

THE GREEN SHEET



VOLUME XV, PART 6, NOVEMBER/DECEMBER 1999

NEWSLETTER OF THE FLORIDA GOLF COURSE SUPERINTENDENTS ASSOCIATION



Dale Kuehner, CGCS (right) receives the 1999 FGCSA Distinguished Service Award from Jim Goins, SFGCSA External Vice President. The presentation was made at Dale's golf course, Colony West, which was the site of the SFGCSA Missing & Exploited Children fund raiser. See page 4 for related story on the tournament.

Dale served as president of the South Florida chapter in 1995 and went on to be president of the FGCSA in 1996. He continues to serve on the FGCSA Board by acting as Voting Delegate to the GCSAA.

UPCOMING EVENTS

Nov. 4 NFGCSA/GCSAA Regional Seminar, Holiday Inn, Jacksonville (see page 6)

Nov. 5 SFGCSA chapter meeting, Inverrary CC, Ft Lauderdale

Nov. 11 Everglades GCSA meeting, Bonita Bay West.

Nov. 11 Calusa SU-PRO-LIERS Turkey Shoot Fundraiser, Heritage Palms GC

Nov. 15 Treasure Coast chapter meeting, The Moorings Club

Nov. 15 Central Florida GCSA Danny Burgess Tournament

Nov. 16 Joint chapter meeting - Suncoast & Calusa GCSA, Boca Royale

Nov. 16 Seven Rivers chapter meeting, Magnolia Valley

Nov. 17 Palm Beach GCSA meeting BallenIsles GC

Dec. 4 Suncoast GCSA Christmas Party, Gasparilla Inn

Dec. 4 Treasure Coast GCSA Party, Eagle Marsh GC

Dec. 4 South Florida Christmas Party, Oak Tree CC

Dec. 6 North Florida Christmas Party, San Jose CC

Dec. 9 Joint meeting - PB and Treasure Coast, Jupiter Island Club (rescheduled)

Dec. 11 Palm Beach Christmas Party, Boca Del Mar CC

Dec. 13 Seven Rivers chapter meeting, Seven Rivers GC

FTGA Pesticide Seminars: See pg. five

Jan. 11 Lake Worth

Jan. 12 Fort Myers

Jan. 19 Tampa

Jan. 21 Mid-Florida

Feb. 2 North Florida

Feb. 3 Milton

Jan. 26 Treasure Coast chapter meeting Willoughby CC, Stuart.
Speaker: Dr. Pat Cobb

Feb. 14 GCSAA 71st Convention, - 20 New Orleans

Feb. 18 FGCSA Reception, Hilton Hotel, New Orleans

Mar. 16 SFGCSA Expo, University of Florida, Ft. Lauderdale

President's Message

by Darren Davis

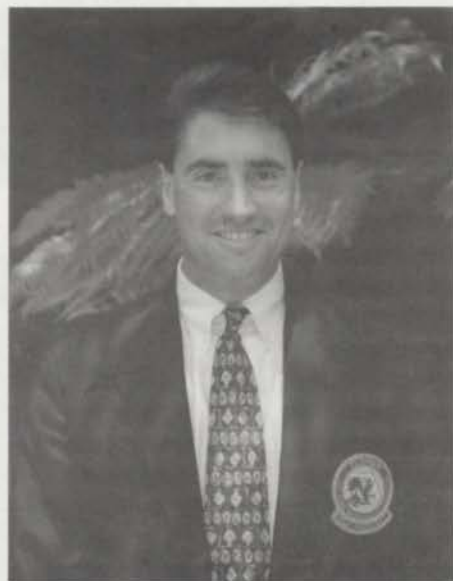
This past September 10th -12th, the 7th annual Golf Course Superintendents Association of America (GCSAA) Chapter Delegates Meeting was held at the GCSAA headquarters in Lawrence, Kansas. Gathered at this very important meeting was a representative from almost every one of the 101 affiliated GCSAA chapters.

Once again, long time GCSAA Chapter Delegate for the Florida Golf Course Superintendents Association (FGCSA), Dale Kuehner, CGCS, keenly represented our state chapter. In addition to Dale's presence on behalf of the FGCSA, seven of the local FGCSA affiliated chapters were also represented in person by their own GCSAA Chapter Delegate. Florida Superintendents

were certainly as well represented as any GCSAA affiliated chapter in the country.

One of the primary objectives of this annual gathering of Golf Course Superintendents from around the country is to provide a forum for the GCSAA to disseminate current information to each affiliated chapter's delegate. This is also a time when each affiliated chapter representative can partake in two-way communication with the GCSAA Board of Directors and staff. The chapter delegate should then undertake the responsibility of bringing the information that was obtained, and the results of any pertinent communication, back to their individual chapter.

As in previous years, this year's event once again began on a Friday morning with an "open house" at GCSAA's headquarters in Lawrence. The open house portion of the



Darren Davis

meeting affords newcomers to the Chapter Delegates Meeting the opportunity to receive a guided tour of the magnificent, modern GCSAA headquarters as well as to allow time to meet some of the GCSAA's terrific staff members.

This year's Chapter Delegates meeting had a similar agenda as meetings in previous years. Some of the topics included; a discussion on the GCSAA volunteer process, an association financial update, an explanation of GCSAA's mission and vision for the year 2005, a description of the newly formed limited budget resource group, a 75th anniversary planning session, the public/media relations update and as always, an introduction to this years candidates for the GCSAA Board of Directors.

However, undoubtedly the biggest discussion item on this year's agenda was the Professional Development Initiative (PDI). This initiative formally began in 1997 when then President, Paul McGinnis, CGCS, appointed the Membership Standards Resource Group (MSRG).

Current members of the MSRG include two Florida Golf Course Superintendents, Dale Kuehner, CGCS and Bob Randquist, CGCS. According to the GCSAA, "The PDI is being undertaken to improve the

.....Continued on page seven

THE GREEN SHEET

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What's Up D.O.C. by Joel Jackson

1. Government Relations

A. According to the GCSAA Govt Relations office, the number of U.S. representatives supporting H.R. 1592 The Regulatory Fairness and Openness Act of 1999 calling for EPA to base pesticide decisions on facts and good science has grown from 70 to 170 since my last report. GCSAA is urging increased grassroots input to the U.S. Senate to offer a companion bill.

B. Florida congressman Bill McCollum was the keynote speaker at the Florida Golf Course Owners Association state conference in Fort Lauderdale. In his comments he acknowledged and praised the economic impact that the golf industry has on Florida. McCollum also discussed issues pertaining to the day to day operations of Florida businesses and the community, as well as the need to keep children on the straight and narrow path for the good of our future.

C. Nitrate Remediation Working Group Meeting - Excerpts from a report by Erica Santella, FTGA Vice President. A copy of the full report was included in the FGCSA Fall Board Meeting agenda for all board members. "...Turfgrass was a focus of interest throughout the meeting, and we are looking forward to showing that turfgrass is a part of the solution, not part of the problem...University of Florida studies already show that bermudagrass fits right into this category, and we are waiting for results from Dr. Cisar's and Dr. Snyder's South Florida work comparing water and nitrate leaching from lawns and landscapes...It is important to recognize that most members of the group are not professionally involved with turfgrass, and do not fully understand or appreciate the value of growing grass... FTGA needs to continue to be involved with the NRWG...Citrus county has passed an ordinance requiring government locations to adhere to specific BMPs when it comes to their landscapes. Contractors must go through an educational certification class to perform work for the county. Tim Johnston will train Master Gardeners to

help with this process. Topics in the class will include mowing, IPM, ELM (Environmental Landscape Management) and Florida Yards and Neighborhood. Once again, the need for Dr. Cisar's data was stressed, especially if fertilizer requirements are to be included...The group stated that if the county is not moving in the direction of requiring homeowners or professional applicators to use specific sources, rates, or timings for their fertilizations. They feel their role is to try education first, then move to regulatory efforts if progress is not being made. Since turfgrass is such an efficient user of nutrients, we all need to be involved in any regulatory process to ensure that sound science is being used..."

2. Allied Associations

A. GCSAA : Ridge and Palm Beach GCSA activities were featured in the Sept '99 issue of Newline. For superintendents who do not have extensive benefit programs I urge you to investigate GCSAA Retirement Plus plan and their Credit Union services. Call 1-800-472-7878. Of course you have to be a GCSAA Member! Good reasons to join.

B. FTGA News - While the overall numbers of people attending the recent Conference and Show in Gainesville were down, all those attending felt the venue was good and the programs and facilities were excellent. The FTGA Board has decided they will return again on August 14-18, 2000 to give those who missed out on a good thing, another try. Plan on it!

C. Ray Finch III, President and Partner of Emerald Dunes Golf Group in West Palm Beach has been named President of the Florida Golf Course Owners Association. There are currently 136 members representing over 200 golf courses throughout Florida.

3. Media/Public Relations

A. Attended an Ag Institute Annual Meeting and Communications Workshop at Amelia Island.

B. Coverage and News Releases on Blue Pearl, Bud Quandt, GCSAA Regional

Seminar in Orlando.

C. Covered and reported on Everglades Chapter meeting speaker presentation (Dr. Michael Coffman and Dr. Tom Morgan) for article for Golf Course News.

D. Florida Golf Central magazine is trying to expand beyond Central Florida region so Golf is Good For The Planet feature will hopefully go from 10,000 to 20,000 circulation soon. Been asked to contribute some other golf maintenance related articles also

4. Chapter Relations

A. Will be requesting ID of membership and education chairmen for all chapters for Monthly data gathering on speakers - presentation rating and contact information; Potential new members; Job changes; and membership drive planning.

B. GCSAA Conference and Show: Marie and I will be attending the Chapter Liason Track in New Orleans. This will include the Chapter Managers Forum, Greens and Grassroots Forum, Chapter Public Relations Forum and Chapter Newsletters Forum. I will also take one half-day seminar titled "Media Relations and the Golf Course Superintendent and I also plan to attend the Career Development General Sessions to gather tips to pass along in Professional Development articles in the Florida Green. GCSAA Public Relations Director Jeff Bollig, usually has some new media contacts to pass along to me during the week long Media Room operations as well.

FGCSA Reception

The Florida GCSA reception at the GCSAA Convention has been set for Friday night, February 18th at the Hilton Hotel in New Orleans.

All affiliate members of local chapters are invited to sign up as a sponsor for the reception. The four-tier sponsorship format makes it affordable for all affiliates to join with the FGCSA members in an informal social atmosphere. See page 7 for details.

After Dodging Floyd, '99 Blue Pearl a Real Gem



The 1999 Treasure Coast Blue Pearl Committee (l-r) Steve Keller, Bo Estey, Barbara Tierney, Bobby Ellis, Greg Pheneger, Roy MacDonald, Bill Lanthier and Craig Weyandt.

After being rained out on September 13th due to Hurricane Floyd, the Treasure Coast chapter finally got to play this year's Blue Pearl Tournament at the Medalist Club in Hobe Sound on October 4th.

The chapter would like to thank the Medalist Club for their tremendous help in hosting the tournament. The entire staff should be commended for their impeccable service and their highly professional manner which they exhibited throughout the day.

First Place Gross went to John Swaner, Ken Kniaz, Jeff Klontz and Rob Kloska. First place Net went to Steve Bernard, Scott Zakany, Dave Cheeseman and Walt McMahon. Second Place Gross went to Roy MacDonald, Mark Henderson, Gary Fischer and John Huebler. Second Place Net was taken by Jimmy Witt, Craig Smith, Gary Wilhelm and Tom McGuire.

Congratulations to all of the winners and sponsors with a huge thank you to NuCrane Machinery for being the presenting sponsor of the event. The tournament raised \$16,600 for the Audubon Cooperative Sanctuary School Program and the Turf Program at South Fork High School in Stuart.

South Florida GCSA Tournament for Missing and Exploited Children

The South Florida Chapter held its 1999 fund raising tournament for the National Center for Missing and Exploited Children at the Colony West Country Club on October 8th, 1999. The event celebrated its 15th year by raising another \$14,000 for the Center.

Low gross winners in the Scramble event went to the team of Jim Walker, Susi Goldstein, Alan Weitzel and Phil Argianos. Second low gross went to Jim Pitman's team from Inverrary.

A special thank you to host Dale Kuehner, CGCS and the Colony West staff for working under difficult weather conditions with more than 20 inches of rain in the South Florida area to get the course ready for play. Unfortunately another rainfall caused play to be suspended before nine holes were completed.

Many thanks to the following SFGCSA volunteers: Bill Entwistle, Jr., Bob Klitz, CGCS, Dale Kuehner, CGCS, Bill McKee, and Bryan Singleton. The South Florida GCSA is proud of the hard work and dedication that these members have given in support of this tournament.

2000 FTGA Regional Turf Conferences

The Florida Turfgrass Association has announced the following dates for the 2000 Regional Turf Conferences:

Jan. 11	Lake Worth
Jan. 12	Fort Myers
Jan. 19	Tampa
Jan. 21	Mid-Florida
Feb. 2	Jacksonville
Feb. 3	Milton

These all-day conferences are designed to meet the educational needs of the entire turf industry. They offer lots of CEU's for Restricted Pesticide License holders and were very well received last year due to the quality of the presentations. Brochures complete with speaker information, topics to be covered, times and sites for each seminar will be sent to all FTGA members in November.

For more information or to receive a brochure and registration form, please contact the FTGA office by phone at 800-882-6721 or e-mail to ftga@aol.com.

USGA Web Site Offers Agronomic Help

Looking for information on the agronomic conditions in your area, but don't know where to find it? Look no further than the USGA Web site.

Knowing there are not many people in the industry who see more golf courses than our agronomists, we dedicated a portion of the Green Section Web site to provide Regional Updates about recent problems, issues, and solutions. Every few weeks our agronomists report on what they have seen on their journeys. Recent topics have included such things as spring dead spot, fire ants, equipment issues, gray leaf spot, and Poa annua. We hope the information our agronomists provide will give you some useful tips and help with new ideas about current golf course management topics.

Click on the Turf Advisory Service tab at:
<http://www.usga.org/green>



Central Florida wins 1999 FGCSA Team Championship. Chris Cartin is Low Medalist. Team members (l-r) Chris Cartin, Kevin Rotti, Joel Brownsberger and Jimmy Lawrence. Not pictured Hal Richburg.

Central Florida Scores at FGCSA Golf Championship

Bragging rights for 1999 belong to the Central Florida chapter's #1 team as they won the Fourth FGCSA Chapter Team Competition. Ten teams from eight chapters participated this year with the best 4 out of 5 player's scores counting. Team members Hal Richburg, Jim Lawrence, Kevin Rotti, Chris Cartin, and Joel Brownsberger won by 3 shots over Central Florida #2 team of Joe Ondo, Buck Buckner, Barry Shuman and Chad Sartain.

Wining low gross honors and a spot on the state team was Chris Cartin with a 74, second Mark Hopkins 76, third Buck Buckner 77, and fourth Joe Ondo 78.

Low net team honors was won by the Central Florida #2 team by one shot over the teams from North Florida and South Florida. Individual low net honors was won by Barry Shuman with a 72, second went to Bill Griffith and third to Bob Harper.

Thanks to host superintendent Bayne Caillavet and head professional, Eddie Frye, for another great day at Southern Dunes GC. Fourth tournament and no repeat chapter winner! Thanks to all who participated to make this the biggest turnout.

The Central Florida chapter also announced another successful Crowfoot Tournament. The use of three nines at Grand Cypress enabled the tournament to accommodate 172 players in less than 5 hours. Over \$6,000 was raised.

Joining Chris Cartin on this year's FGCSA team at the GCSAA tournament in Mobile, Alabama, will be Mark Hopkins (winner of Poa Annua), Hal Richburg (Crowfoot winner), and Joe Ondo (low average in two out of the three events).

Media Relations Tips from your D.O. C.

A. CRISIS COMMUNICATION TIPS

1. Have a plan. Update it annually or when personnel or phone numbers change.
2. Respond quickly.
3. Never underestimate the crisis.
4. Beware your lawyer's media advice. Maintaining good public relations may save the company in the long run even if you suffer a black eye due to the crisis.
5. Own up to your responsibilities. The public forgives mistakes but seldom liars.

B. TEN TIPS FOR BETTER INTERVIEWS

1. Stall as needed. You set the time for the interview. Gather your facts.
2. Master the Fight or Flight Response. Don't be defensive or aggressive. Be cordial.
3. Remember the 3 and 10 rule. 3 second pause before you speak. 10 second answer.
4. Practice answers to likely questions out loud so you're used to hearing it said.
5. Have 2 key messages that tell your point of view. Start with the conclusion.
6. Stand up during phone interviews. Think better, sharper on your feet.

7. Answer and make a point.
8. Speak a bit off center of the microphone. Eliminates hiss and pop of some words.
9. Look at the interviewer and not the camera.
10. Never say "no comment." Implies guilt.

C. OPPORTUNITIES TO TELL YOUR STORY

1. Invite media to your territory, meeting, golf course.
2. Conduct public, media, school tours. Explain methods.
3. Have an open house of a production or maintenance facility.
4. Speak at schools, community groups

D. WHEN THE MEDIA IS WRONG

1. Record the interview.
2. Complain. Call or write the reporter and the editor. These comments kept in story file.
Contact the newspaper's/station's ombudsman
Tell the competition.

North Florida Sponsors GCSAA Regional Seminar on Nov. 4th

The North Florida chapter offers the final opportunity for Certified Superintendents to earn CEU's in 1999.

The GCSAA sponsored Regional Seminar will feature Dr. Monica Elliott, plant pathologist at UF Fort Lauderdale Center. Topic is "Integrated Disease Management for Bermudagrass Golf Courses." The November 4th seminar will be held at the Holiday Inn Baymeadows, Jacksonville at 8:00 a.m.

Learn practical strategies for preventing disease and reducing disease damage to a golf course. Topics include:

- *IPM principles, plant pathology and plant growth relative to disease

- *Specific diseases associated with bermudagrass and their cultural and chemical controls

- *Theory, examples and strategies of biological control.

The following textbook is strongly recommended for this course: GCSAA Price: \$23. "Best Management Practices for Florida Golf Courses". Contact GCSAA Education Department at 1-800-472-7878 for a registration form.

Dale Walters Receives Award

The Everglades chapter recently honored Dale Walters, CGCS, for his service to the chapter by presenting him with a 1999 FGCSA Presidents Award for Lifetime Service.

Dale received his degree from Lake City Community College and achieved his Certified status ten years after graduation. He has been a member of the Everglades chapter for the past 23 years beginning at The Moorings Club in Naples and moving to Royal Palm CC in 1991.

Dale served on the Everglades Board of Directors for more than six years and was president of the chapter in 1995. He continued to serve as their Chapter Delegate to the GCSAA and is now on the Information Services Committee for the GCSAA. Dale's willingness to give of his own time to improve the profession serves as a fine example to those just starting out in the profession. The FGCSA is proud to honor him with this prestigious award.



Dale Walters (left) receives a 1999 FGCSA Presidents Award from Gary Grigg at the Everglades GCSA September meeting at Colliers Reserve CC

...Continuation of Presidents Message:

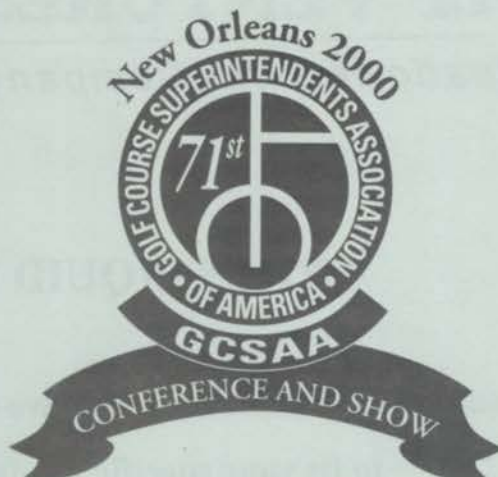
knowledge, skills and abilities of the professional superintendent that will contribute toward improved playing conditions and the enjoyment of the game of golf." Members of the MSRG have spent the last two years conducting an intense research and design phase. This included on site interviews of Golf Course Superintendents and employers from across the country.

The PDI is being molded at the same time that the GCSAA education program is being totally revamped. The two changes alone, or together, are providing positive advancements in the programs and services that the GCSAA will provide.

"In my opinion, the PDI will positively benefit Golf Course Superintendents and the profession as a whole"

In my opinion, the PDI will positively benefit Golf Course Superintendents and the profession as a whole, by establishing guidelines and setting standards to advance those in our profession to the ultimate stature of a Class A, GCSAA, Golf Course Superintendent. The biggest thing that I would like to be sure to get across to all Florida Golf Course Superintendents is to please keep an open mind on this issue until you have been provided with a thorough explanation of the initiative and all that it entails. Also, be aware that no one is forcing this initiative on the GCSAA membership. The current PDI document is not something that is immediately being proposed as a bylaw change to be voted on. The MSRG is still on a fact-finding mission for the PDI and wants all GCSAA members' opinions.

There will be more information provided by GCSAA in the very near future but it is very important for every GCSAA affiliated chapter to expose their membership to all of the details of the PDI. Your chapter's leadership should contact the GCSAA very soon and request a speaker to be brought in to one of your chapter's meetings to give a thorough explanation of this positive advancement in our profession.



February 14-20, 2000
 Morial Convention Center
 Trade Show: February 18-20, 2000

2000 FGCSA Reception to be held February 18th

The FGCSA will hold its Y2K reception on Friday night, February 18th, at the spectacular New Orleans Hilton Hotel Riverside from 7:00 - 10:00 p.m. Once again, the reception will be limited to Florida superintendents and sponsors. Invitations will be mailed to all FGCSA members in January.

Reception Chairman Michael Perham promises that the New Orleans reception will continue the tradition of being the best chapter reception at the GCSAA Convention. Mark your calendar now. You will not want to miss it!

Sponsors have been solicited and we have already received a wonderful early response from our loyal affiliates. However, there is still time for any affiliate to be involved as a sponsor. This year we have added an additional category in order to make it affordable for any affiliate who might choose to attend the reception. Number of tickets to the reception are based on sponsorship levels. See sponsor levels in next column.

We are asking all chapter affiliate members to call the FGCSA office at 1-800-732-6053 if you would like to join with the Florida superintendents for this annual event.

Sponsorship Levels for the New Orleans Reception will be:

Level One - Platinum Sponsor:

Donation: \$2,500

Includes 15 admission tickets for your company representatives.

Level Two - Gold Sponsor:

Donation: \$1,000.

Includes eight admission tickets for your company representatives

Level Three - Silver Sponsor

Donation: \$500.

Includes four admission tickets for your company representatives

Level Four - Bronze Sponsor

Donation: \$250.

Includes two admission tickets for your company representatives

Sponsorships are available to any affiliated member of a local Florida chapter. All sponsors will be recognized by a listing on the sponsor board the night of the reception and will appear in the full page thank you ad in the Florida Green magazine.

We sincerely appreciate the support of all our sponsors.



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Dale Kuehner, CGCS, receives FGCSA Distinguished Service Award

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