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Olde Hickory Superintendent John Stach enjoys offshore spear fishing. Photo provided by John Stach.

In Case You Didn't Know...

Here are some things you might not know about our cover story superintendent.

1. **Car:** 2000 Dodge Quad Cab. I'd like to own an Impala SS.
2. **Last good movie I saw:** American Pie
3. **I stay home to watch:** Gator football
4. **I've been reading:** Turf trade magazines
5. **Favorite meal:** Steak and lobster with baked potato and green beans.
6. **Favorite performers:** Jimmy Buffet, The Eagles, Alabama
7. **Prized possession:** My boat
8. **Personal heroes:** Everyone who gave their life for our country. There are a lot of heroes who were never spoken for.
9. **Nobody knows that I:** Had a hard time in college
10. **I'm better than anyone else when it comes to:** Getting along with anyone
11. **If I could do it over:** I would have tried harder in grade school and worked toward better grades.
12. **I'd give anything to meet:** Jacques Cousteau
13. **My fantasy is:** To scuba dive The Great Barrier Reef of Australia
14. **The one thing I can't stand:** A member will ask me something about the course and I don't know what they're referring to
15. **If I could change one thing about myself:** I'd like to be more organized
16. **The words that best describe me:** One of those people who make the most out of anything.

I always treat every member's inquiry, idea or concern with respect. I acknowledge what they have to say and try to give a positive response in every case. Ideas that merit further discussion are passed along to the Greens Committee...

tion or verticutting coming up, we can alert residents to keep their windows closed to prevent any blowing dust from getting in their homes. The close proximity of the homes does create some challenges and we have to keep an eye out for sprinkler heads getting out of adjustment, especially on windy days."

All in all, Stach says the members are very supportive and respectful of his efforts to achieve 100 percent member satisfaction. He says the key to gaining that respect is practicing good communication and being visible.

"I always treat every member's inquiry, idea or concern with respect. I acknowledge what they have to say and try to give a positive response in every case. Ideas that merit further discussion are passed along to the Greens Committee, especially if it is something that is not in the current budget.

"Other times I have to explain why a particular suggestion doesn't fit into the programs we have adopted for a variety of reasons. In any case, I think it's best to be visible and answer questions directly and not hide in the office."

To accommodate the nearly one thousand resident golfing members in the winter season, Stach and his crew start work at 6 a.m. on most days, but will adjust to 5 a.m. for early-morning shot-

gun tournaments.

"Because pace of play is so critical and can be an issue," he said, "we have No. 1 and No. 10 tee times for our normal daily operation. It means we have to prepare both nines simultaneously in the morning, but we have found and convinced the members that we can put out more golfers by using the crossover tee times. It helps remind the golfers they have to make the turn on time."

Stach and his staff have also made some modifications to the course to help in the pace of play. They created a bailout area to the right of the 220-yard, par-three 8th hole. Rated as one of the toughest par 3s in the area, players face water on the left and woods on the right. Installation of bulkheading and a sandy waste area created a natural "catcher's mitt" to help avoid prolonged searches in the woods for errant shots.

On other holes, low-lying turf areas along the homeowners' lots and unmowable outer roughs of the course

that held water had become mosquito breeding ponds. They have been drained and mulched with pine straw to create accessible natural areas. The areas still serve their original intent of surface drainage, but now the water percolates into a drain pipe and sump and is pumped into a nearby lake.

Golfers can find their balls and play moves along more easily.

One of the reasons Stach can devote a lot of time to member satisfaction, communication and inspecting course conditions is his partnership with his assistant superintendent Matt Nieder.

Nieder actually graduated from Lake City two years before Stach. After an internship overseas on a grow-in of a course in Turkey and a year-and-a-half tour as an assistant superintendent at the Cypress Greens GC in Sun City Center, Nieder was lured away to work as an area manager for Smallwood Landscaping in Naples.

He spent five years with Smallwood

The adage that there is never a dumb question is absolutely true. You are in a learning mode. Never be afraid to ask questions. Also, be open-minded to all options that come your way.



Matt Nieder
assistant
superintendent

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Another view of the short par 4, 10th hole showing how golf courses provide diverse "edge" habitats by combining open spaces, native grass areas and deep woods. Photo by Daniel Zelazek

rising to the rank of operations manager in charge of all field operations. With his golf course background calling, he learned of the assistant opening at Olde Hickory a year ago and took the job.

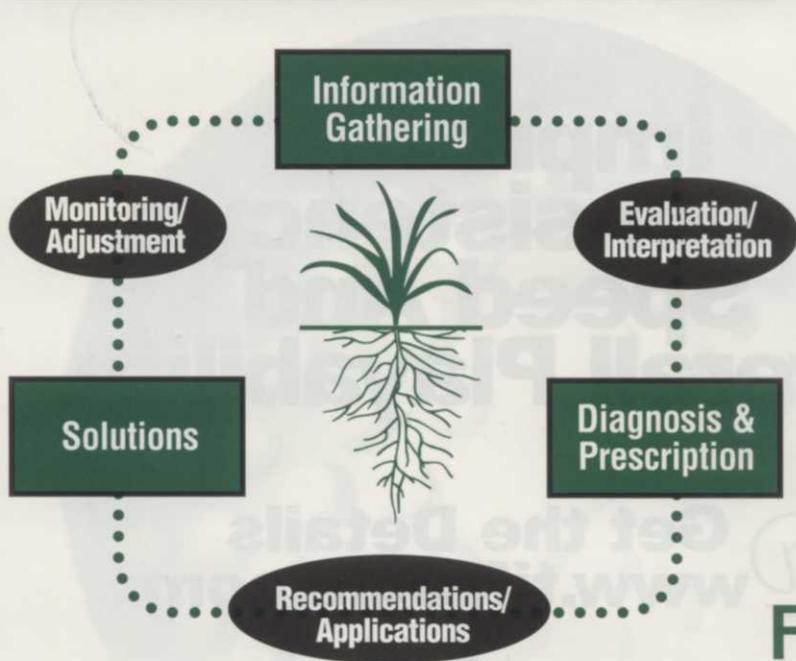
Nieder has no regrets about leaving the golf course work to learn more about landscaping. In fact he feels it has helped sweeten his resume when it comes time to look for his own superintendent position.

"In Turkey, it was amazing what we had to work with," Nieder recalls. "It was very hard to have a consistent turf management program because fertilizers and chemicals were hard to come by. We had a soil pH around 8 and no sulfur to apply to mitigate the alkalinity. While it was difficult, it was also beautiful country. It looked a lot like the foothills of Colorado with mountains, woods, and streams with trout."

Since it was obvious that Nieder is Stach's right-hand man, I asked what advice he had for assistants working their way up the ladder.

The Floratine Approach

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- Accumulation of comprehensive, site specific information from laboratory analysis, physical examination, and client dialogue.
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1200 This rugged, economical performer utilizes a manual spray control system with levers to control boom spray on/off and a dial for flow rate adjustment. Includes the Spray Pro system.

1250 The value-added 1250 incorporates an electronic spray control system with rocker switches to control boom spray on/off and flow rate adjustment. Includes the Spray Pro system.

MULTI PRO® 1200 & 1250

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MULTI PRO® 1200 & 1250

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KEY FEATURES The ergonomically designed cockpit includes fingertip controls and a foot-controlled master on-off switch. The rugged design features four wheel brakes, a new CVT automatic-type transmission with three forward speed ranges and reverse, and a dependable Kohler® 20 hp engine. Both the Multi Pro 1200 and 1250 work well with a broad range of nozzle sizes for application of any rate at virtually any speed. A convenient, electro-magnetic, accelerator locking device allows for easy use in areas requiring hand-gun spraying.



PRECISE APPLICATION EASE OF USE



PRECISE APPLICATION

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EASE OF USE The innovative Spray Pro system not only increases precision, it also minimizes reliance on operator expertise. Slow down and the flow rate slows proportionately. Speed up and the rate automatically increases. It's that easy — even for inexperienced operators.



ACCESSORIES to make you even more effective.

ENCLOSED BOOM



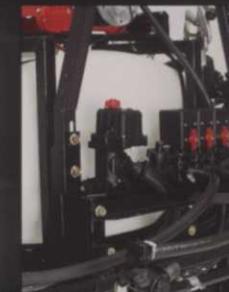
STANDARD BOOM



SONIC BOOM LIFT KIT



BOOMLESS



RELIABLE PERFORMANCE OPERATOR FRIENDLY



MULTI PRO® 1200 & 1250

RELIABLE PERFORMANCE The Multi Pro 1200 and 1250 are built for years of reliable service. The enhanced plumbing system features o-ring fittings and a reliable dual-diaphragm pump for continuous leak-free performance. The system even resists damage if applicant runs dry while spraying.



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- Enclosed walk-behind boom
- Spray gun kit



MULTI PRO® 1200 & 1250 SPECIFICATIONS

MULTI PRO® 1200 (model 41107) & MULTI PRO® 1250 (model 41106)

Vehicle	4-wheel, rear wheel drive, front steer, single operator turf sprayer.				
Engine	20 hp Kohler® V-Twin horizontal shafts governed to 3,350 rpm, w/30 amp alternator, accel. pump carburetor.				
Battery	12 volt with 370 cold cranking amps @ 0°F (-18°C).				
Fuel Capacity	6 gallon (23 liter).				
Front Suspension	Fully independent rubber torsion swing arm.				
Rear Suspension	Rigid.				
Steering	Hydraulic power, center pivot linkage, 60° turning angle 96" (2.4 m) inside turning radius.				
Tires	Front: (2) 18 x 9.5-8 slick. Rear: (2) 24 x 13-12 Multi-Trac.				
Brakes	4-wheel hydraulic drum type with dual chamber master cylinder.				
Lights	Twin halogen headlights.				
Transmission	Integrated transaxle with 3 forward speed ranges and reverse.				
Ground Speed	1st speed range: 0-3.1 mph (0-4.9 km/h). 2nd speed range: 0-5.0 mph (0-8 km/h). 3rd speed range: 0-11.0 mph (0-17.6 km/h).				
Clutch	Centrifugally engaged variable belt drive (CVT).				
Spray Booms (optional)	Choice of 18.5', 3-section open boom or enclosed boom system. Open boom breaks away fore and aft. Raise vertically or cross for storage and transportation. Optional electric boom lift and sonic boom system adjusts boom height to any angle.				
Spray Nozzles	Color coded, stainless steel, quick disconnect with diaphragm check valves, drift reduction mounted on triple nozzle bodies.				
Sprayer Tank	160 gallon (605 liter) polyethylene tank, inductive agitation. Low profile w/large 7 gallon (27 liter) deep sump. Translucent w/fill level gauge.				
Spray Pump	Dual diaphragm pump, proportional ground speed control system. 30 gallon (11.4 liter) per minute output. Capacity range up to 250 (15 bar) psi max.				
Spray Controls	Electronic switches on Multi Pro 1250. Manual levers and dial on Multi Pro 1200.				
Spray Monitor	Spray Pro™ system, multi-function with liquid crystal display. Back lit for late evening/early morning operation.				
Base Weight	Base unit 1,575 lbs. (715 kg)	With standard spray system and operator dry 2,875 lbs. (1,305 kg) full 3,100 lbs. (1409 kg)	Maximum Gross Vehicle Weight 3,500 lbs. (1,589 kg)		
Measurements (with spray system)	Overall Width 56" (142 cm)	Overall Length 120" (305 cm) w/spray system	Height 43" (109 cm)	Ground Clearance 4.5" (11.4 cm)	Wheelbase 62" (157 cm)
Warranty	Two year limited warranty, refer to operator's manual for details.				
Certification	This product complies with ANSI 56.8 specifications.				

Products depicted in this brochure are for demonstration purposes only. Actual products offered for sale may vary.

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The view of hole #13 from the tee area shows the benefits of the low density development at Olde Hickory. The residential areas at Olde Hickory border the course on one side and provide panoramic views of the course and the native landscape while not being intrusive. Photo by Daniel Zelazek.

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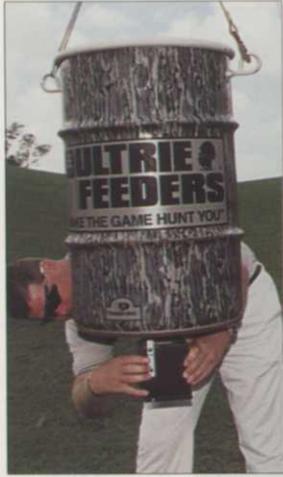
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Clockwise from upper left: Moultrie turkey feeder behind 11th green; flock of white ibis forages wetland; digital images document course conditions; another variation on traffic control; highly visible, color-coded yardage markers; bat box donated and installed by local resident. Photos by Joel Jackson

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The Olde Hickory clubhouse overlooks the green on the par 5, 589 yard finishing hole. Architect Ron Garl flanked the green with angled railroad ties for a different look. Photo by Daniel Zelazek.

...not every inch of the golf course had to be manicured, potted and pruned to be beautiful... And (the members) have come to appreciate the... wildlife that shares the community because of the abundant natural areas.

“The adage that there is never a dumb question is absolutely true,” he said. “You are in a learning mode. Never be afraid to ask questions. Also, be open-minded to all options that come your way. I had to overcome the fear factor that if I got out of the golf business, it would be hard to get back in. My tenure with Smallwood only enhanced my value as a manager with a broader range of experience and knowledge.”

Privately Stach told me that he delegates as much as he can to Nieder.

“There are a lot of ways to achieve the goals of a maintenance program. I believe in setting the goals and then letting Matt make the necessary decisions to achieve them rather than telling him what to do. That way he can learn more for himself and test his abilities with me there for guidance.”

Whatever the chemistry formula is, it must be working. Stach says most of the crew has been there since the course opened and he says the members have even made it a point to tell him how they always see the crew working instead of sitting around in a bull session when the boss isn't around. In turn, the members donate to a Christmas fund for distribution to the staff. The club hosts an annual Christmas party for the employees and one of the members dresses up as Santa Claus and passes out gifts to the children. Stach also has several crew lunches throughout the year as a thank you for their consistent and loyal service.

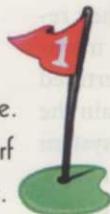
Olde Hickory is perhaps one of the best examples of the blending of inevitable growth and development while still maintaining a strong link to the old native Florida wilderness.

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Getting the Word Heard:

Marketing PDI to Employers

Editor's note: This is the third in a series of articles from GCSAA concerning the Professional Development Initiative. The GCSAA Board has reviewed all the input from the Member Services Resource Group, the GCSAA delegates meeting and the membership at large. Contrary to the vocal minority, it appears that the PDI will go up for a vote in February in Dallas. In answer to how would PDI be marketed to employers GCSAA has provided the following article for chapter publications.

The first step in any marketing program is to create the identity that you want to promote to a specific audience. Our audience is employers and influential golfers. PDI creates the identity of educated, knowledgeable and competent superintendents, which can then be promoted.

A "Yes" Vote

If the vote at the annual meeting and election supports PDI, the next step will be the execution of a multi-faceted marketing campaign during the next several years. Communicating the benefits and value of PDI is a long-term process that involves the joint efforts of the association and its members.

A Rewarding Goal

Our goal in communicating the benefits of PDI to employers is to have employers acknowledge the value they receive from employing a general member, a Class "A" member and a certified member. We do not plan to explain the intricacies of the classification system but focus instead on the results this system will provide. Consequently, employers will recognize and reward their su-

perintendents for the competitive edge that they bring to their golf course operations and golfers will enjoy the results of superintendents' work — a superb golf experience.

GCSAA Marketing Strategy

The association will use external and internal communication methods to position the benefits of certified, class "A" and general superintendents to employers and other audiences.

We will continue to use national media, such as television and magazines, to promote the superintendents' role and value in managing golf courses. Our national public relations efforts have been laying the groundwork for this initiative during the past several years, positioning the superintendent as key to golfers' enjoyment of the game, and consequently having a direct impact on the golf course's economic success.

To effectively reach employers, GCSAA will target the publications they read and the Web sites they access. We will send press releases and articles to golf trade and consumer publications and Web sites about PDI's approval, and what it means to the business of golf, the

golfer and the employer. In addition, we will work with our allied associations to get the message out through their publications, such as NGCOA's *Golf Business*, CMAA's *Club Management*, the NGF's *Golf Market Today*, their Web sites and in other appropriate venues.

GCSAA also uses many publications and materials today to market the golf course management profession. We will continue to use those vehicles. Information will be placed in *Course Management*, *Leader Board* and on our Web site. Other resources that support the profession, such as standard job descriptions, information on certification, the benefits of joining the association and materials that employers use in hiring superintendents, will include information on the competencies of superintendents. In other words, the message that PDI allows us to develop about the superintendent profession will become a standard business practice for GCSAA materials and resources.

Members' Marketing Responsibility

Members have the opportunity to prove and communicate the benefits of PDI to their employers. Demonstrating effective management of the golf course is perhaps the most important validation of competence. Discussing with your employer your commitment to continuing education, achievement of proficiency and, if certified, use of the Professional Development Resource (PDR) is strong support during your annual performance review.

GCSAA will also provide you with the resources to help you communicate the value of PDI to your employer. We will develop a package of information in an easy-to-understand format, with suggestions on how you can present the specific benefits of PDI to your employer on a continuing basis.

A "No" Vote

If the vote does not support PDI, an identity around the commitment of golf course superintendents to competency-based education and professional development will be created and promoted to employers.