

THE GREEN SHEET



VOLUME XXIII, PART VI, NOVEMBER/DECEMBER 2007

NEWSLETTER OF THE FLORIDA GOLF COURSE SUPERINTENDENTS ASSOCIATION



These South Florida GCSA superintendents swept the FGCSA Golf Championship once again winning both the Individual and Team Trophies. They have held both trophies the past two years and won the Team title the last four years. From the left. Front row: Seth Strickland, Jason Bagwell and Howard Hulsebosch (Low Gross Winner). Back row: Bob Harper and Kelly Cragin. Photo by Joel Jackson

Nov. 4 Suncoast GCSA trip to Tampa
Bay Bucs vs Arizona Cardinals

Nov 12 West Coast GCSA Chapter
meeting, Isla Del Sol

Nov. 13 Coastal Plains Chapter meeting,
St. James Bay GC

Nov. 13 Everglades GCSA Pro-Super

Nov 14 Palm Beach GCSA Chapter
meeting, Iron Horse CC

Nov. 14 Calusa GCSA Chapter meeting,
Twin Isles CC

Upcoming Events

Nov. 26 Seven Rivers Annual Fishing
Trip – Crystal River

Dec. 8 South Florida Christmas party,
Signature Grand, Davie

Dec 11 North Florida GCSA Chapter
meeting, Hyde Park GC

Dec. 13 Everglades Christmas
Tournament

Dec. 15 Palm Beach GCSA Christmas
Cruise, Palm Beach Princess

FTGA Regional Turf Conferences:

Tampa, January 9

Ft. Myers, January 10

Port St. Lucie, January 15

Lake Worth, January 16

Broward/Miami Dade, January 17

Ocala, January 22

Jacksonville, January 23

Orlando, January 29

Milton, February 5

President's Message By Matt Taylor, CGCS

It should be official by now. We have begun yet another golfing season in Florida. This year is shaping up to be an interesting year to say the least in many regions of the state. Here in Southwest Florida we are still on water restrictions and will remain that way at least until next June. Other parts of the state do not have the same issues with water for now, but only time and continued low rainfall will tell.

Water isn't the only issue confronting our industry. Not willing to wait for the state Fertilizer Rule, it appears that many of the local governments throughout the state are busy trying to outdo each other for its own version of fertilizer ordinances.

Methyl Bromide is doomed as most of us know but it now appears that EPA is deciding that it needs to go away much quicker than mandated by the Montreal Accord. The burning question is why EPA is accelerating the process which harms American farmers, growers and the environment. They just approved a more

toxic chemical as an alternative. Say what?

Over the past few years with the EPA's pesticide re-registration process our industry has lost many key products. Dursban for one is officially gone from golf course use. Not sure about anyone else but it seems like an old friend just died. And the final fate of MSMA remains in limbo.

The pending Immigration reform bill seems to be stalled for now but changes are on the horizon in that arena. Meanwhile you do have to keep up with any No Match letters you get from Uncle Sam when they question one of your crew's social security numbers. Don't ignore it. Follow the procedures or your company could be in a world of hurt. Ok, enough of all this negative stuff, is there any good news?

Sure there is. The good news is that our industry is highly educated, motivated and resourceful. Most of us are busy in our full time jobs, full time families and social lives. Many guys use this however as an excuse for just letting everyone else do the yeoman's work. While you wonder what can I do? I am just a green keeper. Fortunately, many years ago some forward



Matt Taylor

thinkers got together and formed the FGCSA with a system of local chapters for local issues. Many of us are aware what happens at the local chapter level but many just see them as a place they send their dues.

Recently, I attended a local EGCSA meeting with golf and dinner. We had very good attendance. Golf was great at Pelican Bay. The meeting and dinner were also good. The point is that it was a chance to get out and see another golf course, spend time with friends and relax. But more importantly it gave us all a chance to talk about the issues at hand and maybe get others that were not as up on the facts more in the loop.

A few days later I spoke to a vendor and in casual conversation it came up that at the last meeting he attended with XYZ chapter that attendance was very poor. What is troubling about both meetings was that there are many people that did not and do not attend meetings. How do they get their information about the industry that puts food on the table, funds their retirement and sends their children to college? Maybe it is time our own grass roots efforts need to begin by building attendance at local meetings. Maybe that is one thing you can do to help out the cause.

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Editor:

Joel Jackson, CGCS
(407) 248-1971 (fax/phone)
e-mail: FLGrn@aol.com

News Coordinator:

Jennifer Innes
1296 NE Oceanview Cir.
Jensen Beach, FL 34957
(772)334-7515
(772) 334-6015
e-mail: jensinnes@comcast.net

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All material submitted for printing will be edited at the discretion of the editor. Material must be typed or clearly printed. Photos are encouraged. Items must be for the good of the association.

Deadline next issue December 15.

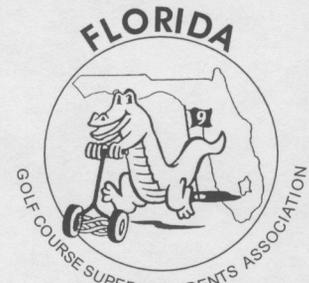
Another simple way to get involved is to write for the Florida Green. Each issue our Executive Director has to beg for articles that will help us. We all maintain some type of turf grass and landscape material, and we all do things little differently. Why not share your knowledge with others? It really does not take that long. If you think you don't have time, let your assistants or other staff members write the articles. By doing that it gets assistants involved in the chapter and association. Who knows, these may be tomorrow's educated board members.

Throughout the year there are times when we are asked to write letters in support of issues. Recently, it was on Methyl Bromide. These opportunities are critical. We all need to get involved to demonstrate

our need for products and/or sound law making. I know that not many of us like to sit down and write a letter to a congressman or other legislator but we really need to. In the case of the letter in support of Methyl Bromide, key talking points and the addresses to supportive congressional leaders were provided. They need to get a stack of letters to show the need for action.

My thanks to those members who do attend meetings and get involved in our industry. For the others who are still inactive and stuck in neutral I hope my comments and ideas will inspire you to get in gear and help us to move forward.

I look forward to seeing everyone at the GIS show in Orlando.



**2008 Florida GCSA
Reception –
Thursday,
January 31st**

The 2008 FGCSA Reception will be held at the Rosen Centre Hotel, 9840 International Drive, within walking distance of the Convention Center on Thursday night, January 31st. The Rosen is the Headquarters Hotel for the GCSAA as well as the NGCOA and is the same site as the spectacular FGCSA Reception.

Sponsor solicitation letters have been sent to all previous sponsors but new sponsors are always welcome to join us and be part of this great night for the Florida Superintendents who travel to the FGCSA Golf Industry Show in Orlando. Affiliate members of any local Florida chapters are encouraged to become sponsors this year and get involved with this event that has always been the most talked about reception of any GCSAA chapter!

This year will be extra special as we bid farewell to Marie Roberts as she retires from her position of Association Manager after 23 years of wonderful and devoted service. Please contact the FGCSA office at fgcsa123@bellsouth.net to request a sponsor solicitation form or call the FGCSA office at 800-732-6053.

For those of you who have not made reservations yet for the GIS, the FGCSA has reserved a block of rooms at the Orlando Metropolitan Hotel (formerly the Radisson), 8444 International Drive. Rooms may be reserved by calling the Golf Industry Travel at 800-442-7220.



West Coast GCSA President Bill Kistler (left) presents FGCSA Executive Director Joel Jackson with checks for \$1,000 for research and \$100 for the Ag/Green Industry Awareness Campaign. Photo by Christi Haley.

What's Up D.O.C.? By Joel Jackson, CGCS

What's Up Doc? The former title of this bi-monthly report to the membership has been retired since the FGCSA Board of Directors approved the position of Executive Director to begin October 1st to reflect the changes taking place in our staff. I accepted the promotion and I thank the board for the new title. We will be fine tuning the job description over the next few months. Not a lot will change outwardly, but I will work more internally with the new Association Manager to find ways that the FGCSA can serve the chapters and all members more effectively.

And that brings up our new Association Manager Jennifer Innes. Jennifer and Marie have been working together about 4 hours a day since October 3rd in Marie's home office, and Jennifer is learning the

ropes. Right now she is getting a good dose of Florida Green and Directory advertising training. She is setting up her own home office operation and will begin transferring files soon. So, the training and transition is going very well and off to a great start.

Government Relations: Fertilizer Issues – No rest for the weary with fertilizer meetings in Marion County, Longboat Key and Lee County. And the State's Fertilizer Urban Fertilizer Task Force is also holding its second meeting in Gainesville on October 11th.

The result of the State Task Force meetings won't bear any fruit until they submit their final recommendations to the legislature by January 15th and then we'll see how bad they mess with it. Depending on the language some of these early ordinances may be superceded or the new

rule (if any) may open the door for local legal challenges on the basis of lack of sound science. It remains to be seen how expensive that might become.

Water Restrictions: The South Florida Water Management District has been holding regional meetings to discuss water use, conservation and the ongoing restrictions. I can tell you that Commissioner Bronson is on record advising the SFWMD not to lower Lake Okeechobee, but the special interests won out and now all are suffering. But that is another story. East and West Coast superintendents continue to work with the district to create fair and equitable restriction language so courses will have adequate supplies to keep the turf alive. Overseeding for 2007-08 season has just about been abandoned for anyone not on effluent water.



FGCSA President Matt Taylor, CGCS visits with Jennifer Innes and Marie Roberts at our booth at the FTGA Conference & Show in September. Jennifer is currently training to take Marie's position as Association Manager when she retires. Photo by Joel Jackson.

Methyl Bromide: A CUE Hearing in Washington, DC at EPA was held at the request of growers and manufacturers of MeBr to protest the heavy handed cuts being made into the annual allocations which are prematurely using up stockpiles for everyone. EPA has labeled Methyl Iodide for one year, but Dr. Unruh reports that it is more expensive and less effective than MeBr. Mike Aerts with FFVA says it is so corrosive that it tears up the injection equipment.

MSMA: For whatever reason EPA may be on the verge of re-evaluating it's risk assessment model for MSMA. This comes from Mark Esoda, CGCS in Georgia who is on the GCSAA Government Relations Committee. No specifics and Dr. Brecke has not heard anything definite from his fellow weed scientist contacts.

2. Golf BMP Manual Update: The BMP Manual continues to be cited as the authority for golf courses to follow in the fertilizer ordinance arena. While that is good news for us, we need to also help our lawn care and pest control cousins, since it was the Green Industries BMP Manual that gave birth to our document. The basic science and the experts sitting around the table are essentially the same people for both manuals. Please share that with your local governments when they tee off on lawn care.

Another thing you can do is to critique the BMP manual and let us know where it isn't economical, practical or feasible. This is a living document and will automatically change with advances in research and technology, so help us to keep it a tool that our whole industry can use to help golf and help the environment.

3. Allied Associations: Ag Institute – I will be getting an update on the Ag Awareness PR Campaign on October 10th at the AIF Annual meeting in Daytona Beach and will share the progress report at the board meeting. In addition to the FGCSA donation of \$500 to the campaign,

the South Florida, West Coast, Ridge, Seven Rivers and Coastal Plains Chapters have responded to our appeal for chapters to donate at least \$100 to supplement the state's donation. Waging an educational campaign that will serve to inform the public, media and government about the positives of the Ag and Turf Industries is not cheap, and we are all in this together. I hope every chapter will stand up and be heard from before the end of 2007.

IFAS: At the UF/IFAS Ag Advisory Meeting on October 8th, Dr. Laila Racevitz was introduced. She will head up a department that will address the Urban-Rural Interface issues. While the obvious scenarios include farming and ranching operations next door to residential areas. Property rights issues, water quality, fertilizer use, soil fumigant setbacks, pesticide applications are also involved. The group talked about how the major issues and how best to address them. Education of local governments ranked high.

Also Dr. Cheek reviewed the recent budget cuts and while IFAS did lose some ground it wasn't as bad as feared thanks to individuals and associations pressing legislators to remember how important Ag and IFAS are to the citizens of Florida. But the cutbacks have trickled down to Regional Education Center budgets and hiring freezes are in effect. Some folks in the pipeline for positions were hired but other vacancies will not be filled in the near future.

GCSAA: The Methyl Bromide Task Force will be issuing a report on the outcomes from our recent conference call and which will include recommendations for GCSAA action with regard to our CUE applications and to seek partnerships with others seeking to curb EPA's rapid pace for MeBr phase-out more stringent than what is called for in the Montreal Accord.

SFGCSA's Missing & Exploited Children Tournament

The 23rd Annual SFGCSA Tournament benefitting the Florida Branch of the National Center for M&EC was held at Colony West CC on October 5th. Again this year Dale Kuehner and his staff had the course in great shape for the 136 players. They all enjoyed a great day of golf, food and prizes.

Congratulations to the Low Gross Team composed of Gary Wilhelm, Paul Bondeson, Stuart Cohen and Mike Martin – as well as the Low Net Team of Dale Kuehner, Steve Kuhn, Sam Urso and Raymond Snyder.

This year's event set a new record of \$23,000 raised for the Center. This brings the total funds raised by this long-running tournament to just under \$300,000! Obviously the event could not have been as successful without the support of our loyal sponsors – in particular the Diamond Sponsors (Bayer, Sysco, Toro Company, Aeration Technology, and The Print Solution).

Space does not permit us to name all of the sponsors but we are extremely grateful for the 24 Golden Eagle Sponsors as well as the 10 Eagle Sponsors, most of whom have supported this Tournament for years. Thank you to all of the sponsors and volunteers who made this such a great day.

GCSAA
*Conference and Golf Industry
Show January 28 – February
2, 2008
Orlando, FL*

*Registration Information
online at www.gcsaa.org*

GCSAA Chapter Delegates Focus on the Future

A total of 98 GCSAA Chapter Delegates plus the association's Chapter Relations Committee met at GCSAA headquarters in Lawrence, Kan. and the Kansas City Airport Marriott Hotel, Oct. 12-13-14 to hear an update on the association's programming and its future direction. "I applaud the delegates for their focus and contributions to the success of the association and the profession," GCSAA President Ricky Heine, CGCS said. "The delegates are the link to the chapters and the sounding board that provides the leadership and staff direction. This meeting was successful because the delegates came prepared to discuss issues that they and their chapters identified as important."

CEO Succession Plan

Primary was a presentation by Heine regarding the identification and selection of a successor to GCSAA chief executive officer Steve Mona. Heine indicated the process will involve the services of an executive search firm with the ultimate selection by the GCSAA Board of Directors. Heine welcomed input by GCSAA members and emphasized that the board would not be constrained by a timeline given Mona will remain with GCSAA for up to six months since announcing his departure to the World Golf Foundation in late September. "This will be a professional search," Heine said. "GCSAA is a respected organization and its members are highly-regarded. I believe we will have no shortage of qualified candidates to lead our association. Certainly, Steve deserves much credit for positioning us as a leading golf organization. We believe his appointment not only speaks well of him, but of the association as well." Mona updated the delegates on a variety of programs and services the association offers to serve its members. He indicated the GCSAA staff has as its focus "Members Matter Most." That mantra is supported with three global initiatives: increasing membership, marketing its members, and attracting additional resources to enhance member programs and services. Mona also left delegates with three key points regarding the future of GCSAA and

its members. He said "image is important" as it relates to members representing their profession and facility in a positive manner. He opined that "inclusion is preferable over exclusion" as the association grows its membership base and works with others to advance itself and the game. Lastly, he encouraged members to promote the fact that being a golf course superintendent is a profession, not an occupation.

Reviewing Outreach Activities

Delegates heard a presentation outlining GCSAA's largest investment ever in outreach to avid golfers and employers that communicates the value of GCSAA and its members. Of note was the long term commitment by the board to the program. That is buoyed by a recent NGF survey that revealed significant process is being made in positively affecting the attitudes and perceptions avid golfers and employers have towards GCSAA and golf course superintendents. For example, avid golfers indicate the golf course superintendent more than any other golf facility employee is responsible for their enjoyment. Employers weighed in as well, with 85 percent noting GCSAA is a leading golf organization (trailing the USGA by tenths of a percent) and 99 percent indicating the golf course superintendent is key to the economic vitality of a golf facility. It was reported that GCSAA chapters are seeing the value of leveraging GCSAA's outreach through adopting the GCSAA's logo. As of the meeting, 24 chapters have adopted the new logo.

Chapter Effectiveness Examined

GCSAA Past President Tim O'Neill, CGCS led a presentation that examined the charge of the Chapter Relations Committee. Namely, what should be the relationship between the association and chapters? It is the goal of the board to take a long-term, comprehensive look at how the two entities work together, and to determine how to improve effectiveness in serving shared members' needs. O'Neill and committee members have been given long term appointments to develop recommendations and present to delegates

in the future.

Establishing a Dues Strategy

As requested at past delegates meetings, an index-based membership dues structure was unveiled. It is the prevailing opinion that smaller, but more frequent increases are easier for members and the association in the budgeting and planning process. Larger dues increases result in membership losses for GCSAA and members have a more difficult time justifying increases for employers. For example, had the process been used in the past, Class A and SM dues would be at \$285 annually compared to the current \$300 level. The GCSAA board of directors is supporting a dues increase based on the Consumer Price Index, which will result in an increase of \$20 for Classes A and SM, and \$10 for Class C. GCSAA members will vote on the increase at the 2008 annual meeting with a simple majority required to pass.

Committee Process

Delegates were reminded the deadline for members to sign up online for committee service is November 5. The GCSAA board of directors selects the committees, focusing on achieving diversity on many different parameters including facility type, membership class, interests, career length, expertise, etc. The board will be discussing at its Fall 2007 meeting issues such as: no more than three years of service on any one committee, and no more than five consecutive years of service without a hiatus. The goal will be to provide some means to keep clear and continuous lines of communication open with those who want to serve, but were not selected, or those who are serving a hiatus. Such a process will keep members involved and allow the participation of members new to the committee system.

Measuring Performance

Heine briefed the delegates on the use of indicators by the association. Indicators (performance targets) are used to determine resource allocation for programs and services and measure the association's

performance. In 2008, indicators lettering A through O are grouped according to their focus: Market Share, Participation Rates, Revenue, and Engagement. Indicators follow an annual cycle of these steps: a.) indicators established; b.) resources are applied to association efforts; c.) results are measured; d.) indicators are reviewed and/or evaluated. Every indicator is tied to a GCSAA vision statement and results are published each year in the GCSAA annual report and posted on GCSAA.org.

Stats Don't Lie

Delegates heard an extensive presentation on how GCSAA leaders and staff benefit from the feedback members provide via survey instruments. The amount of data GCSAA has at its disposal is greater than at any previous time in the association's history. This provides a measure of performance and helps to provide a road map for the future. Among the surveys that were discussed:

Member Needs Assessment

Feedback indicates that by and large GCSAA needs to better communicate the availability of programs and services and the successes that have been achieved on behalf of its members. Members see GCSAA as being valuable in providing a variety of programs and services that chapters cannot. The Net Promoter Score was introduced as another means to measure association performance. GCSAA has a net promoter score of 25, compared to the average of 17 for associations. The Net Promoter Score is based on the formula of those who promote the association (rate GCSAA a 9 or 10 on a 1-10 scale) minus the detractors (rate GCSAA 1 through 6). Those rating a 7 or 8 are considered neutral. The Net Promoter Score is "generally" higher among those membership groups who are more engaged: committee members, delegates, etc.

Compensation and Benefit Report

Salaries and benefits have been going up since 1993. The average salary of GCSAA member superintendents in 1993 was \$44,500, while it was \$73,766 in 2006.

Certified members average higher salaries than non-certifieds; Class A members average higher salaries than Class SM. The GCSAA Compensation and Benefit Report is a tool for members to use to their advantage in negotiation for salaries and benefits. Member superintendents who responded to the survey have access to a complimentary subscription to the full 2007 Compensation, Benefits and Operations Report. Those who did not respond to the survey may purchase a copy -- \$100 for members; \$400 for non-members. Visit www.gcsaa.org for more information.

Golf Course Environmental Profile Project

The first three phases of the Golf Course Environmental Profile Project have been completed with the next phase coming out in January 2008. Information will be vital to addressing various constituents

including legislators/regulators, media, environmental community, allied associations, etc. Information will be vital to developing programs and services that advance environmental stewardship at the golf facility. Information will first be published in a scientific journal in late 2007. Additional communication will be widespread.

Economic Impact Studies

Several economic impact studies are being conducted to measure the role of golf and its economic impact on a state by state basis. The reports also include environmental data that GCSAA is providing (if available) to support the effort. The studies are being conducted under the auspices of Golf 20/20. GCSAA is helping to fund these studies and will alert chapters as to how they can be engaged in these studies.



Ridge GCSA Board Member Alan Puckett (left) presents a check for \$100 to Joel Jackson to pass along to the Ag Institute of Florida for Ag/Green Awareness Campaign. Photo by Ward Pepperman

Jupiter: 888-222-7072
Lakeland: 800-330-8874

**GOLF VENTURES HIRES ERIC REITER
TO ITS TEAM OF T & O PROFESSIONALS**

Golf Ventures has selected Eric Reiter to fill the T & O Territory Manager position for East Orlando and the East Coast of Florida. Eric brings over 13 years experience in the golf course industry and is a previous golf course superintendent. Please join us in welcoming Eric to the Golf Ventures Team!

**HEY SUPT'S-MAKE SURE YOUR TECHNICIANS
ARE AWARE OF THIS SPECIAL EVENT**

Golf Ventures, Kilpatrick and Jacobsen are hosting a 2 day technician's event to bring the Jacobsen Factory to Florida. This exclusive Jacobsen factory event is December 4th-5th at the Daytona International Speedway.

Two days of training on engine, electrical and hydraulic troubleshooting, preventive maintenance and more. This technical training event will help you improve the performance of your machines, your staff and your bottom line. For more details, call Debbie Nipper at 863-904-2178.



The South Florida Superintendents Sweep the FGCSA Golf Championship Once Again!

FGCSA
Marie Roberts
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