

Departing president urges responsible management, education on golf front

LAS VEGAS, Nev. — The role of the golf course superintendent is changing and intensifying, says Gerald Faubel.

In his final speech as president of the Golf Course Superintendents Association of America (GCSAA), Faubel said watchwords are "environment" and "education."

"We are on the brink of new understanding based on scientific research of the uses and benefits of golf courses and the urban and suburban ecosystems they provide," he said.

"The environmental agenda will continue to create new challenges that will demand an action of the golf course industry," promised Faubel. "It is important as stewards of the land to be leaders in the environmental arena."

Faubel, superintendent of the Saginaw Country Club in Saginaw, Mich., said the Turfgrass Information Center (TGIF) at Michigan State University offers the most current technical information to superintendents through computer link-up, telephone and mail response.

That service is coupled with the association's six-point Environmental Maintenance Program (EMP), an educational series that Faubel said raises professional standards.

The EMP, with 14 seminars now under development, focuses on underground storage tanks, integrated plant management, employee safety, water quality and application, golf course development and storage, disposal and recycling.

Faubel said superintendents with those skills and other professional certifications in the resume will be in demand in years ahead.

Faubel also advised superintendents to cultivate contacts with local media,



Shown here are the GCSAA's board of directors for 1991-92, left to right: (standing) directors Charles Passios, Randall Zidik, Joseph Baidy, Gary Grigg, Bruce Williams; (seated) Randy Nichols, secretary/treasurer; Gerald Faubel, immediate past president; Stephen Cadenelli, president; William Roberts, vice-president. All are certified golf course superintendents.

Knowledge essential, says new president

LAS VEGAS, Nev. — President Bush wanted to be "the education president." Stephen Cadenelli wants to forge a similar path, but for golf course superintendents.

The new president of the Golf Course Superintendents Association (GCSAA) says "professionalism through education" is a motto he plans to live by throughout his GCSAA term and beyond.

"I never want to stop learning, says the GCSAA's 55th president, who is the superintendent at the Metedeconk National Golf

Club, Jackson, N.J.

"I don't believe there is a substitute for education. I truly believe there will be no way to survive and function in this world as a turfgrass manager without a broad educational background."

Environmental issues are at the top of Cadenelli's "to do" list, primarily in areas of professional and public education.

"It is essential that GCSAA help its members meet their responsibilities to the environment. We also must go on educating the public as to the benefits

of golf courses and of the fact that, in the capable hands of highly educated superintendents, golf courses are a positive contributor to the environment," Cadenelli says.

According to Cadenelli, a "continued working relationship" between the United States Golf Association and the Environmental Protection Agency bodes well for golf. "The results from these efforts," says Cadenelli, "will help insure the game's future."

More than 16,400 people attend the association's show here in February. □

get involved in area government and work to create a positive public perception of the value of green space in the community.

"Golf courses," Faubel said, "are assets to the community. This must be communicated to the public (and) it is our job to do so."

"Any instance of non-compliance can and will be magnified under the close scrutiny of the public and media," he said.

—Jack Simonds □

MANAGEMENT

Planning your business

OCEANSIDE, Calif. — From Smith-Huston, Inc., a management consultant firm, comes a new book called "Strategic Planning for Landscape and Irrigation Contractors."

The \$49 book provides a step-by-step guide for analyzing your business and includes a 12-month plan of practical steps to make business improvement changes.

The book was written with strategic planning processes for landscapers and irrigation contractors who generally operate under \$10 million in gross annual sales.

Address for Smith-Huston, which also offers other business services, is: P.O. Box 4433, Oceanside, CA 92052. □

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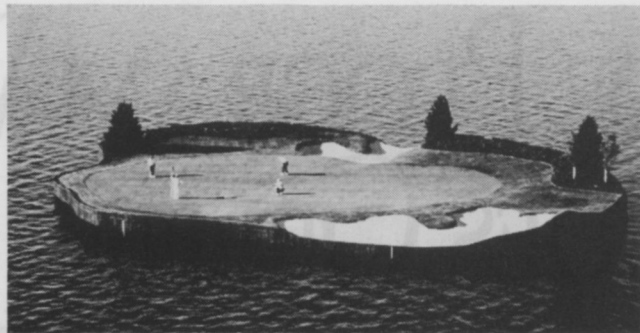
Unique floating green 'nothing special' to keep up, according to superintendent

COEUR D'ALENE, Ida. — The world's first floating golf green was unveiled at Coeur d'Alene Resort's golf course here April 1.

The 14th green floats between 100 and 150 yards offshore. To golfers, it will look much like any other green, complete with trees, sand traps, flower beds and a bentgrass putting surface. Golfers will have to board a small ferry to get from the fairway to the green.

"We have a custom-made pontoon boat stored in our boathouse," notes superintendent Dan Moore. "We'll be able to transport all the equipment—including a push rotary or Flymo for rough areas—in the boat."

Moore says some consideration was given to design-



ing a bunker in which to "hide" maintenance equipment on the island. "There's not much to maintain, though, really," Moore says. "It really is nothing out of the ordinary as far as maintenance."

The flotation system is, though. The 15,000 sq. ft. green sits on more than 100 separate concrete modules with solid expanded poly-

styrene cores. Built in two layers with a sandwich of metal and foam between, the modules are locked together by an intricate system of 550 vertical through rods. Each module is 10 by 30 feet and weighs 25,000 lbs. The system was designed by Bellingham Marine Industries, Bellingham, Wash.

Runoff, which could

contain fertilizer and pesticides, is not allowed to flow into the lake. All water coming down through the soil is collected and sent to an onshore treatment plant via an umbilical cord. Two mechanical rooms beneath the green contain this system and winches that adjust the hole's distance.

The course sits on approximately 150 acres of land that housed a lumber mill for more than 90 years, so environmental concerns weighed heavily on its design. The golf green is stationed on Lake Coeur d'Alene where the mill once floated more than 30 acres of logs at a time. Using this area for the green actually returned more than 20 acres of lake to public use. □

LAWN CARE

Public awareness campaign helps customers understand

HUDSON, Ohio — A unique concept in customer relations has been implemented by one of the largest lawn care companies in the Midwest.

The Lawnmark Environmental Committee will provide information to the public on environmentally responsible lawn care.

"We will help continual development of Lawnmark's internal systems and will be a voice to the public on issues of importance to consumers," says Dr. James Wilkinson, Lawnmark's chief operating officer.

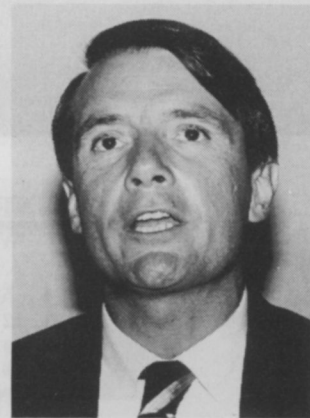
Lawnmark president J. Martin Erbaugh believes the committee's information will not only help the public but also the company. "We have already reduced pesticide use by more than 35 percent in areas of grub and weed control without sacrificing lawn quality," he notes.

"This has been accomplished mainly through equipment improvements and intensive employee training.

"This new environmental committee will assist Lawnmark to further reduce usage without sacrificing quality or customer satisfaction. This is part of our commitment to envi-

ronmental responsibility."

Members of the committee are Wilkinson, Lawnmark vice president Mark Laube, attorney Stephen G. Brooks, county extension agent Jim Chatfield and LANDSCAPE MANAGEMENT technical advisors Dr. Marty Petrovic of Cornell University and Dr. Jack Hall of VPI-SU. □



Dr. James Wilkinson: new program provides a 'voice to the public'

ACADEMIA

Budget ax falls on SUNY's hort programs

RIVERHEAD, N.Y. — The State University of New York/Farmingdale's horticulture department hopes state lawmakers will be generous in funding SUNY educational programs for 1991-92.

A recent fundraising campaign by the Long Island Nurserymen's Association raised \$105,000 from industry, but the department still needs \$250,000 to

preserve the curriculum. More than \$2 million in cuts have been made to university programs across the state.

Budget battles were on at press time, to meet the April 1 budget deadline.

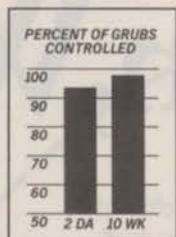
In a politically motivated role-reversal, Gov. Mario Cuomo is apparently trying to make drastic spending cuts to raise New York from fiscal oblivion,

and thereby improve his chances for the Democratic presidential nomination in 1992, should he decide to run.

"We're trying to get support from the state assembly and state legislature to get additional funding back in the budget," says landscape contractor Gus Wade of Wade Associates, Wyandanch, N.Y.

continued on page 22

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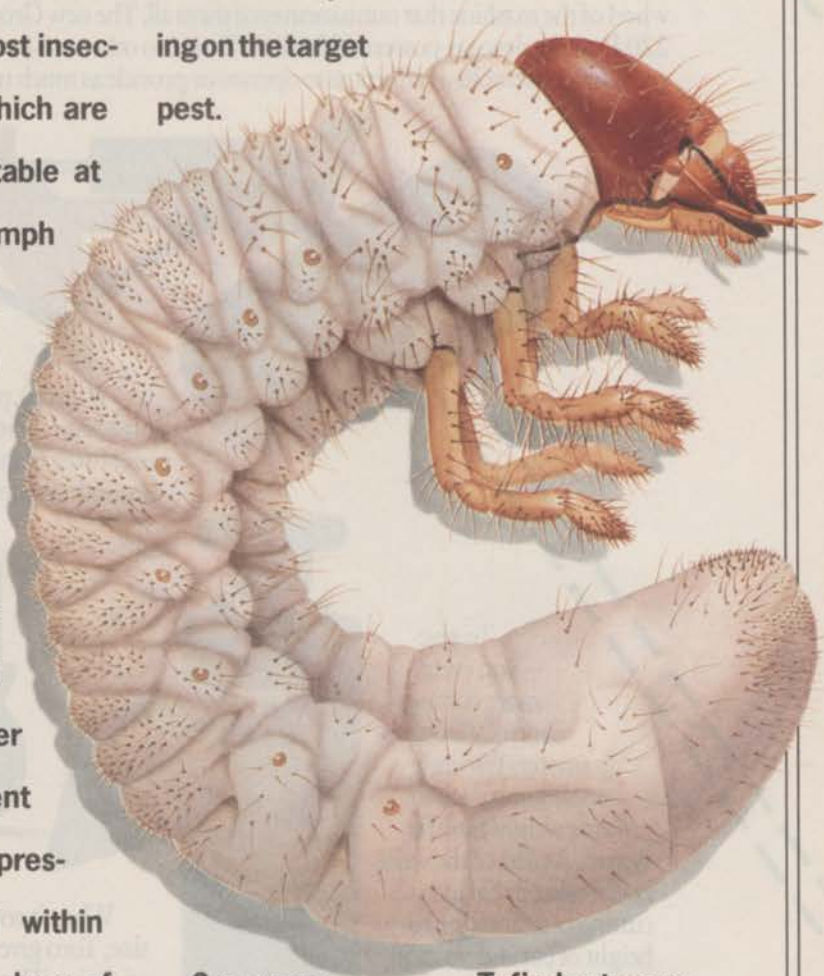
Unlike most insecticides, which are unpredictable at best, Triumph has been proven in over ten years of testing to consistently rid turf of over 90 percent of grubs present. And within just 2-3 days of application.

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NEWS BRIEFS

LANDSCAPE DEGREE...Columbus State Community College in Columbus, Ohio, now offers courses to fulfill a degree as a Landscape Technician. "Students gain an understanding of plant material and landscape maintenance, both areas that help designers do a better job in creating designs that last longer," says **Steven C. O'Neal**, faculty and program coordinator of the program. Internships are available with companies in Cleveland, Cincinnati, New York and Florida. For information, call (614) 227-2400.

RIGHT-TO-KNOW...The Professional Grounds Maintenance Society (PGMS) now offers a complete right-to-know training program for the landscape management industry. The program includes a training manual, videotape, employee handbooks, compliance instructions, forms and training certificate. For costs and other information, contact PGMS at (301) 667-1833.

ON LEAVE...is Dr. Paul Rieke, soils specialist from Michigan State University. Rieke is on a six-month sabbatical in New Zealand at Massey University, where he will begin a book on turfgrass soils and fertility. Rieke will also visit turfgrass installations throughout New Zealand. Look for a report from the good doctor at next January's Michigan Turf Conference.

YES, VIRGINIA...According to a report from AP Newsfeatures, turf managers in Virginia have something to look forward to: a bluegrass variety that will grow well in the acid soil there. According to the report, scientists at the USDA in Beltsville, Md. are concentrating on breeding plants to suit environmental extremes. Research projects include turf and bedding plants.

TV COMPOSTING...A new video produced by Compost Productions entitled "Composting: Recipe for Success" demystifies the composting process and offers viewers a simple, easy-to-follow method for making clean, odor-free soil-conditioning material. Though the video was produced mainly for home gardeners, host **Cort Sinnes**, a syndicated columnist, writes a compost recipe that can also be adapted to landscape operations. For a copy, mail \$17.95 to International Marketing Exchange, P.O. Box 775, McHenry, IL 60051. For more information, call (815) 363-0909 or fax (815) 363-0933.



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*J.D. Power and Associates 1986, 1987, 1988, 1990 Light Duty Truck Customer Satisfaction with Product Quality and Dealer Service.SM **J.D. Power and Associates 1989 and 1990 Compact Truck Initial Quality Survey.SM Based on owner reported problems during the first 90 days of ownership. †Contact the National Fleet Sales Office for limited-warranty details.

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