement... but the players on the course commented, as well."*

*Ken Burnette,  
Golf Course Superintendent  
Royal Pines Golf and Country Club,  
Beaufort, SC*



**Damaged Green treated 3 times with Flexx™ after 2 months**



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### LCCC 6th Annual Endowment Tournament Raises \$10,000

Lake City Community College alumni met in Naples to raise money for their alma mater. The Lake City Endowment fund was started in the wake of budget cuts to allow the golf course operations program to progress without missing a beat. This year's Tournament Committee consisted of co-chairmen David Fry and Glenn Zakany; Diamond Sponsors, Scott Hamm; Gold Sponsors-Resort Packages, John Johnson; Host Superintendent, Jerry Baker; Raffle Prizes-Skins Game, Odell Spainhower; Raffle Prizes-Pairings, Dick Bessire; Public Relations, Brad Walters. All LCCC photos by Joel Jackson.



Co-chairman Glenn Zakany, left, announced that this year's tournament proceeds should be close to \$10,000. Mike Lee, right, representing LCCC, thanked the sponsors and participants for this continuing event which has raised \$50,000 for the endowment fund.

"We need to educate employers as to the problems facing superintendents, gain their understanding and increase their respect for the superintendent."

• **Dan Quayle** chided some "environmentalists" for spending more time in offices than out in the field. Quayle said, "Environmentalists should go out and see how superintendents are working to enhance and conserve the environment. This success story needs to be told."

### ADA and Golf

The most important thing that golf course superintendents need to know about the 1990 Americans With Disabilities Act (ADA) is that they have considerable discretion to implement the rules based on research and common sense. Common sense is the key word here, according to Cynthia Kelly Smith, GCSAA's government relations counsel.

### Semi record

Attendance records were set for the educational seminars, but overall attendance did not surpass last year's in Las Vegas.

JJ

### Education, Fund-Raising Start Fast

Education got off to a fast start in 1998 with seven formal conferences and seminars around the state in January with more to come in the spring.

In February, many Florida superintendents took one- and two-day college-level courses at the GCSAA Conference in Anaheim, Cal. to meet Class A level

requirements or to earn continuing education credits to renew their Certified Superintendent status.

Local and special-interest fund-raising events also got rolling and will continue throughout the year. These events, usually a combination of education and golf tournaments, generate the life blood revenue that pay for turf research, scholarships, endowment funds and community projects related to golf or the environment.

Peter Blum of Valent USA Corporation launched FGCSA's 1998 fund-raising at the Winter Board Meeting with a \$7,500 check from Valent's Right Course 1997 rebate program, which will be in effect again in 1998. Turf research dollars will be earned through the sale of Valent's Orthene TTO and Pinpoint products.

### Central Florida Event Nets \$4,000 for FTGA Research

The Interlachen County Club in Winter Park once again played host as Central Florida Chapter superintendents invited club officials to a day of education and golf to raise money for research and equipment at UF's Envirotron Laboratory.

Guest speaker Tim Hiers, CGCS, of the Colliers Reserve Golf Club in Naples regaled the audience with a fun- and fact-filled slide show on the importance of environmentally friendly golf course management. Hiers's rapid-fire delivery of common sense and easy-to-understand technical information had the group listening.

Hiers summed up the



# 1998 FGCSA RECEPTION

*in ANAHEIM*

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- Improves turf quality
- Controls brown patch, Pythium, take-all patch, summer patch, anthracnose and snow mold
- Reduced risk to environmental resources
- Low risk toxicological profile
- Low rates, extended spray intervals
- Novel mode of action

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Turfgrass Fungicides	Brown Patch	Pythium	Melting Out (Leaf Spot)	Anthracnose	Fusarium Patch	Necrotic Ring Spot	Red Thread	Spring Dead Spot	Summer Patch	Take-all Patch	Pink Snow Mold	Gray Snow Mold	Yellow Patch (Cool Weather Brown Patch)	Gray Leaf Spot	Pink Patch	Southern Blight
HERITAGE®	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control
Daconil	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control
Rubigan	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control
Prostar	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control
Aliette	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control
Chipco 26019	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control	Control
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Turfgrass Diseases