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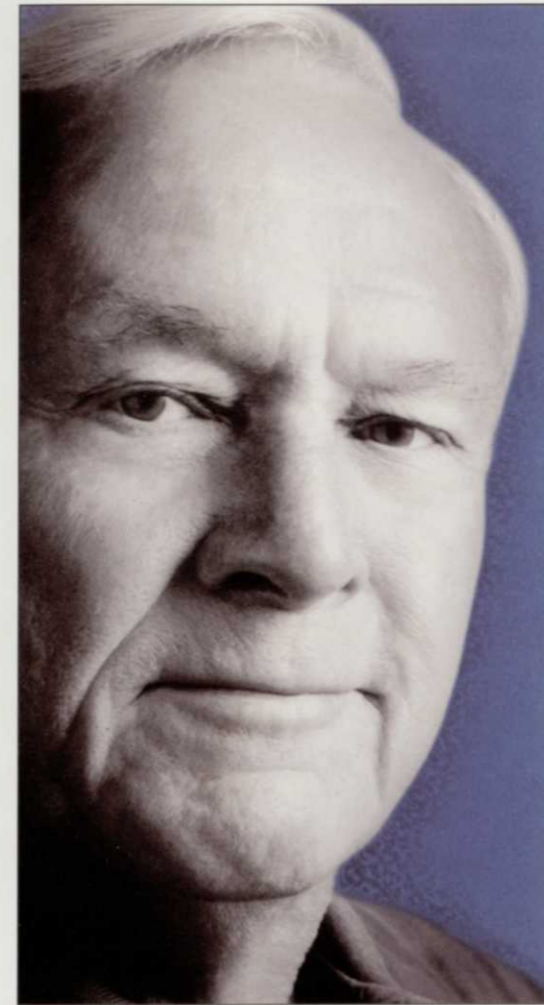
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Officers

President Darren Davis
 Olde Florida Golf Club
 9393 Vanderbilt Beach Rd.
 Naples, FL 34120
 (941) 353-4441

Vice President Cary Lewis, CGCS
 Renaissance Vinoy Resort
 600 Snell Isle Blvd
 St. Petersburg, FL 33704
 (727) 894-5500

Secretary/Treasurer Geoff Coggan, CGCS
 The Great Outdoors Resort
 135 Plantation Drive
 Titusville, FL 32780
 (321) 269-5004

Past President Michael Perham, CGCS
 Fountains Golf Club
 4615 E. Fountains Drive
 Lake Worth, FL 33467
 (561) 642-2724

Directors

Calusa Mike Mongoven, CGCS
 Ft. Myers CC
 (941) 278-7261

Central Florida Brett Harris
 Lake Nona CC
 (407) 826-5362

Coastal Plains Doug Abbuhl
 Seminole GC
 (850) 576-7975

Everglades Gary Grigg, CGCS
 Royal Poinciana GC
 (941) 261-0211

North Florida Ed Neumann
 Keystone G&CC
 (352) 473-0089

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 (863) 482-5000

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 (305) 433-1725

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 (941) 776-2364

Treasure Coast Craig Weyandt
 The Yacht & Country Club
 (561) 283-0199

West Coast Eric Joy
 Wentworth GC
 (727) 938-6435

Staff

Association Manager Marie Roberts
 1760 NW Pine Lake Dr.
 Stuart, FL 34994
 Phone: Days (561) 692-9349
 (800) 732-6053 (Florida WATS)
 (561) 692-9654 (Fax)
 fgcsa@tcol.net (Email)



Gator at Plantation Inn G.C.
 Photo by Daniel Zelazek

WINTER 2000

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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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Editor Joel Jackson, CGCS
 FGCSA Director of Communications
 Address Florida Green business to:
 6780 Tamarind Circle
 Orlando, FL 32819
 (407) 248-1971 Florida Green voice/fax
 E-mail address: FLGrn@aol.com

Assistant Editor Scott Bell
 Red Stick GC
 P.O. Box 700107
 Wabasso, FL 32970
 (561) 564-7206
 (561) 564-7207 Fax

Publications Chairman Cary Lewis, CGCS
 Renaissance Vinoy Resort
 600 Snell Isle Blvd
 St. Petersburg, FL 33704
 (813) 894-5500
 (727) 823-6397 Fax
 Email: CLEWIS7711@juno.com

Business Manager Michael Perham, CGCS
 Fountains Golf Club
 4615 E. Fountains Drive
 Lake Worth, FL 33467
 (561) 642-2724
 (561) 642-5785 Fax

Editor Emeritus Dan Jones, CGCS
 West Palm Beach

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EDITORIAL: All inquiries should be directed to the editor, Joel Jackson, CGCS. Unsolicited manuscripts and photographs cannot be returned.

Contributors to this issue

Cover Story Principal Photographer: Daniel Zelazek

Cover Story Writer and Supplemental Photographer: Joel Jackson, CGCS

Spotlight: Geoff Coggan, CGCS; Bob Klitz, CGCS; Cary Lewis, CGCS; Joe Ondo, CGCS; Joel Jackson, CGCS, coordinator

Hands On: Mike Hamilton, CGCS; Dr. Debrah Beck; Matt Nelson; Joel Jackson, CGCS, coordinator

Professional Development: David Court, CGCS

Industry News: Dr. John Cisar; Joel Jackson, CGCS

Official Business: Dr. Kenneth Chilton

Stewardship: George McBath; Audubon International

Afterwords: Rob Kloska; Randy Korf; Mark Jarrell, CGCS; Joel Jackson, CGCS;

Proofreader: Scott Bell

Production

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Publication Manager Larry Kieffer

311 Havendale Blvd. #300 • P.O. Box 336 • Auburndale, FL 33823
 863-967-1385 • Fax 419-821-8746 • E-mail: janlarkcom@aol.com

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Advertising Information

The Florida Green welcomes advertising inquiries to:

Marie Roberts, Association Manager

1760 NW Pine Lake Drive

Stuart, FL 34994

561-692-9349

800-732-6053 Florida WATS

As we enter the new millennium, it seems an appropriate time to talk about technology, and computers in particular.

Y2K does not mark the beginning of the computer craze. However, it should make you aware that computers are here to stay and our dependence on them will undoubtedly continue to grow. If you have been hesitant to become more computer

savvy, maybe the tremendous hype about Y2K will provide the incentive to expand your skills.

For many golf course superintendents, using a word-processing program or spreadsheet on a computer has become an integral part of the job, but are you using your PC to log on to the Internet or communicate by E-mail? If your answer is no, more

than likely you will be very soon. If you do not, you might find yourself being left behind by a younger, more technologically advanced society.

Am I being melodramatic? I don't think so. If you need proof just look into the classroom at your local school or ask your children. Computers are being taught in school. They have become a required part of today's curriculum beginning as early as elementary school.

It is not just the younger generation that is becoming proficient with computers. My parents who are both retired from non-computer-oriented fields "surf the web" on a regular basis. They use their home PC to track their investments, communicate by E-mail, shop on line, plan their next vacation and even plan the nightly meal. Like many others, their PC has become a part of their everyday life.

If you do not (regularly log onto the Internet and communicate by e-mail), you might find yourself being left behind by a younger, more technologically advanced society.

People have balked at the thought of computers becoming an essential part of everyday life. Many moviegoers may feel Hollywood is being overly dramatic with the rash of high tech, futuristic movies that have been released in the last couple of years. Some of the flicks may surpass what most adults will see in their lifetime, but the films may not be as farfetched as you think. The bottom line is that understanding technology is just not an option anymore. It is quickly becoming a necessity and you should ask yourself, "Am I ready?"

Another question you might ask yourself is, has the phrase, "you've got mail," become common in your daily life? It should be. In fact, according to a recent study, one quarter of the U.S. adult population uses E-mail every day! Seem like a lot of people? Well, the same study found that approximately 64.2 million U.S. adults (32.5 percent of the adult population) currently use the Internet regularly. The computer is rapidly replacing many everyday tasks.

One example is the routine phone call. Many of these communications do not require person-to-person contact and the computer is allowing us to relay information more efficiently with electronic mail. The time we often spend waiting on hold or playing phone tag can now be avoided by sending or responding via E-mail.

It's A PC World!

PRESIDENT'S MESSAGE



Darren Davis
President
FGCSA

Computers are as popular as many home appliances and they are here to stay. According to one study, home infiltration of the PC has nearly doubled from 29 percent in 1995 to 54 percent in 1999. The study goes on to say that, "The increase in PC ownership is due, in large part, to first-time PC purchases." It adds that over the last two years, the largest gains in home PC purchases has been among low- to middle-income households as well as households with children.

The price tag on a computer should not be an excuse for waiting on a purchase. Prices are now affordable for most everyone and there are also other options available such as leasing. Some

people feel that with technology advancing as rapidly as it has been, leasing may be the smarter avenue to take.

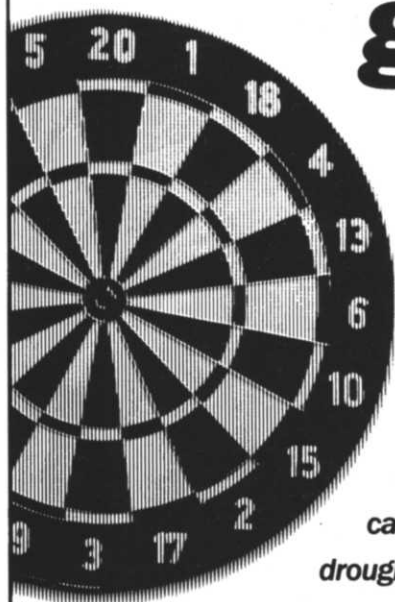
Computers are becoming common in our turf management facilities. They are used for word processing, controlling our irrigation systems, tracking inventory and even our equipment managers are utilizing software to track preventive maintenance on our equipment. The days of "old-style green-keeping" are rapidly disappearing in most areas and are being replaced with more advanced technology and higher demands among golfers.

The use of computers by golf course superintendents will increase rapidly in the future.

While personal communication is still vital, E-mail is quickly become a mainstream method of communication. Web sites are also becoming everyday tools for many professionals in our industry. Web sites serve as a valuable public relations tool that allows our associations to spread the good word to the general public about the benefit of a golf course and the professional golf course superintendent. If you have not already perused the GCSAA web site (www.GCSAA.org), I urge you to do so and look for the FGCSA web site (www.FloridaGCSA.com) coming on line in the very near future!

Happy New Year and see you on line!

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Dale Kuehner Gets FGCSA Distinguished Service Award

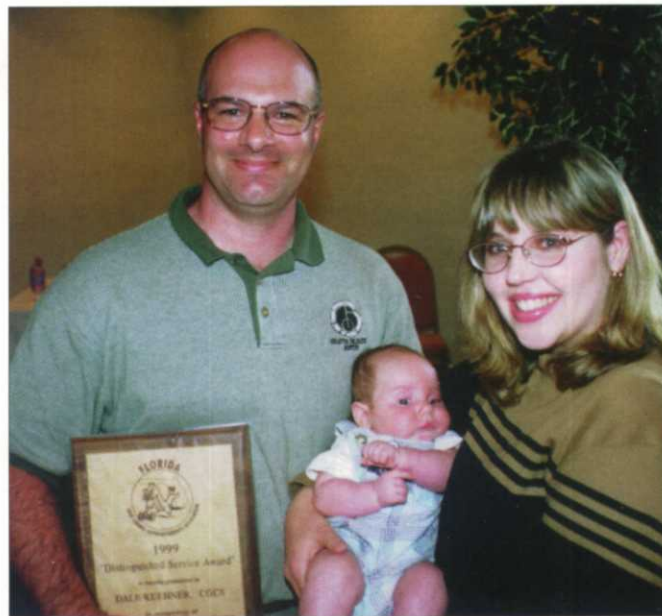
Dale Kuehner, CGCS accepted the 1999 FGCSA Distinguished Service Award at a ceremony held at his own Colony West Country Club Oct. 8. Members of the South Florida GCSA and other FGCSA members were in attendance participating in the SFGCSA's Benefit for Children tournament held annually at Colony West.

This event provided the perfect opportunity for the FGCSA and the South Florida chapter to show its appreciation for all the extra efforts Kuehner has contributed to our associations. He had the opportunity to offer a sincere and emotional acceptance speech at his club, with his family, friends and co-workers present.

Ten years ago Kuehner was invited to join the SFGCSA board of directors. His first illustrious position was the shirt salesman for the SFGCSA chapter. The shirt salesman board appointment is a testing position where the current board members evaluate the patience, perseverance and abilities of the board rookies as they drag the 80-pound shirt boxes from meeting site to meeting site, often selling only one shirt per month. The board members figure that if the new inductee doesn't carp and complain during this 12 months of torture, they just might be able to serve a more valuable role in the future.

After Kuehner's dazzling performance as a shirt salesman (six shirts in six months), he advanced through the SFGCSA board positions of chairman of meeting sites, education, etc. Ray Hansen was president of the SFGCSA about this time and was also serving on the Florida GCSA board. He asked Kuehner to assume the role of external vice president for South Florida. When Dale started attending the state board meetings he quickly became involved in many of the FGCSA committees including research, certification and the biannual membership budget survey.

As Dale expressed his desire to continue his volunteer service in our association, Mark Jarrell, CGCS and Kevin Downing, CGCS asked Dale to serve as FGCSA secretary/treasurer in 1994. Each year the immediate past president is in charge of the nominating committee and consults with current



Dale Kuehner's pride in being named winner of the 1999 FGCSA Distinguished Service Award is surpassed only by the birth of his son Ian. Dale's wife Cindy and Ian were on hand to watch Dale receive the award at the South Florida Missing & Exploited Children's Tournament. Photo by Steve Pearson.

board members and other past presidents to discuss potential candidates from the external vice presidents who appear to be the most active and productive.

Also during this time, Ray Hansen was serving as the Florida voting delegate to the GCSAA and had indicated he would like to step down from this role. Kuehner stepped forward and volunteered to represent the FGCSA at the national level. He is one of the few individuals who has attended all seven of the GCSAA chapter delegates meetings now held annually in September at headquarters in Lawrence, Kan.

Now with exposure to national issues and activities Dale became involved in GCSAA committee service. He is currently serving on the membership standards resource group and the professional development initiative. The responsibilities for these committees include four visits to Kansas each year, and a requirement to become very familiar with all the material sent by GCSAA

Dale's Supporters and Mentors

Merl Smith: Toro representative in Pittsburgh. Helped Dale with many technical problems when he worked up North. Taught Dale about turf diseases and convinced him to attend Penn State. Introduced Dale to Tom Fox, golf course superintendent.

Tom Fox: Golf course superintendent. Also pushed Dale into Penn State. Convinced Dale to take his career seriously, and involved Dale in all aspects of golf course maintenance.

Edward Rack: Dale's grandfather. Owned Seven Springs C.C. in Elizabeth, Pa. During Dale's early years (18-24), he would argue with his grandfather about wanting to do things his way. Now Dale realizes grandfather was usually correct most of the time.

Dr. Joe Duich: Penn State University. Convinced Dale to work with his family and not strike out on his own. Dale's patience paid off when the family purchases Colony West.

Ray Hansen and Paul Crawford: Assisted Dale in his development through his roles in the SFGCSA, FGCSA and GCSAA.




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1. This will force them to meet other superintendents and develop relationships.
2. The interactions with other superintendents will be a tremendous learning experience in picking up many tips, ideas and problem solutions.
3. Association responsibilities will force you to grow and develop in many areas, particularly in public speaking and running meetings.
4. Get the big picture of the industry. There's more to it than growing turf on the greens.
5. Develop a support group of peers you can turn to for turf problems, vendor information or job search support if you lose your position.
6. No matter how good you think you are, sometime you will need to turn to someone for support or advice.
7. Our associations need volunteers. Many have done it before you. Now it's your turn!

so you can provide input and make comments and adjustments to the program. Kuehner's service to our

association and to the industry has been supported by his wife Cindy, his family and his assistant superinten-

dent, Gary Chaney. Kuehner's commitments result in many days away from the property and his family, including his six-month-old son, Ian. What motivates him to continue to be so involved, even after 10 years of dedicated service?

At the local, state and national levels, the driving force for Kuehner appears to be the camaraderie and support he receives from his fellow superintendents. He once referred to the "good old days" when the South Florida board consisted of Ron Wright, CGCS (now in Mobile, Ala.), Mark Richard, CGCS (now in Ft. Walton Beach), Al Ross, CGCS, Bill McKee, Steve Kuhn, Ed Miller, Bill Entwhistle, Jr., Joe Panteleo, Jim Lindsay, CGCS

(now in South Carolina), Kelly Cragin, and yours truly.

During our board meetings or over dinner after a monthly chapter meeting, the secrets of growing quality turfgrass, the challenges of balancing careers and families, and the current events of the month were discussed with laughter and understanding that can only be shared by those who have a common career.

Fast forward to last October. Kuehner was overwhelmed and shocked when he was presented the Distinguished Service Award. He felt that the DSA was reserved for people at the end of their careers.

With only 10 years of board service to date, Kuehner is hoping to

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