

## **Monthly FGCSA Chapter Update**

Local Ordinances Update - Collier and Manatee Counties are driving forward to enact their ordinances before the July 1, 2011 deadline which puts the sale of fertilizer under the control of FDACS and prohibits local governments from enacting bans on the sale of fertilizers during blackout periods. Both counties appear ready to allow golf courses to continue to apply fertilizers under the guidance of the Golf BMPs, and Manatee is also allowing the use for sod farms and athletic fields. Meanwhile the homeowner and lawn care businesses are once again being denied the use of complete nutrients during the prime growing season.

General Government Relations - Now that the legislative session is over, now is the time to reach out to your state senators and representatives to either meet with them and give them a copy of the Florida Golf Economic Impact Studies and a brief summary of your chapter's activities and community involvement, and how golf courses are good environmental and economic assets to their districts. Mike Goldie has preached this in the past and so do the other association lobbyists I run into for the Florida Farm Bureau and the Florida Fertilizer and Agrichemical Association. Do a little digging around at your clubs and see who knows who which might make an introduction or invitation go a little smoother. I will contact Mike Goldie to perhaps target some key legislators whose committee assignments and/or seniority might carry more weight on some of the issues. Then the chapters in those law makers' districts can make an extra effort to contact them for a speaking engagement at a chapter meeting or at least a local office visit. The best time to reach out is when we aren't just reacting to a law with negative effects. It's all about building relationships and not just asking for favors.

Association Business - Jennifer and I will be working on reaching out to old and new potential advertisers and we could use your help in identifying companies you do business with that aren't currently advertising or have never advertised with the FGCSA's Florida Green or Directory.

I just met a gentleman who founded a company called ezLocator, which is a pin-placement selection and tracking system that can be used to systematically and professionally manage wear and traffic on greens and document/archive good tournament or everyday pin rotation locations. This data is useful for your set-up person, hand watering crew (along with soil moisture readings) and for generating pin placement sheets for the pro shop. He's interested in spreading the word and we will be sending him our Media Kit to show him all the opportunities.

We can sure use your help in finding new leads. Another way you can help increase revenues so we can keep supporting our GR advocacy and other Membership services is when a company calls on you thank them for their support if they DO and advertise with us, or tell them it would be easier to do business with a company that did show support for their association/profession. Several superintendents I know already tend to do business mainly with those companies who traditionally support our profession. It's a synergistic relationship and helps everyone succeed. Give it a try. Thanks!

Cordially yours,

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Executive Director

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