

The TORO logo is a red rounded rectangle with the word "TORO" in white, bold, sans-serif capital letters.

LEADERSHIP

Experience



In an industry where tradition is sacred, experience essential and innovation vital, the Toro reputation for leadership is legendary. Build on a track record of more than 35 years of service to golf, the Toro name has come to represent the finest in total turf solutions for thousands of courses around the world. In fact, 74 of America's top 100 courses* are irrigated with Toro systems.

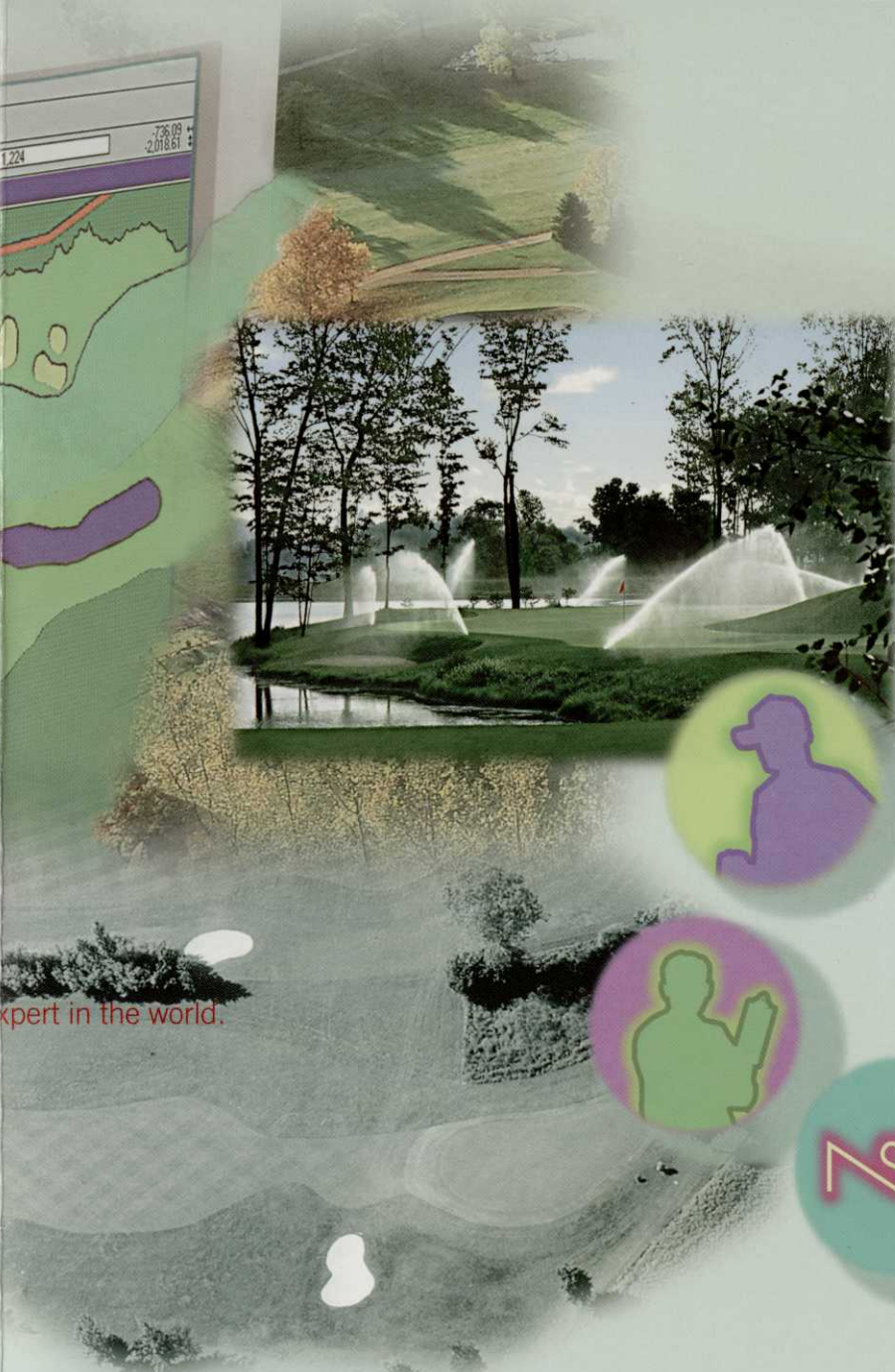
When it comes to golf course irrigation, the Toro commitment ranges from offering the industry's largest and most diversified selection of quality products to providing unprecedented programs for after-installation service. But the Toro golf package is more than just products and service. It is a carefully woven fabric of key elements that combine to create the "right" irrigation system for each course.

Toro leadership is further exemplified through its strong commitment

to the golf industry in general. Toro is the irrigation supplier to The First Tee, and has made irrigation more accessible and affordable to all. The Toro Scholars Program supplies irrigation to the Superintendents Association of America, and is a Morris-level supporter of the GCSAA.

The Total Renovation

Maintaining the quality of established golf courses is a challenge for golf course superintendents. Renovation often brings character and tradition back to a course. The need to replace and update an aging



Expert in the world.

is the official turf equipment and irrigation organization committed to making golf courses for young people throughout the nation. Toro provides scholarships through the Golf Course Maintenance Scholarship (GCMSA), and Toro is an Old Tom Foundation.

Package

Established courses is an ever-present challenge. While the maturing of a course is a challenge to the overall layout, it also creates a need for ongoing infrastructure.

Toro leads the industry with a comprehensive package of professional services expressly for golf course renovation. System assessment, irrigation design and installation referrals, quality products, and after-sale support and training all are brought together in a centralized program through the Toro distributor. It is this total-package concept that ensures a dimension of cost efficiency and customer convenience unequalled in today's golf industry.

Flexibility is another important element. From irrigation systems specifically designed to meet rigid cost and watering requirements to a menu of after-installation service programs tailored to ensure successful performance, Toro offers the options and expertise to make it the number one

Dependability

Product innovation is the hallmark of The Toro Company. From development of the first plastic golf sprinkler to the first central/satellite control system, Toro has blazed a trail that others have only followed.

Golf Sprinklers

Simply said, Toro products are built to last. Manufactured of durable engineering plastics, Toro golf sprinklers feature the performance and long life required on today's courses. In addition, Toro sprinklers have the industry's lowest maintenance cost and are the easiest to service. Ideal for renovation projects, Toro sprinkler technology is backward compatible so that older sprinklers easily can be updated with simple conversion assemblies.



Among Toro's many outstanding models is the new 720 Series, which is particularly well suited to the golf course renovation market. Its advanced design provides superb coverage in challenging areas. With a radius of 20 to 55 feet, the 720 Series has an adjustable gallonage, arc and trajectory that allow the watering pattern to be customized for hard-to-reach spots.

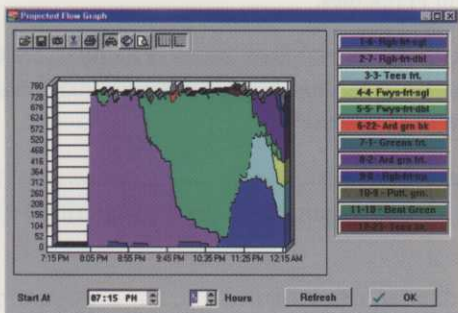
Toro golf sprinklers also offer a full range of features such as adjustable part-circle and full-circle operation, manual control at the sprinkler, factory-set pressure regulation, durable stainless-steel risers, and up to four-inch pop-up heights. Electric or hydraulic valve-in-head models help reduce pressure spikes and damage to hydraulic systems. Check-O-Matic technology, which prevents low-head drainage, also is available. All Toro sprinklers offer color-coded nozzles for easy in-field identification.

Central Control

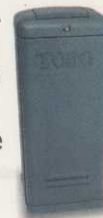
Built with the superintendent in mind, Toro's central control systems are designed to ensure programming flexibility and optimum watering precision in any golf course application. Used at more than 1,000 sites throughout the country, SitePro offers precise programming capability to save time and money. And, of course, SitePro is backed by Toro's comprehensive NSN, as well as the distributor sales and service group.



The wireless OSMAC® field satellites are also well suited to renovation projects because there is little disruption to the golf course. For renovation projects requiring the ultimate in flexibility, Network LTC Plus satellites can be installed wireless, wireline or hybrid (a combination of wireless and wireline), depending on the specific site conditions. Network LTC Plus also allows up to 64 stations for more precise control.



Toro satellites are ideal for golf course renovations. Existing hydraulic systems and old control boxes can be upgraded with either OSMAC or Network LTC Plus, providing enhanced control and programming flexibility. This in turn means better playing conditions. And isn't that the ultimate purpose of golf course renovation? For more information, contact your local Toro distributor.



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Waterway at the Y&CC of Stuart. Photo by Daniel Zelazek.

**SPRING
2000**

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 The proposed ordinance to ban quick-release fertilizer from the Guana Marsh basin during specified seasons has caught statewide attention.

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 The University of Florida and the USGA have brought an endangered butterfly species back from the brink of extinction.

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 We have not seen the final effects of last fall's hurricanes. Spring transition may be a nightmare.

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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.

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We are employed in an industry that demands managers who have diverse talents and skills. To those outside the profession, an explanation is often needed when introducing yourself as a golf course superintendent. A golf course superintendent — even as the manager of the backbone of a club, the

golf course — often plays second fiddle to other employees at the club who are more visible to the public. A superintendent is often thought of as the person, “that keeps the grass looking good.”

Today’s professional golf course superintendent wears a lot of hats. He or she is

responsible for much more than just growing grass. Superintendents are still first and foremost agronomists, but they are also environmentalists, scientists, strategists, resource managers, educators, business managers and administrators. We in the business realize this, but does our golfing clientele or the general public truly understand the duties of a golf course superintendent?

Although I have not been in the business as long as some of you, I came to a realization very early in my career that John Q. Public will never, and I mean never, fully recognize the complexity of our jobs. They will never understand the devotion that we have

for the profession if we do not seek some recognition on our own. We can not solely rely on others in the industry. The work of the Golf Course Superintendents Association of America (GCSAA) or the efforts of the United States Golf Association (USGA) is needed but golf course superintendents must also individually promote themselves.

Let me ask you a sincere question. Do you feel you deserve more recognition for the work that you do? If you hesitated or said no, you are more than likely being too humble. Certainly each individual has their own strengths and weaknesses, but each of us is good at what we do and, if you look at the big picture, most golf course superintendents are very deserving of more praise or recognition from others.

There are many avenues that recognition can come from, such as your employer, your golfers, your peers, or the general public. Each one of these is important in its own right. It is also critical to realize that recognition can do much more than just stroke your own ego. Recognition for the job you perform as a golf course superintendent can lead to better job stability for you, quicker advancement and also make the golf course industry as a whole better viewed by those outside the golfing world.

How does one obtain recognition? The answer is not difficult, but it can vary depending on the person. There is no right or wrong answer.

Some superintendents have received

Recognition: Go For It!

PRESIDENT'S MESSAGE



Darren Davis
President
FGCSA



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FOREWORDS

rave reviews for hosting a major tournament or for being employed at a high profile club. This type of high-pressure job is certainly not for everyone but there are other options. You could get involved in the Audubon Cooperative Sanctuary Program (ACSP) for golf courses or the ACSP for schools administered by Audubon International. One could also volunteer and become active in a local, state or national golf course superintendents association.

If writing is your forte, you could pen an article for your club newsletter, a trade journal or even a non-golf-related publication. Public speaking is also a quick way to tell your story to others. Telling your story can also be in the form of a press release written by you and submitted to the local paper, a trade journal or any print media that will publish this type of information. Applying for an Environmental Steward Award presented by the

...recognition of your talents by others is not just for your ego but instead it helps the golf course superintendent profession as a whole.

GCSAA, or for that matter any contest that can showcase your talents or the efforts made at your facility is another great idea.

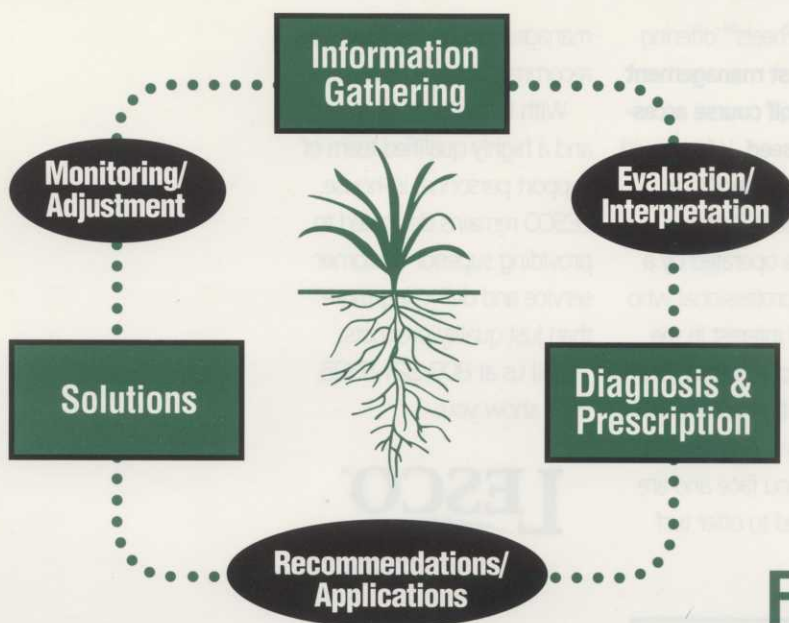
Are you talented on the computer?

Well, how about creating a web page for your club or something related to the profession? One could also get behind a valid cause and assist in a letter-writing campaign or a lobbying effort to persuade a government agency for the benefit of your club and others in the turf industry. Amazingly, recognition can also come from something as simple as inviting your peers or others to your golf course or traveling to see another course.

I could go on and on, but I hope that you now have a better understanding of the multitude of avenues that one could pursue for recognition. Quite simply, recognition is not hard to obtain but like anything worthwhile in life, you must put forth an effort. One must also be willing to come out of their own shell and realize that recognition of your talents by others is not just for your ego but instead it helps the golf course superintendent profession as a whole.

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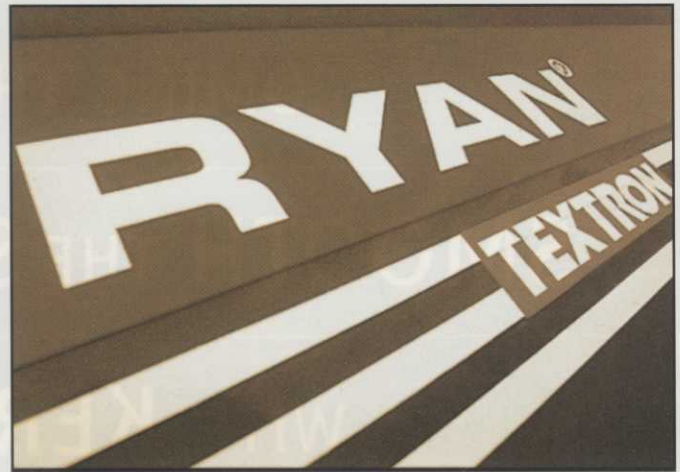
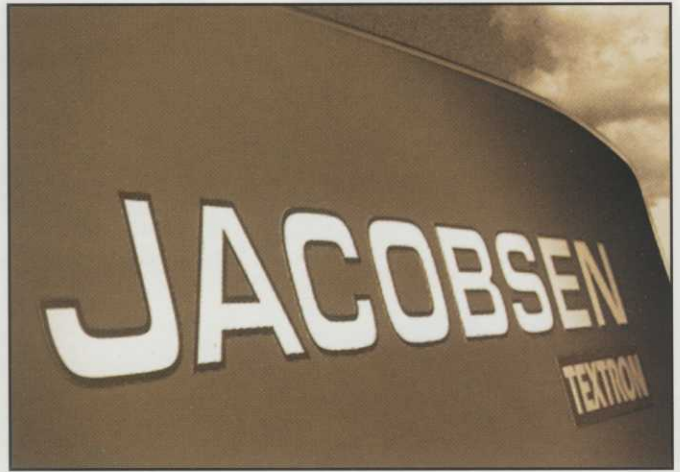
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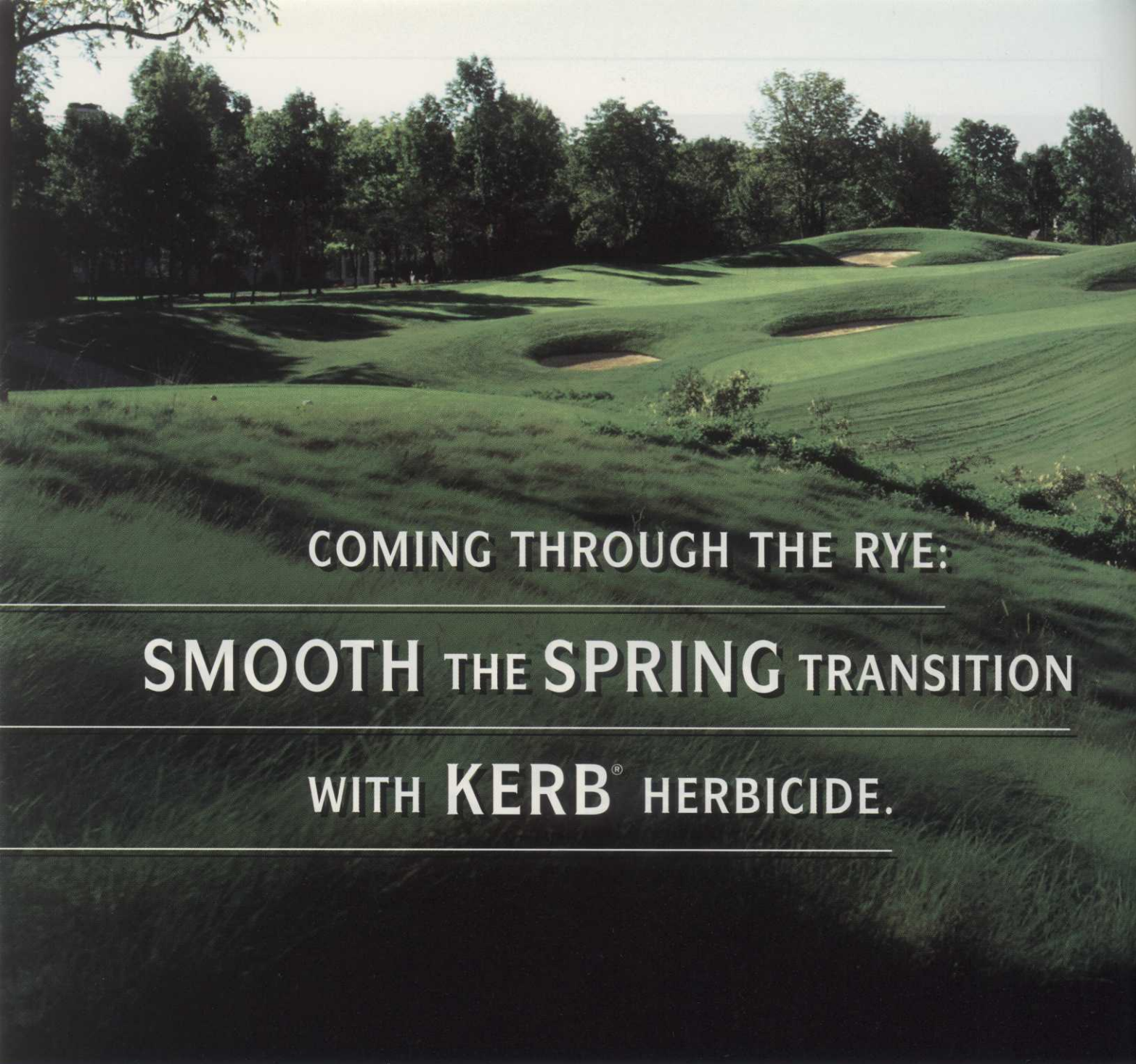
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GCSAA INTERNATIONAL CONFERENCE AND SHOW: A PERSONAL PERSPECTIVE

'It Was Big But It Wasn't Always Easy!'

GCSAA Great But Bourbon Street Highly Overrated

BY JOEL JACKSON, CGCS

The experience was big but it wasn't always easy! I'm not hard to get along with, but this ranks as one of my worst trips to our national conference. It had nothing to do with GCSAA. In fact, the time spent at the Convention Center was the best part of my trip to New Orleans.

I was looking forward to jambalaya and crawfish pie me oh my oh, and I did manage to satisfy my culinary curiosity somewhat, but the rest of my interaction with N'awlins left me wanting. In defense of the chamber of commerce and all the jazz musicians and oyster shuckers that didn't get a chance to entertain or serve me, I didn't have much time to sightsee or take guided tours to the historic and colorful places that help define New Orleans history.

Maybe it was the stench of curbside garbage on Bourbon Street. Taking a walk down Bourbon Street was like dumpster diving for leftovers. I guess my Disney days are showing. Bourbon Street is highly overrated unless you want to go to a fraternity party that never stops. After a

couple of hours I was ready for Harrah's Casino, but I never really made it to the slots or blackjack tables. I did donate \$1 to the one-armed bandits while cutting through the casino on the way to the convention center.

Or maybe it was the derelicts sleeping under cars and doorways. Nor did it help set the mood when one of the colorful street people came into the restaurant where I was having breakfast. He traded in his beer can for a cup of coffee and then proceeded to curse at three superintendents from Minnesota for causing the ills of the world. I had to signal the hostess standing

...maybe it was the derelicts sleeping under cars and doorways. Nor did it help set the mood when one of the colorful street people came into the restaurant where I was having breakfast. He traded in his beer can for a cup of coffee and then proceeded to curse at three superintendents from Minnesota for causing the ills of the world.

right behind the guy and ask her if she thought this was good customer relations!

I think the real problem was trying to get to and from New Orleans. Evidently, the best way is by riverboat from Natchez or by car from Florida, because the airlines haven't got it figured out yet. Citing mechanical problems, Delta Comair let us enjoy Orlando airport's passenger waiting area for a couple of extra hours that we might have missed. Hey, take all the time you need fixing the plane.

Normally, the major hotels run complimentary shuttle busses to and from the airport. That works in New Orleans if you want to go to Kenner, the suburb surrounding the airport. Otherwise, the shuttles all have to have a \$30,000 taxi stamp to cross into other jurisdictions. Taxi cabs and airport shuttle vans, which are really big taxis, were the



Leo Feser Award to Blanchard

During the opening ceremonies of the GCSAA Conference and Show in New Orleans, Mike Blanchard, GCS Tampa Palms G&CC (right) received GCSAA's Leo Feser Award from GCSAA President Dave Fearis, CGCS for his March 1999 article, "The Bosnian Connection" in Golf Course Management Magazine. Photo by Joel Jackson.