



President David Court, CGCS
 Boca Lago Country Club
 8665 Juego Way
 Boca Raton, FL 33433
 (561) 482-5017

Vice President Greg Pheneger
 Johns Island Club
 115 Silver Moss Dr.
 Vero Beach, FL 32963
 (772) 231-1700

Secretary/Treasurer Joe Pantaleo
 Indian Creek C.C.
 52 Indian Creek Drive
 Indian Creek, FL 33154
 (305) 866-7224

Past President Geoff Coggan, CGCS, MG
 The Great Outdoors Resort
 135 Plantation Drive
 Titusville, FL 32780
 (321) 269-5004

Directors

Calusa Roger Taylor
 Kingsway CC
 (941) 625-1870

Central Florida John Lammrish
 LPGA International
 (386) 274-5963

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

Everglades Darren Davis
 Olde Florida GC
 (239) 353-4441

North Florida Clayton Estes
 San Jose CC
 904-733-3464

Palm Beach Mark Henderson
 Gulfstream GC
 (561) 278-3993

Ridge Jeff Brown
 Lake Region Y&CC
 (863) 324-4578

Seven Rivers Buddy Keene
 Gainesville G&CC
 (352) 376-8174

South Florida Joe Pantaleo
 Indian Creek CC
 (305) 866-7224

Sun Coast Michael McCulloch
 Jacaranda West CC
 (941) 497-1534

Treasure Coast Ralph Dain
 Sailfish Point GC
 (772) 225-1200

West Coast Chris Ansley
 Heritage Isles
 (813) 469-9932

Staff

Association Manager Marie Roberts
 1760 NW Pine Lake Dr.
 Stuart, FL 34994
 Phone: Days (772) 692-9349
 (800) 732-6053 (Florida
 WATS)
 (772) 692-9654 (Fax)
 fgcsa123@bellsouth.net (Email)



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The Florida Green

SPRING 2003

Published four times a year:
On the 25th of January, April, July and October

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
(772) 564-7206 (561) 564-7207 Fax

Publications Chairman Greg Pheneger

Johns Island Club
115 Silver Moss Dr.
Vero Beach, FL 32963
(772) 231-1700

Business Manager Michael Perham, CGCS

Jonathan's Landing
16823 Captain Kirlle Drive
Jupiter, FL 33477
(561) 748-9799

Editor Emeritus Dan Jones, CGCS

Oviedo

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SUBSCRIPTIONS: \$20 for four issues. Contact the FGCSA office. **ADVERTISING:** For rates and information, contact the FGCSA office at 800-732-6053

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

CALL FOR ARTICLES

Hands on Topics: Share your best practices and tips for these upcoming topics. Photographs or slides are encouraged. Digital images that are 5 inches wide at 300 dpi or greater accepted.

Summer 2003 – Overseeding Trends & Poa Annua Control

Do new grass varieties mean less overseeding? What types, blends, and rates do you use for greens, tees, fairways? Have water restrictions changed your plans? When do you seed? What is your program for controlling Poa annua and volunteer seed germination? Deadline: May 15.

Fall 2003 — Fouling the Nest

How today's superintendents are coping with the age-old maintenance problems caused by golfers.

Please submit articles via email if possible. Attached articles should be saved in Microsoft Word or, if you use another word processor save it as a Text file before attaching or you may just copy and paste it into the email text box. Try to limit articles to 1500 words or less. The Florida Green pays \$100 per page and \$50 for 1-3 pictures.

Digital photos must be a minimum of 5 inches wide at 300 dpi for publication-quality reproduction.

Do not write on the back of prints. Attach a Post-it note with ID information. All slides and photographs should include identification of persons in the picture and the name of the photographer.

Contact Joel D. Jackson, editor for more information. Mail: 6780 Tamarind Circle, Orlando, FL 32819. Phone or fax: 407-248-1971. E-mail: flgrn@aol.com.

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CONTRIBUTORS TO THIS ISSUE:

Benham. Donald R Benham is director of public relations, Florida Turfgrass Association; 941-355-7679; fax 407-896-6857; rdbenham@aol.com

Court. David Court, CGCS is superintendent, Boca Lago CC; 561-482-5017; fax 561-487-9776; courtcgcs@aol.com

Davis. Darren Davis is director of golf operations, Olde Florida GC; 941-353-4441; fax 941-353-5947; darrenjuddavis@aol.com

Foy. Shelly Foy is ACSF coordinator, Florida Region, USGA Green Section; 561-546-2620; fax 561-546-4653; sfoy@usga.org

Gravina. Amy Gravina is president, Gravina, Smith & Matte Marketing and Public Relations; 239-275-5758; fax 239-275-6501; agravina@gravinasmith.com

Hartwiger. Chris Hartwiger is agronomist, Southeast Region, USGA Green Section; 205-444-5079; fax 205-444-9561; chartwiger@usga.org

Heggen. Jeff Heggen is superintendent, Hilaman Park Municipal GC; 850-891-3936; fax 850-894-8633; jhfocus@aol.com

Jackson. Joel Jackson, CGCS is director of communications, Florida Golf Course Superintendents Association; 407-248-1971; fax 407-248-1971; flgrn@aol.com

Jarrell. Mark Jarrell, CGCS is superintendent, Palm Beach National GC; 561-965-0046; fax 561-967-0459; markjarrrl@aol.com

Kieffer. Larry Kieffer is executive editor, Janlark Communications Inc.; 863-967-1385; fax 208-730-9175; publications@janlark.com

O'Brien. Pat O'Brien is director, Southeast Region, USGA Green Section; 770-229-8125; fax 770-229-5974; patobrien@usga.org

Walker. Jim Walker is superintendent, Greynolds Park Golf Course; 305-945-3425; fax 305-945-3428

Zelazek. Daniel Zelazek is a photographer based in Burlington, Conn., 860-673-9808

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Atlanta and Beyond

The 74th GCSAA Conference and Show is history but I would like to reflect on some of the highlights of the convention for those who may not have attended.

First, Florida superintendents walked away with several awards and they need to be recognized again and congratulated for their achievements.

Joe Panteleo, superintendent at Indian Creek Country Club in Miami Beach, won the GCSAA Golf Tournament with a 7-over-par, two-day total of 150. Conditions were quite cold and windy for this golf event at Hilton Head, S.C., but Joe prevailed and we're all very proud of him.

Joel Jackson, director of communications, was presented with GCSAA's Distinguished Service Award.

Joel's eloquent acceptance speech included praise toward superintendents Dan Jones and Tim Hierns and the impact that they have had on his career. He also thanked his wife Susan and daughter Jennifer, who were also in attendance, for their support. You have a wonderful family, Joel.

Darren Davis, superintendent at Olde Florida Golf Club, Naples, was awarded his second Leo Feser Award for his articles in *Golf Course Management Magazine*.

Scott Whorrall, superintendent at the Club at Mediterra in Bonita Springs, received the Environmental Leaders in Golf Award for national private clubs.

PRESIDENT'S MESSAGE



David Court, CGCSA

Again, congratulations to all of you. It's great to know that your efforts are appreciated.

Our annual FGCSA reception on Thursday evening was well attended by an estimated 600 people. A "Big Thank You" to our sponsors who continue to make this an outstanding event every year. Thanks also to Association Manager Marie Roberts and Business Manager Mike Perham. They organize the party and make sure we don't run low on food and refreshments. The 50/50 drawing for our inaugural benevolent fund got off to a great start raising just over \$3,000 for members who are in need. Keith Longshore of Lesco had the lucky ticket in the fund-raising raffle.

Keynote speakers at this year's convention had inspiring messages to lead off the convention. John Kasich former Ohio congressman's message was "With Leadership and Teamwork We Can Make a Change." He said, "We are the kind of people who are based on the way we were raised, with values that have traveled through time." Those values being honesty, integrity, persistence and accepting personal responsibility. These are ideals exemplified by the successful people in our industry today.

At the Golf General Session, Captain Al Haynes delivered his awe-inspiring keynote address. Capt. Haynes was the pilot of the United Airlines flight that lost all hydraulic systems in the air July 19, 1989. His message focused on luck, coupled with teamwork, communications, preparation, execution and cooperation, all which enable him to land his DC-10 aircraft and save 185 of the 296 passengers on the ill-fated flight. He went on to say, "If something goes wrong, you

must be able to stop, think and react to the situation." It is also important to listen to your team members, including those you supervise. Even if you think you have the answer, they might just have one better." You can see how this applies to us as golf course superintendents and our everyday situations. Capt. Haynes's presentation included audio tapes of conversations from the cockpit to the tower and all of the emergency departments involved in this crisis. I noted that level heads reigned throughout this horrendous ordeal. Panic was never detected with these highly trained professionals.

At the convention, one always runs into old friends whom we haven't seen for a while. Maybe it's someone who worked with you as an OJT student or former assistant and now is a superintendent. I ran into both and renewed old friendships, and there are always good seminars and a trade show that has everything you could need at your course. One of the instructors who was missing this year was Dr. Bree Hayes. She was diagnosed with cancer and the treatments left her physically unable to attend. If you have attended her seminars you might drop her card and send get well wishes. I'm sure this would brighten her spirits.

I know this is a busy time of year with spring renovations and upcoming summer projects, but I urge everyone to attend some of your chapter meetings. The directors for your chapters work hard to provide good meeting sites, good educational programs and the host superintendents usually knock themselves out to make their golf courses the best ever for the meeting.

I often hear that some superintendents are turned off because they think their local associations are big "cliques." They say the same guys hang together, play golf together and don't allow anyone else into their group. That may be true in a few cases, but for the most part our members who attend meetings regularly are just more familiar with each other. So if you aren't attending meetings for this reason, try again and give people a chance to get to know you.

I am looking forward to the EGCSA Poa Classic weekend

I often hear that some superintendents are turned off because they think their local associations are big "cliques." ... That may be true in a few cases, for the most part our members who attend meetings regularly are just more familiar with each other. So if you aren't attending meetings for this reason, try again and give people a chance to get to know you.

and the CFGCSA Crowfoot weekend. These are two weekends of some rest and relaxation and good fun for the family. Everyone needs a break once in awhile. Other events of interest will also be the Suncoast Scramble, SFGCSA Turf Expo, NFGCSA Mike Richards Memorial, Jeff Hayden Envirotron Classic, SFGCSA Missing and Exploited Children's Tournament, PBGCSA Future of Golf and TCGCSA Blue Pearl. Proceeds from these tournaments go toward turf grass research, scholarship funds and to other worthwhile causes.

I hope to get to as many of these functions as possible and look forward to meeting as many members as I can. Please feel free to introduce yourself anytime, anywhere.

David A. Court, CGCSA

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SOLUBLE INSECTICIDE



FGCSA Director of Communications Joel Jackson, right, accepts one of three GCSAA Distinguished Service Awards presented in Atlanta by President Mike Wallace, CGCS. Photo by Bruce Matthews.

Distinguished Service

GCSAA Honors Florida's Consummate Professional

Joel Jackson, CGCSA was in a bind. Actually it was a triple bind.

He had just learned of his selection for a 2003 GCSAA Distinguished Service Award, but after a few moments of basking in the glow of the highest award his profession can bestow, the pit of his stomach began to get heavy.

The weight hung there and the award was presented Feb. 12 at the opening session of the International Golf Course Conference and Show in Atlanta. The DSA presentation followed the 2002 Wreath of Grass Award from the Florida Turfgrass Association by a few months.

"While I treasure the recent awards I have been given," said the FGCSA's director of communication of his season of heavy iron, "the biggest accomplishment or reward has to be perfect strangers coming up to me at meetings and conferences and telling me that they enjoy my columns and articles or that those writings helped them personally with a prob-

lem at work."

And then the pit of his stomach began to feel heavy again. His skin glistened like a New England pond in January and his heart, which has seen more bypasses than the city Los Angeles, began to pound.

Those who know him well can recognize his angst; they can probably visualize the gravity of his situation settling in: Joel Jackson is the editor of the *Florida Green* - the publication that should give the largest coverage to his accomplishment. - and therefore Joel Jackson was going to have to write something good about himself. Or, worse, he would have to ask somebody else to write something good about himself. Or even worse, he would have to abandon the journalistic principles he had absorbed in the past decade and ignore a very important news story.

Jackson, the consummate professional, trudged his way through weekly rounds of meetings, interviews, telephone calls, and deadlines in the course of his job, but the three-headed

Personal Information

Originally from: Tampa

Family: Wife Susie (married June 1965), daughter Jennifer - creative director for Ensemble Productions, Los Angeles (past credits - film "Supernova," HBO Miniseries "Band of Brothers")

Education

Plant High School, Tampa
University of South Florida, Tampa; BA geology 1964 (charter freshman 1960)
Southern Mill Creek Turf Boot Camp, Tampa, 1975

Employment

U.S. Coast Guard officer, 1965-68
University of South Florida, graduate teaching assistant, 1968-71
Orange County Schools, eighth grade science teacher, 1971-73
Golf course architect Bill Dietsch, Miami, field rep, 1972-74
Lake Buena Vista Club, Walt Disney World, golf course crew, foreman, assistant superintendent, superintendent 1974-88
Isleworth Country Club, Windermere, golf course superintendent 1988-91
Osprey Ridge and Magnolia golf courses, Walt Disney World, golf

course superintendent 1991-97
FGCSA director of communications, 1998-present

Professional Affiliations

Central Florida GCSA - all offices (president 1985-86)
Florida GCSA - all offices (president 1989); Distinguished Service Award 1992
Florida Turfgrass Association - Publications, public relations, and conference committees; Wreath of Grass Award 2002
GCSAA - Certified Golf Course Superintendent 1985 (Retired 2003); Nominating, conference and show, publications, and government relations committees; 2003 Distinguished Service Award
USGA - Florida Region Greens Section committee
International Network of Golf Agriculture Institute of Florida

Unique Privilege

The Disney Years - Got to meet and chat with Bob Hope, Joe Thiesman, Byant Gumbel, John Denver, Terry Bradshaw, Michael Jordan, Michael Eisner and lots of good hard-working people.

monster - the *Florida Green* deadline - loomed ever larger as it grew nearer.

As editor, he had led his publication to the GCSAA's top award 10 times in 11 years on the basis of high journalistic principles, which include thoroughness in reporting the news of his franchise. What was he going to do?

"I've decided to run the GCSAA news release along with the official photo of the presentation," Jackson said when his publisher asked how he was going to handle the situation. That would never do, said the publisher, who made other arrangements.

This is a brief profile of the man as seen by an outsider. The facts of his resume are known to most **Florida Green** readers and the highlights are listed here. But what kind of a man earns these kinds of honors? In the end, I come back to the phrase used earlier: he is the consummate professional.

It's not about technical skill and knowledge. It's about taking those things to the phrase we have all come to hate: the next level, which is the heart and attitude with which you apply those skills and knowledge.

"My standing goal always

was to be the best superintendent I could be," he said.

The same could be said about any task he has undertaken. Whether it's as a golf course superintendent, a teacher, a director of communication, a reporter, a naval officer or a day laborer - and Joel Jackson has been all of the above - he would strive to be the best he could be - the consummate professional.

I first met Joel in the fall of 1988 when part-time *Golfweek* columnist Mark Jarrell persuaded me to come talk to the FGCSA board about leaving my job as executive editor of *Golfweek* to become publisher of the *Florida Green*.

Jackson was vice president at the time, publications chairman and the object of Dan Jones's affection to be editor-in-waiting while Dan and his wife, Irene, wound down to retirement. But I don't remember Joel in those first meetings. He did nothing to call attention to himself - a trait, I have learned, that certainly helps define his character.

Of course he probably was absorbed in his job at the time. He had just taken on the responsibility of growing bentgrass greens year-around in Central Florida for none other than Arnold Palmer.

But that was only the beginning. In the next 18 months, while trying to keep a delicate cool-season grass alive in Florida's brutal summer sunshine, Jackson also

- became editor of the Florida Green;
- became president of the Florida GCSA;
- underwent double bypass surgery (his first of three or four cardiac procedures);
- was host to the GCSAA International Golf Course Conference and Show's first-ever visit to Florida.

Oh yes. I think that was about the year that daughter Jennifer entered high school. If not, she was an eighth-grader, which is even worse!

Near the back of this issue is a column by Jim Walker about a mythical "S-Man," a superintendent who is expected to accomplish impossible tasks before breakfast. Those mythical tasks in Walker's cheek pale in comparison to the real-life challenges Jackson faced in 1989-90... and overcame.

But the man not only survived, he thrived even though the bentgrass path was far from smooth and

Jackson ended up returning to Disney in 1991. Still that job with Palmer was the scene of one the highlights of his career.

"Arnold Palmer was playing golf with the CEO of the Nestle Corp. and told me, 'This is the way I always wanted the course to be,'" was the first thing Jackson said in listing his personal memorable moments.

Other highlights included making three treks to Augusta National to learn the secrets of preparing for the Masters. "We watched the evolution of golf course maintenance on the most coveted course in the game," he said.

In 1992, Jackson was awarded the FGCSA's Distinguished Service Award. It was well earned and an honor that most would consider the pinnacle of a career. Joel Jackson was just getting started.

He began writing articles for other publications in addition to the *Florida Green*, and he began attending meetings with regulators, legislative hearings and other organizations in the golf and turfgrass industries. He began writing letters to newspapers, lawmakers, bureaucrats and

golf officials.

Soon Joel Jackson the information-seeker became Joel Jackson the sought-after spokesman for the golf-course-maintenance industry in Florida.

As the physical demands of the job and the stress of maintaining high-profile golf courses increased, another heart procedure convinced Jackson to "retire" so he could begin the career he had been preparing for his entire professional life: communicating the needs of the golf industry to its participants and the people who would regulate it.

He began work as the FGCSA's director of communications in 1998.

"I have always believed in communicating up and down the chain of command to keep everyone informed of what is expected and what is going on," he said. "Now my goals are aimed at taking the message of the golf industry to the legislators, regulators and general public."

Jackson now writes regularly not only for the *Florida*

Green, but also for the national publication *Golfdom*, and for his hometown golf publication, *Central Florida Golfer* - defending the industry, challenging its regulators and patiently explaining the complexity of managing vast environmental systems.

When he writes and speaks for internal audiences, however, he preaches professionalism. Listen to the advice he would give the future generation of golf course superintendents:

"If you are bound and determined to become a superintendent, then supplement your agronomic and technical education with business and communication courses, including writing. I guarantee you that dealing with people - owners, committees, general managers, golfers, and your own staff - will be your most difficult task.

"You will have numerous sources for turf-problem solving, including your peers, suppliers, and consultants, but your face-to-face interactions with the people who count at your club will require you to be a good communicator and leader.

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business at your club. It is not sufficient to just run your department. If you understand how everything is connected and the revenues and expenses are in focus, you can make yourself more valuable and even a candidate for general manager if that is in your career path.

Ask questions. Admit mistakes. Always seek ways to improve and don't be shy about writing reports and memos that highlight your learning experiences from peer visits, at monthly chapter meetings and GCSAA conference and show experiences.

"It shows you are on the ball working to improve yourself and the conditions at your club."

From the man who walked the walk before he talked about it.

Larry Kieffer

Darren J. Davis Wins Second Leo Feser Award

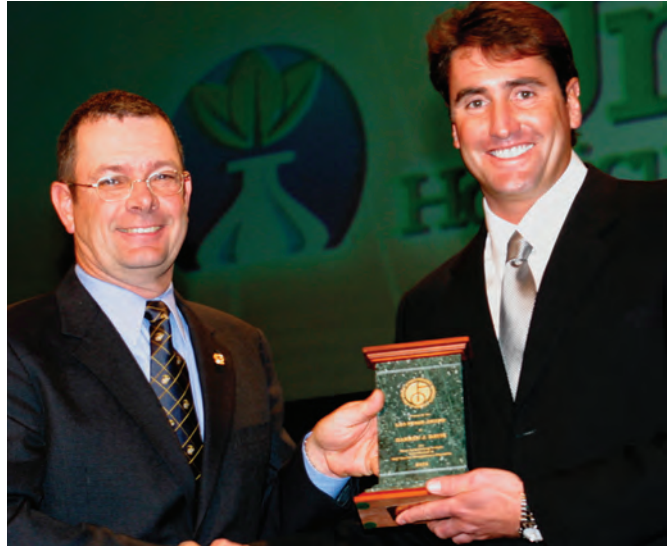
Darren J. Davis, director of golf course operations at Olde Florida

Golf Club, Naples, was presented with the 2002 Leo Feser Award Feb. 12 at the opening session of the Golf Course Superintendents Association of America's 74th International Golf Course Conference and Show in Atlanta. It was marked the second time Davis has won this award.

The Feser Award honors the best superintendent-authored article published in the association's monthly magazine, *Golf Course Management*. The winner receives an all-expenses-paid trip to the conference and show and will have his name engraved on a plaque for display at GCSAA headquarters in Lawrence, Kan.

Davis was recognized for his two-part article, "An Olde Florida Course Made New," published in the January and February 2002 issues of GCM. The article discussed the increasing problem of off-type bermudagrass. Because playability was being compromised by the progression of the "off-types," Davis and his staff engineered an aggressive re-grassing project that has been well-received.

Davis is the only two-time winner of the Leo Feser Award. He previously received the award in 1997



Darren Davis, right, from the Olde Florida G.C. in Naples makes history as GCSAA President Mike Wallace presents him with his second GCSAA Leo Feser Award. Photo by Bruce Mathews.

for his article "Sowing the Seeds of Knowledge," published in the December 1996 issue of GCM.

"Darren Davis's article, 'An Olde Florida Course Made New,' is an excellent story that celebrates the

revitalization of the Olde Florida Golf Club," said Ricky D. Heine, CGCS, chairman of the GCSAA publications committee. "Darren is certainly a worthy recipient of GCSAA's Leo Feser Award."

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The award honors the late Leo Feser, a pioneer golf course superintendent and a charter member of GCSAA. Feser is credited with the keeping the association's official publication alive during the Great Depression. For three years, he wrote, edited, assembled and published each issue of the magazine from his home in Wayzata, Minn.

Davis is also a regular contributor to *The Florida Green*. His regular Hands-On feature called "Super Tips" conveys cost-effective and innovative ideas he has discovered on his visits to golf courses across the country and around the world.

Davis's articles may be accessed at <http://www.gcsaa.org/gcm/2002/jan02/01olde.html>
<http://www.gcsaa.org/gcm/2002/feb02/02olde.html>

CFGCSA Gives Presidents Award To Leventhal

The Central Florida GCSA rewarded Stuart Leventhal,



Stewart Leventhal, CGCS

CGCS at the Interlachen Country Club for his 20-plus years of participation and support in the central Florida golf industry by selecting him to receive a 2002 FGCSA President's Award for Lifetime Service.

Leventhal, originally from Natick, Mass. moved to Florida at age 5. His father was the general manager at the Wedgefield C.C. when Leventhal was in college and he worked part time on the course while pursuing a degree in criminal justice at the University of Central Florida in the late 1970s. Little did he realize that

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he would return to golf and make a successful career in the fields of green.

As the harsh realities of a criminal justice career set in, Leventhal decided to capitalize on his experience in golf and he began taking ornamental horticulture classes at Valencia Community College to provide him with the basics in agronomy. Armed with this knowledge he landed the superintendent's position at Orlando's city-owned Dubsread golf course, once a stop on the PGA Tour back in the 40s and 50s.

Leventhal says he came of age as a superintendent while at Dubsread. "Golf course architect Lloyd Clifton was a consultant for the city of Orlando when I was at Dubsread. He connected all the dots for me and tied all my practical experiences in the field and all my theoretical education in the classroom together."

After two years at Dubsread, Leventhal took over the reins at the Rolling Hills C. C. in Longwood and got a taste of private-club operations during his three-year stay. In 1985, he was tapped to take over the 10-year-old Interlachen C.C. in Winter Park. Eighteen years later, his lightning-fast greens are a legend in the area.

Leventhal has given back to his profession by serving lengthy terms on the advisory committee for the Mid-Florida Turf Conference and on the board of directors for the Central Florida GCSA. He was president of the chapter for 1991-93. Leventhal also has been a long-time member of the Larry Kamphaus Crowfoot Open Committee, helping to make this one of the premier social/business events of each year. Leventhal, with the generous participation of the Interlachen C.C., has hosted the annual CFGCSA - FTGA Turf Research Fund Raiser, which brings superintendents and club officials together for education and golf each January.

Leventhal is a member of the Central Florida GCSA, the Florida GCSA, the Golf Course Superintendents Association of America and the Florida Turfgrass Association.

Congratulations and thanks to Stuart Leventhal, CGCS for his steadfast support of the profession and the golf course industry.

Joel Jackson

Chapter Round Up Cantwell Event Nets \$50,000

Calusa

In conjunction with the Everglades GCSA we want to thank everyone who sponsored and participated in the Mike Cantwell Memorial Tournament on January 17th. (*See sidebar*) We were able to raise \$50,000 for the Cantwell children's educational trust fund.

Central Florida

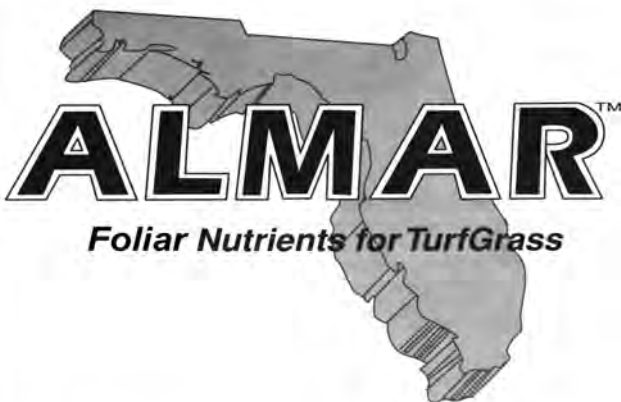
Walt Disney World's Bob Karnes, superintendent of the Bonnet Creek Club was recognized in the February 2003 issue of *Florida Golf Central* magazine for his environmental steward work in getting the Disney courses certified in the ACSP program. Bob was presented with a unique birdhouse by Fort Loudon Designs of Louisville, Tenn.. We are also proud of our hometown boy Joel

Jackson, who was awarded one of the three 2003 GCSAA Distinguished Service Awards at the 74th International Golf Course Conference & Show in Atlanta. The recognition of Joel's long service to the industry was richly deserved.

At our annual Superintendent/Vendor event at the Deltona Hills C.C. in February, we were blown away by the motivational presentation by Jim Cassis. Cassis spent 12 years with the Chicago Bears organization and his speaker's client list reads like a Fortune 500 directory. He was awesome. We're recommending him as a General Session speaker for GCSAA.

Everglades

We'd like to add our congratulations to our External Vice President Darren Davis for receiving his second Leo Feser Award at the GCSAA Conference in Atlanta. Davis is a proven communicator with his work with EPIC Productions' training videos and his Super Tips articles in the *Florida Green*. We would also like to recognize Scott Whorrall and the Bonita Bay Group



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