



Larry Kieffer

## Kieffer tabbed by FGCSA

The Florida Golf Course Superintendents Association has hired Janlark Communications, Inc., headed by veteran golf writer Larry Kieffer, to replace the retiring Dan Jones in publishing its quarterly magazine, *The Florida Green*, starting next year.

Jones, a golf course superintendent at Banyan Golf Course in Lake Worth, is retiring after 15 years in charge of the award-winning magazine.

The FGCSA board voted to hire Kieffer, a two-time winner in the GCSAA's writing contest while serving as executive editor of *Golfweek*.

Jones's final edition of *The Florida Green* will be the winter 1990 issue. In the interim, Kieffer will work with the Florida association as a consulting editor, handling most of the writing and production chores.

A native of New York City, Kieffer began his career as a public information officer in the U.S. Air Force. Before joining *Golfweek* in 1981, he was managing editor of *The News Chief*, a daily newspaper in Winter Haven, Fla.

Kieffer has been cited for editorials, investigative reporting and community service by the Golf Writers Association of America, the American Society of Newspaper Editors and the Florida Press Association.

Jones built the publication from a 12-page mimeographed newsletter to a full-color magazine averaging nearly 80 pages an issue. In 1978 he won the GCSAA's Leo Feser Award for the best article by a superintendent for his story on using the white amur fish to control aquatic weeds.

## Green signs with resort

Former U. S. Open and PGA champion Hubert Green will represent Reynolds Plantation of Greensboro, Ga., on the PGA Tour.

Working with fellow tour star Fuzzy Zoeller in collaboration with architect Bob Cupp, Green helped fashion the 6,610-yard, par 71 layout named by *Golfweek Magazine* among the 50 most distinctive development courses in the Southeast.

It is located between Atlanta and Augusta on Lake Oconee

## FAI, environment expert collaborate

Responding to concerns about golf courses' environmental liability, FAI Insurance Counseling, Inc. has joined with an expert in the field to develop an environmental risk management program.

FAI, which administers the National Golf Foundation-endorsed insurance programs, will work on the program with Versar, Inc., a nationally known environmental and engineering consulting firm.

"Environmental regulations at all levels of government are becoming more restrictive, and the

costs of non-compliance — like fines, potential liability and remedial actions — are increasing," said Tom Marks of FAI.

"If golf courses are to maintain their reputation as safe, scenic places for recreation, the potential for environmental liability must be reduced..."

"Environmental risk management is the name of the game."

The program begins with an interview with the course superintendent and others who handle toxic materials, and an on-

site environmental audit by Versar, which documents conditions and operations; identifies toxic materials and their associated hazards.

Also, assesses environmental management procedures; reviews regulatory compliance; provides a qualitative assessment of potential liabilities; and presents recommendations to reduce potential liability.

Once a potential problem is identified, Marks said, the golf course generally has four options:

- Act to reduce the risk.
- Conduct another study to

further define or characterize a potential liability.

- Transfer the risk through insurance or other mechanisms.

- Take no action.

Working with Versar's engineers and scientists and with FAI's insurance counselors, Marks said, a golf course can select actions that best fit its needs and circumstances.

Versar provides courses with environmental assessment services, multimedia sampling and analysis, remedial investigations and cleanups and management plans.

## Al Bryant hit over 4500 fairways with this iron last year

**Rain used to be the problem.** The reason Al Bryant, superintendent at Florida's Riviera Country Club, missed a lot of fairway mowing. No more.

"Since the John Deere 305 replaced our ground-driven mowers a year ago, I've been able to work on days and in areas I couldn't before," says Bryant. "I mow our fairways five times a week with the 305 — put over 1500 hours on it last year.

"Our fairways have also improved because of the 305. The quality of cut is so much better. Its constant reel speed and ability to better follow ground contours have made all our fairways more uniform."

Bryant also uses a John Deere 855 Tractor, 1650 Tractor, 151 Vacuum Sweeper and two 22-inch Walking Greens Mowers at his course.

"Parts back-up has been a big factor in our decision to continue buying John Deere equipment," says Bryant. "We get almost all our parts in one day — and that means a lot in this business."

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Other John Deere machines at work at Riviera CC include a 151 Vacuum Sweeper, 1650 Tractor, and two 22-inch Greens Mowers.



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