



Letter from the President



I would like everyone for allowing me the opportunity to serve as President of your chapter. With the help of the Board and you, the member, I feel we can grow our membership and continue to improve our knowledge with good education speakers.

If you were unable to attend the round table discussion, it was a great education session. Todd Lowe, U.S.G.A. Agronomist, and Ralph Dain from the G.C.S.A.A. were in attendance. Topics for discussion included the impact of the current economy on maintenance budgets; what we have been asked to cut by our Boards and club owners; products being used to control Dove weed, ultra dwarfs, paspalum, and shade tolerant grasses; what products are being used to control nematodes other than Curfew and Nemacur; and if we can expect other products in the near future. We plan on conducting a round table chapter meeting every July.

September's chapter meeting will be held at Isla Del Sol. The guest speaker will be Todd Lowe, U.S.G.A. agronomist, who will speak about Turf trends for Florida Golf Courses. The cost for this meeting will be \$50, however, to encourage membership growth we are offering this meeting to guests at only \$25.00. This is a great opportunity for you to invite someone that has not been involved in the FWCGCSA to learn more about the Association.

Also make plans to attend the FTGA Conference and Show at the PGA National Resort and Spa September 16-19. Only a few weeks after that will be the Annual Bud Quandt Tournament, to be held October 5, 2009 (see enclosed registration forms and information). Later this year the Association will host a meeting at the Dunes in November, followed by Vendor Day at TPC in December. We hope to have a 12 month calendar of meeting sites and speakers soon.

In an effort to grow our membership, serve our current members and improve our fundraising efforts, we need some volunteers to serve on committees. If you are interested please give a Board Member a call or send an e-mail to fwcgcsa@earthlink.net.

Before closing, I would like to thank Bill Kistler for his time, dedication and serving our chapter well. Thanks Bill.

Duane VanEtten

Raffle Fundraiser

The FWCGCSA will once again hold a golf raffle to help offset some of our operating costs. We were able to raise over \$2,500 this past Spring to help fund events like our Vendor Day and Chapter Championship, and it is important to get as much help as possible to make this a successful raffle. We are in need of golf foursomes to be donated. There were 10 foursomes raffled off before, and our hope is to get 20 for this raffle. Tickets will remain \$5 apiece each or 5 tickets for \$20. We will begin distributing the tickets at our Bud Quandt Tournament at Tampa Palms on October 5th, and we will collect all the tickets in mid December at our Vendor Day outing at TPC Tampa Bay. The drawing will be held the week after Vendor Day, and the winners will be contacted before Christmas. We hope to make this our annual fundraising event for the association, but we need everyone's help for it to be a success by donating golf and especially selling raffle tickets. Please call or email the association as soon as possible with any donated foursomes so that we can have our fliers ready by October. Thank you to all for your continued support of the FWCGCSA.



Trent Inman, CGCS

New York Times & Water Management



The following article that appeared in the August 6, 2009 edition of the *New York Times* provides a look at how golf courses manage water and the expertise of the golf course superintendent. It is the second time the *New York Times* has referenced GCSAA, its members and/or the Environmental Institute for Golf in the past four months. The article is the result of a collaborative effort of GCSAA, the Institute, GCSAA members and industry officials. The impetus came from a news release regarding the GCSAA Golf Course Environmental Profile water survey. That speaks to the importance of the various surveys the association conducts and the appreciation GCSAA leadership has for its members in completing them. Having the data to respond to government, media, special interest groups, etc., is vital and necessary in advocacy and outreach.

ATLANTA — Six years ago, when Georgia's state government rewrote [its rules](#) for water use during droughts, it cut no slack for an obvious culprit: golf courses.

With emerald fairways that glistened even in the most blistering conditions, they were a tempting target.

Yet golf course managers were indignant. They argued that they were reining in water use in dozens of ways, like planting native grasses and auditing sprinkler spray patterns. Instead of being penalized, they said, they should be emulated.

It took a while, but from the South to the arid West, their wish is coming true. Mindful that [global warming](#) could provoke more and longer dry spells, state governments are increasingly consulting golf courses on [water strategies](#).

In Georgia, golf course managers have emerged as go-to gurus on water conservation for both industries and nonprofit groups.

Marriott International is applying lessons learned at its golf course here to its resort properties in other states. [Habitat for Humanity](#) is landscaping front yards with drought-tolerant plants recommended by golf superintendents.

"Look, if you want to learn how to irrigate, these are the guys to ask," said Garith Grinnell, who recently retired from the [Southern](#)

[Nevada Water Authority](#).

Such accolades are a turnabout for a business that is often faulted for harming the environment through excess use of water and pesticides.

In Georgia, the shift in perspective came about largely because of a crippling drought that peaked in 2007. By that year, 97 percent of the clubs that belonged to the Georgia Golf Course Superintendents Association had voluntarily adopted what are viewed as best-management practices for water use, reducing consumption, they estimated, by 25 percent in just three years.

Lake Lanier, Atlanta's main source of water, had meanwhile dropped to record low levels, exposing muddy bottom not seen in half a century. It dawned on state and local water managers that golf courses might have some useful know-how.

Golfing grounds managers "are great technical assistance to me," said Kathy Nguyen, president of the [Georgia Water Wise Council](#), a state association of water professionals that encourages conservation. "I can call them up and talk to them about different technologies." (Georgia's drought eased significantly this year.)

Ms. Nguyen has relied on golf superintendents in drafting guidelines for homeowners like letting grass grow longer, fixing leaks in hoses as promptly as possible and keeping lawn mower blades razor sharp. (Grass cut by duller blades is more frayed and requires more water to stay healthy.)

The golf industry still draws strong criticism from environmentalists. Turf is, after all, the thirstiest of plants. The average American golf course drinks up some 50 million gallons of water a year — comparable to the yearly usage of 1,400 people. In the West, the figures are higher.

Yet that reality, coupled with rising water prices, is what led to strides like irrigating golf courses with "gray water," or nonindustrial wastewater that is recycled for other purposes.

Tom Bancroft, chief scientist with the National Audubon Society, says that for all the progress golf has made, it remains a deeply problematic industry. Many courses "use fertilizers that can run off into fresh water, and many use pesticides in lawn and grass," Mr. Bancroft said. (Audubon International, a separate group, works with golf courses to encourage wildlife preservation.)

Mark Esoda, superintendent of the [Atlanta Country Club](#) in suburban Marietta, where initiation fees are \$85,000, acknowledges that practices among the nation's courses range from indifferent to conscientious. But Mr. Esoda maintains that he and other superintendents have a lot to teach municipalities about watering their ball fields and homeowners about tending to their yards.

Zippering around the course on pine-shaded paths, Mr. Esoda stopped abruptly near the seventh hole. He gestured toward a patch of newly laid turf of [zoysia](#), a warm-weather shade grass native to Southeast Asia and Australia. On shady parts of the course it is replacing [fescue](#), a genus of cold-weather shade grass that can live through the winter and thus requires five months' more watering and mowing.

Mr. Esoda said he had also installed affordable monitors that prevent automatic sprinklers from activating during or right after a rain.

And when isolated dry spots appear on the greens, he said, he sends staff members out with watering cans rather than turning on the sprinkler system.

Finally, Mr. Esoda has made an aesthetic adjustment after years of savoring the green glow of a perfect lawn. "Crispy around the edges is O.K.," he confided.

Water is just one area where golf courses and environmentalists may find a rapprochement, said Anthony L. Williams, director of grounds at [Marriott's Stone Mountain public courses](#) just outside Atlanta.

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Best Management Practices

By Kevin Sunderman, Board Member

The green industry has seen a trend over the past several years of increasing regulations in terms of water, fertilizer, and pesticide use. Spurred on by water shortages, red tide and fish kills, regulatory agencies, state and local governments, and special interest groups are often focusing on the green industry as a villain. While most restrictions put in place to date have not affected golf courses (except for water), we have to expect the focus to turn our direction sooner than later.

Fortunately for the golf industry, a great tool has been made available to us by the Florida DEP. The *Best Management Practices for the Enhancement of Environmental Quality on Florida Golf Courses (BMPs)* was printed in 2007 and distributed to golf courses to encourage environmentally responsible golf course management. A collaboration between the FDEP and FGCSA, BMPs examine common golf course practices such as irrigation, fertilization, and cultural activities and show how they relate to the environment. The BMP guide provides superintendents with sound management strategies to maintain golf courses in a positive manner with respect to environmental protection, water quality protection, and conservation. It also provides elected officials and regulators an overview of golf course management practices and their relation to environmental issues.

Now is the time to get on board with BMPs. The guide is very easy to navigate, providing sound information followed by a checklist at the end. Go through the guide and complete the checklist. Even if you can't answer yes to all the questions, the checklist provides a starting point to making your facility more compliant. Then prioritize areas needing improvement and create a plan to accomplish the necessary items.

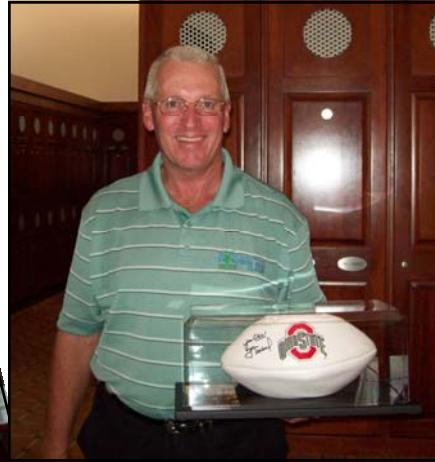
We need good superintendent participation in following the BMPs, and we need it now. When faced with a potential greens-and-tee only watering restriction, the Georgia GCSA was able to demonstrate their dedication to the issue by showing 97% member compliance to their Water Conservation BMPs. This saved them from the restriction and allowed them access to a larger quantity of water. Like Georgia, we need strong industry wide participation in the BMP program to send a message to our potential regulators that we are trained professionals, serious about protecting and enhancing the environment. If you need help getting started do not hesitate to ask for help.

Florida West Coast GCSA Profit & Loss Standard July 2008 through June 2009

	Jul '08 - Jun 09
Ordinary Income/Expense	
Income	
Benevolent Fund Credit Card	5,695.00
Bud Quandt Tournament	
Corporate Sponsors	16,770.00
Prize Drawing Tickets	2,562.00
Total Bud Quandt Tournament	19,332.00
Contributions and Support	1,056.95
Meeting Fees	24,110.00
Membership Dues	24,060.00
Total Income	74,253.95
Expense	
Advertising	375.00
Bank Fees	674.95
Benevolent Fund Credit Card Exp	1,128.50
Benevolent Fund Transfer	4,500.00
Bud Quandt Tournament Expenses	
Golf	11,465.05
Misc	496.12
Printing	372.36
Prizes	886.79
Total Bud Quandt Tournament Expenses	13,220.32
Convention or Meeting Expense	
Beverage	697.67
Board Meeting Expenses	370.56
Education	1,500.00
Food	14,999.26
Golf	13,269.14
Convention or Meeting Expense - Other	385.00
Total Convention or Meeting Expense	31,221.63
Credit Card Expenses	1,658.90
Donation	1,700.00
Gifts to Members	336.44
Internet Fees	119.40
Negative Prior Year Balance	2,137.44
Other Miscellaneous Expenses	401.59
Postage and Delivery	881.18
Printing and Reproduction	717.71
Professional Services fees	6,250.00
State/National Dues	7,930.00
Supplies and Materials	251.20
Telephone	545.88
Travel	944.51
Total Expense	74,994.65
Net Ordinary Income	-740.70
Net Income	-740.70

Please note that the above financials include a Negative Prior Year Balance of (\$2,137.44).

CHAPTER CHAMPIONSHIP



June 29, 2009 Old Memorial Golf Club

Winners

	1st	2nd	3rd
Superintendent Gross:	Trent Inman, 82	Pat Hickey, 82	Duane VanEtten, 83
Superintendent Net:	Jon Scott, 63	Lucky Luchsinger, 70	Keith Lamb, 74
Vendor Gross:	Jason Richards, 74	Mark Wheaton, 78	Adam Varney, 79
Vendor Net:	Budgie Clark, 68	Chris Leahy, 71	Adam Wright, 72

NY Times cont.

(Continued from page 2)

As metropolitan areas sprawl outward, golf courses may be the only large-scale green space for miles around, offering crucial potential habitat for migrating birds and other wildlife.

Mr. Williams, who has a degree in local horticulture, has been letting native grasses take over his lawns. Off the fairways he does not even bother to mow, and on the greens he is maintaining grass at one-sixteenth of an inch higher than typical courses. It makes playing slow, he allows, but "consistent." He has also replaced all the flowering annuals with perennials, which generally require less water, choosing those that are attractive to native wildlife.

Since he took charge of the two courses in 2005, Mr. Williams has cut water consumption by 45 percent, he said, and witnessed the return of some wildlife species like the red-tailed hawk.

The changes have come with a price, like the occasional large brown spot on the fairway. But Mr. Williams says the golfers do not mind.

"I just stand out there on the greens and explain, 'We are doing this so your grandchildren can come out here and play,' " he said. "People understand that."

Reprinted from New York Times, August 6, 2009

Please renew your membership...

Membership Renewals are now PAST DUE! The process has changed a little this year as we try to streamline membership throughout the state. If you need a new form, please e-mail us and we will be happy to send one to you via e-mail or regular mail. **If you need to pay via credit card, please bring your membership form to the next meeting and we will take care of it for you. If you need a receipt for your renewal, please send us an e-mail and we will send one back to you via mail or e-mail.** *Please be sure to renew your GCSAA membership also.*

Our goal is to increase our membership numbers this year... brochures for new members are available on the website or we would be happy to mail you a few upon request. Please hand them to anyone in our industry that you come across who is not currently a member and encourage them to attend a meeting to learn more about the Association.



Mark your Calendar!

Sept 14	Monthly Meeting at Isla Del Sol
Sept 16-18	FTGA at PGA National
Sept 26	Florida Championship at Southern Dunes
Oct 5	Bud Quandt at Tampa Palms (please return the enclosed Registration form ASAP!)
Nov 17	Monthly Meeting at The Dunes
Dec TBA	Vendor Day (date TBA)
Feb 15	FWCGCSA Benevolent Tournament

Pro/Super Tournament Winners!

	1st	2nd	3rd
Pro/Super Gross	Inman & Carter	VanEtten & Cerbini	Hoggard & Summers
Pro/Super Net	Darlington & Perez	Lampe & Haluska	Rood & McClary
Supplier Gross	Wheaton & Ahern	Crosby & Wasilewski	Tutko & VanEtten
Supplier Net	Reinhardt & Hickey	Wright & Colyer	Armitage & McNeil

Closest to the Pin: #3—Roger VanEtten; #8—Matt Cote; #14— Craig Reinhardt;
#17—Fred Curtis ****Won Shoot-out****





**FLORIDA WEST COAST GOLF
COURSE SUPERINTENDENTS
ASSOCIATION**

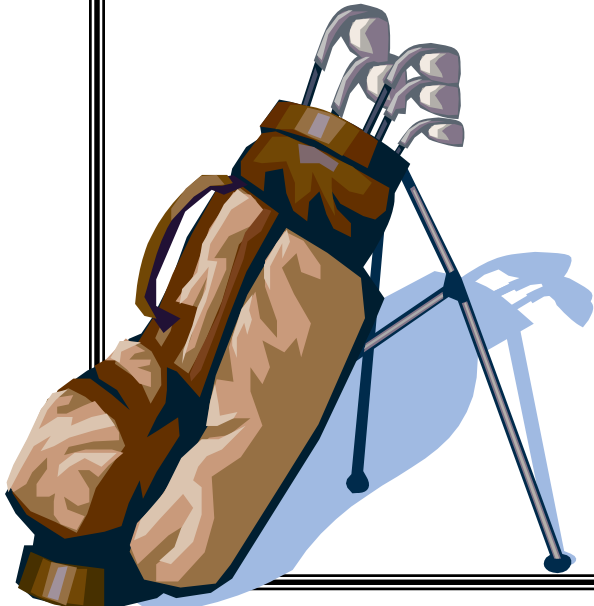
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SEPTEMBER CHAPTER MEETING

The September Monthly Chapter Meeting will be held at Isla Del Sol Yacht & Country Club on September 16, 2009. The speaker will be Todd Lowe, USGA Agronomist, discussing Trends in Florida Golf Courses. *The cost for this meeting will be \$50, however, to encourage membership growth, we are offering this meeting to guests at only \$25.00. This is a great opportunity for you to invite someone that has not been involved in the FWCGCSA to a meeting so that they can learn more about the Association.*



Registration: 9:00—10:00

Meeting: 10:00—11:30

Lunch: 11:30—12:30

Shotgun: 1:00

Price: \$50.00 Members; Guests—\$25.00

Please RSVP for this event!