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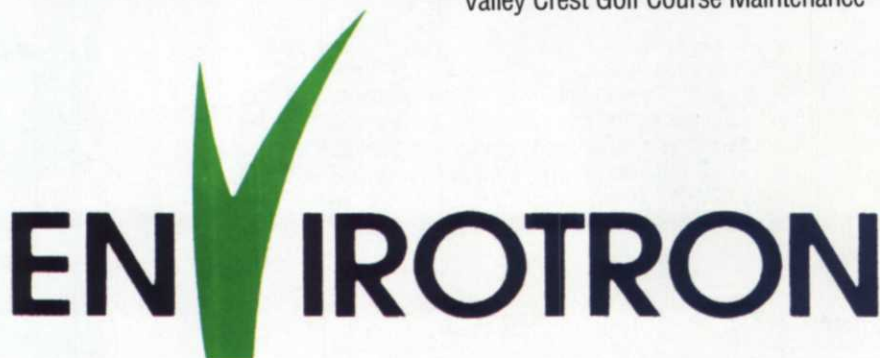
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Two tournament volunteers check out the "Life and Times of Jeff Hayden" in a photo display at the Jeff Hayden Envirotron Classic held at the World Woods GC. Photo by Joel Jackson.

South Florida

Kelly Cragin writes that in June the SFGCSA will have its annual golf outing at the Ocean Reef Club in Key Largo. The May meeting was held at the Miccosukee G. & C.C which use to be called Kendale Lakes. Dr. Phil Busey spoke to the association about MSMA and the present studies by different agencies and possible alternatives (such as Revolver) coming out in the near future. Also sharing the education was Dr. Bill Kevin who spoke about wildlife on golf courses including ideas to promote and enhance areas for new wildlife.

The April meeting was held at Hollybrook Golf & Tennis. The speaker was Bruce Adams from the South Florida Water Management District. Bruce gave an informative talk on water issues facing the district how they relate to golf courses

The Annual Turf Expo

and Field Day at IFAS in Ft. Lauderdale raised enough money to donate \$29,000 to the FGCSA for turf research. The check will be presented to the FGCSA at the Summer Board Meeting, July 25 in Orlando.

Suncoast

Sarasota County is in the midst of drafting an ordinance to provide guidelines for the siting, design, construction and maintenance of golf courses. Members of the chapter are sitting on the working group and providing real-world guidance and information for the process.

The first public hearing on the draft is slated for Sept. 10. Golf course owners somehow missed being included in the first stages of the process, but have now formed a coalition of about 30 courses and are bringing their concerns to the attention of county officials.



Golf Ventures, Helena Chemical and Jacobsen took over as Champion Sponsors of the renamed Jeff Hayden Envirotron Classic and donated \$25,000 to the Seven Rivers GCSA event that raised \$48,000 for research. From left, Walt McMahon, Debbie Nipper, Don Delaney, David Cheesman and Tournament Chairman Glenn Oberlander. Photo by Joel Jackson.

Treasure Coast

The April meeting was held at the PGA Golf Club Learning Center in St. Lucie. This facility even has different styles of bunkers to teach golfers how to negotiate high and low lips and different bunker materials like sand, native soil and crushed gravel.

At our May meeting, David Besselink from GE Capital Leasing spoke about equipment leasing as an option for clubs. Our chapter's annual superintendent/pro event will be hosted by Bo Estey at his Quail Valley course. Our Annual Meeting is scheduled at outgoing President John Morsut's club, the North Palm Beach C.C.

West Coast

President Jim Sharpe says that his chapter raised nearly \$5,000 for its Benevolence Fund in May at Kirk Sower's

Wentworth GC in Tarpon Springs. Earlier at the April meeting hosted by Eric Joy at Heritage Isles GC, Dr. Monica Elliott of UF/IFAS gave a presentation on *Curvularia* and other current turf disease issues. Superintendent Victoria Richard will host the chapter's annual June meeting and election of officers at her River Hill C.C. in Valrico.

Florida GCSA

The FGCSA BMP Committee convened in Orlando June 27 to address Dr. Mike Thomas's rough draft of the document. Thomas, with the Florida Dept. of Environmental Protection, has assembled our previous input along with other sections from the Green Industry BMP Manual to give us a framework to attack and remodel to fit our needs.

Each committee member will provide comments and revisions to help shape the best management practices into a final format. The document will go through several versions before it will be suitable for publication. The initial goal is to get it into a draft format suitable for outside review.

Marie Roberts and Samantha Kriesch, association managers for the FGCSA and Calusa Chapter respectively, along with Kyle Sweet vice president of the Everglades GCSA and Joel Jackson, FGCSA director of communications attended the GCSAA Chapter Executives Conference in April (See related story in Industry News)



Congressman Adam Putnam (with tie) spoke about the economy and how he spent the day (Sept. 11, 2001) aboard Air Force One with President Bush at the April Ridge GCSA meeting. Others pictured from left: Steve Ciardullo, Alan Puckett, Bobby Ellis, Mark Hopkins and Jeff Brown. Photo by Joel Jackson.

2003 SFGCSA Exposition

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*Hollybrook G&TC
Number 5 and Number 6
Photo by Daniel Zelazek*



Hollybrook Golf & Tennis Club

From Farms to Fairways

By Joel Jackson, CGCS

It turns out that this assignment has more nostalgia surrounding it than I had ever imagined. I knew of course that Jim Goins's course was located in Pembroke Pines, where I had begun my official foray into golf-course maintenance in 1970, but not until I started doing the final research into

the location did I realize how closely linked Hollybrook was to my past.

The Hollybrook Golf and Tennis Club is about two miles south of the Pembroke Lakes Golf Club, where I worked during that club's final stages of construction, grow-in and first year operation. As it turns out, Hollybrook was under construction and opened about the same time. I probably passed by it

on Douglas Road every day and never knew it.

I can attest to Goins's history of the area when he says, "Back then this area of Pembroke Pines was on the western edge of civilization and consisted of farms and ranch lands. The only thing that stopped more westward development was the Everglades Wildlife Refuge another six miles down the road."

Now that he mentioned it, I recall driving to work back then and passing open fields and a horse stable just south of the golf course site. We had to rake out hoof prints in the greensmix before and after we sprigged the course. Equestrian centers and golf courses now live in harmony. Another vestige of the agricultural heritage of Hollybrook's location is the straight rows of Australian pine trees that farmers had planted as windbreaks for the vegetable fields. Most are gone now except for a few reminders along the entrance road to the clubhouse.

But 33 years ago the developers of the Hollybrook property had visions of building a hotel and golf resort. For whatever reasons the resort concept didn't succeed. Instead, a residential village of privately owned condominiums took shape around the six-story main building now called The Towers. The developer operated the property for 15 years until the homeowners association, with its governing board of directors, took over operation of the property. There are six phases or sections including the Towers and representatives elected from these areas comprise the 25-person board of directors.

Goins reports to the general manager who reports to the board, and he also works with the green committee which acts in an advisory capacity to the board. Like most clubs, they hold monthly committee meetings where Goins reports on maintenance operations and projects and keeps the committee updated on progress. He also writes a monthly maintenance article for the association newsletter to let the members know what's going on out on the course.

With the course now urbanized and situated midway between the beach and the Everglades, I asked Goins about the wildlife population and any habitat programs. He said, "We have joined the Audubon Cooperative Sanctuary Program and have begun work on the first step to becoming a certified sanctuary. We don't have a lot of natural areas due to the size of our property, but we do have one fairly large out-of-play area behind the shop where we are removing the invasive exotic plants and installing native plants that will create a habitat that transitions from upland plants to a marshy environment by the lake.

"When I did the wildlife inventory for the ACSP registration we documented the presence of foxes, raccoons, opossums, egrets, coots, mallards, wood storks, ospreys, red-tailed hawks, and the usual inventory of songbirds. Since we began installing aquatic plants around the edges of our lakes, I have really seen the wildlife activity and population increase. The plants provide habitat and cover for smaller critters like fish, frogs, snails, etc and then the larger animals feed on them and also use the plantings as a cover and food source for the vegetarian types."

While wildlife can really benefit and thrive from a golf-course setting in an urban area, the main purpose of any golf course is to serve the golfers and Hollybrook's members are Goins's primary clients. Residents of Hollybrook have access to the golf course by virtue of ownership in the property. They pay a nominal cart fee per round, but no greens fee. It is a private course and the only outside play is a few charity events that are approved



View from No. 6 tee. The Australian pine trees in the photo are remnants of the windbreaks that used to protect the farmlands that occupied the land before Hollybrook. Photo by Daniel Zelazek.



Recently planted aquatic vegetation has created new habitat for small animals and water birds. The 12th green is in the background. Photo by Daniel Zelazek.

by the board, usually because some members are involved. The Memorial West Hospital Benefit Tournament is one of biggest events of the year and has provided generous donations to the hospital over the years.

Each golf course we visit has its unique history, mode of operation, personalities and expectations, but the one thing all golf courses and superintendents have in common is the challenge and responsibility of providing the best playing conditions possible under the given set of circumstances. Hollybrook is certainly no different in that regard.

Goins says, "The underlying soil is a mixture of mucky and sandy areas. Remember this was old farm land. Basically the course drains well under moderate rainfall, but when we get big storms, we have natural low areas on the course on holes 5, 6 and 15 that become impassable. There is no easy solution for drainage in those low spots unless we moved a lot of dirt to raise the overall elevation to direct the water to a lake or pond."

"Since our heaviest play is in the win-

ter when it's drier, the impact has not been great enough to warrant the expense of the necessary construction. Around 60 percent of our members are seasonal, but we have 40 percent who are year-round residents, so we do our best to ensure the good playing conditions all year."

To accomplish that goal Goins submits a punch list of projects to the board each year and they decide which projects they'd like him to tackle to keep making improvements to the course. He likes the board to set the priorities so they can get member buy-in for the master plan.

Goins partially solved another low-area problem on the 13th hole by creating a marsh and installing a wooden boardwalk/bridge. Goins said, "The area wasn't intended to be a water hazard, but there was no place to drain the excess water. We tried to maintain it as a turf area, but it stayed too soft and muddy to be successful, so we adapted, used our imagination and solved the problem."

Six years ago Goins's new general

manager, Jeff Roarke, helped make his job easier by helping to promote installation of a new irrigation system. And just three years ago, the greens and tees were renovated to make the course more player friendly and, more importantly, more grass-growing friendly. The USGA-spec greens were rebuilt and reshaped by Steve Nugent in 2001. Nugent also acts as a consultant on course projects.

The last turf challenge facing Goins is the off-type grasses in the fairways and roughs. Says Goins, "When we have cold winters like this last one, the older strains of grass don't hold up. They either go totally dormant and thin out or just wear out from the traffic. The greens and tees are new, but the fairways are still 33 years old and have three or four different grass varieties out there. When our seasonal members come down after the holidays to warm, sunny Florida" they often don't understand how that one hard freeze can knock back some of the grasses. They expect green and all of a sudden they see brown, tan and purple, and they want to know why. They also want the ball to sit up, but when it gets cold the turf isn't growing and the grass blades lie down, making for tighter lies. The lie might be a little tougher, but you get more roll on your shots, so there is a trade off."

Now that the ground has been reworked to make turf management practices more effective, Goins faces those intangible challenges that make keeping playing conditions in tip-top shape while dealing with the world we live in. Specifically, operating within noise ordinances and finding and keeping good workers on the staff.

Goins said, "I'd say labor is our biggest challenge. We have a good solid core of people, but when people move on or retire, it is getting harder to find hard-working, responsible people to fill the ranks. We do work a six-day schedule, but we also provide pretty good benefits with health insurance, holiday pay, paid vacations and a fairly competitive wage rate."

"As far as the local noise ordinance goes, we aren't the only golf course or business that has to work around that restriction. Fortunately for us, the PGA course is not as close to the residential area, so we can start our rou-



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tines at 6:30 a.m. away from the condos until 7 a.m. and then swing by the first tee and get ahead of play. The Par 3 course is a different story and it's off limits early, so we usually don't work on it until we have finished our first jobs on the big course.

"The Par 3 course is very short and almost serves more as a park than a heavily used golf course. It is an irons course with small greens. The course winds through the village phases and the buildings and trees produce a lot of shade which is not conducive to healthy bermudagrass; we do lots of re-sodding of bare spots. The irrigation system on the short course is shared with the condo grounds, which makes for some low-pressure situations. We are looking at re-engineering that system. There is also a lot of encroachment by the roots of all the trees into the greens and bunkers. There is some thought to converting the Par 3 course into a formal park or walking trails, but that is just an option for future consideration."

Meanwhile back on the regulation course, Goins and company conduct the usual turf maintenance routines geared to growing healthy turf and providing good playing conditions. His staff must move out smartly in the morning since the club usually has a double (1- and 10-tee) start on most days to accommodate 9-hole and 18-hole players, with the 9-holers teeing off the back 9.



View from the 5th Tee. The lake on No. 5 is one of 13 on site that provide for storm-water retention and provide the irrigation water for the course. Photo by Daniel Zelazek.

Double starts usually mean having to send duplicate crews off both sides to stay ahead of play: Two cup-cutters, two greens-mowers, two tee-mowers, two bunker-rakers, two fairway-mowers (three days a week), and one on each of the nines. Then there is the rough mower and the trim mower. Throw in two mechanics, a spray technician, an irrigation technician and the superintendent and his assistant making the rounds

checking the work progress and course conditions and you use up a 16-person staff.

The rest of the day is spent on projects, large-scale mowing of roughs, landscaping, and preparing the Par 3 course. All these are manageable routine tasks, but there's no room for error. Absentees, no shows, and vacations, along with storm-damage cleanup, cut into productivity. The aeration, top dressing and verticutting

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Superintendent Facts

Jim Goins, CGCS

Originally from: Cleveland, Tenn; Moved to South Florida in 1972.

Family: Cathy, wife of 20 years and two Siberian huskies, Phantom and Shyann.

Education: Broward Community College and UF/IFAS Turfgrass Management courses.

Employment history: 1993-present, superintendent Hollybrook G&TC, Pembroke Pines; 1991-93 superintendent Wynmoor Village GC, Coconut Creek; 1988-91 assistant superintendent Royal Palm Y&CC, Boca Raton; 1983-88 head mechanic Boca Rio GC, Boca Raton.

Professional affiliations and awards: South Florida GCSA and GCSAA since 1991. Past president of the South Florida GCSA and former director of the Florida GCSA. State of Florida Restricted Use/Limited Certification license, Community Association Managers license. Earned GCSAA Certified Golf Course Superintendent designation in 2000.

Mentors: My father taught me to do the best job I could and take pride in all that I did. Richard Lemmel took a chance and hired me as his head mechanic at Boca Rio, and then he guided me in the right direction to fulfill my desire to become a superintendent. David Court - a true gentleman and one of the nicest people in the industry. Last but not least, my wife Cathy. She has always believed in me and stood by me.

Entry into the business: In 1983 I began working for the Wadsworth Golf Construction Company on the Boca Rio project. When the job was completed, Richard Lemmel offered me the head mechanic position. I became his assistant when we moved to the Royal Palm Y&CC, after a few more years of training I took the superintendent's position at Wynmoor.

Goals/Advice: I attained my goal to become a CGCS in 2000. Now my sights are set on becoming a Master Greenkeeper in BIGGA. My advice: Pay attention to the small things that others see. Treat others with respect - like you'd want to be treated. Be supportive of other superintendents, especially when speaking to their members.

Memorable moments: That's easy. The most beautiful day in my life. My wedding day, December 24, 1982.

Hobbies/Interests: My classic car is my first hobby - there's always something to do. I also enjoy woodworking, spending time with my wife and playing golf.



Jim Goins, CGCS

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