**Turf Council Gets New Look**

The decades-old Southern California Turfgrass Council, with 700 members, is enjoying a new look as well as an ambitious vision for the future, according to Council President Mark Hodnick. Central to the council's identity facelift is an undertaking by Uber Advertising & Public Relations, which has crafted a marketing and promotion package for the Turfgrass Council as well as for the organization's annual trade show in October.

**Arizona Supers Give to Research**

A $2,500 donation for research was made to Dr. David M. Kopec of the University of Arizona by Bill Walsh, vice president of Cactus & Pine GCAs, at the U.S. Golf Association Green Section Seminar at Moon Valley Country Club on April 3. Kopec accepted the gift to be well as an ambitious vision for the future, according to Council President Mark Hodnick. Central to the council's identity facelift is an undertaking by Uber Advertising & Public Relations, which has crafted a marketing and promotion package for the Turfgrass Council as well as for the organization's annual trade show in October.

**GCSSA Membership Ranks Swell**

Lawrence, Kan. — The Golf Course Superintendents Association of America (GCSSA) has pushed its membership total over 18,000, according to its chapter/member services department. In the three-month period from March 1 to May 31, membership increased by 1,000, or 5.9 percent. The association last year passed regulations under which new members of chapters must join the national group, and chapters' officers must all be GCSSA members in order for the chapters to retain their affiliation.

**Valdosta CC Signs IGM**

Valdosta, Ga. — Valdosta Country Club has retained International Golf Management, Inc. of Lakeland, Fla., to provide maintenance services. This marks IGM's first major contract in Georgia, one of several states included under the umbrella of IGM's Atlanta-based Southeast Atlantic region.

**HortWorld on Internet**

On June 2, Betrock Information Systems began to market HortWorld, a new horticultural site on the internet. HortWorld's site — www.hortworld.com — is a network of four distinct pathways: products & supplies, services & information, research & education, and turfgrass industry.

**Mole Cricket Challenge Continues**

**By Rick Brandenburg**

Although managing mole crickets on golf courses is a chore reserved primarily for superintendents in the Southeast, this pest has spread northward, with an occasional report in Virginia and moved west into Texas. Many of the lessons learned while trying to manage this pest in the South have implications that can improve control of other pests such as white grubs anywhere in the United States.

Like white grubs, mole crickets are a soil insect. They feed primarily on turfgrass roots and can be quite damaging. The fact that they are soil insects challenges us in two ways. First, it is difficult to get a good picture of exactly what the insect is doing below the soil surface. This keeps us guessing as to where they are.

**Research Sheds Light on Control**

**By Michael Hurdzan**

Under certain conditions, higher rates of some products will actually perform poorly as compared to lower rates. Poor control is often associated with the behavior of the mole cricket and its ability to avoid pesticides. For instance, zoetropic behavior, in which application equipment calibration, directing control efforts against the small crickets, and avoiding treatment under extreme weather conditions help avoid these failures. Irrigation also influences control and this area is still under study because the response to irrigation is somewhat dependent on turfgrass type and growing season.
Hurdzan comment

Continued from page 17 fingers through it.

The USGA construction method had just been introduced, but by far the majority of greens were pushed-up soil, or a concrete sand, soil and peat blended together and roto tiller on site. Greens had 4-percent slope and were mowed at 1/4 inch height; fairways were kept at 5/8 to 3/4 inch; and roughs were rough.

Hydraulic mowers were just introduced, triplex greens mowers were in the future, and the great new herbicide was 2(2,4,5-T)P originally called Silvex, and later Agent Orange in Vietnam.

We treated disease with mercury and cadmium, poa annua with lead and arsenic, and insects with chlorodane and DDT. Aerification was by drilling with a 500-pound machine called a turfarator (I think), and when hollow-core aerification was introduced there were professors of turfgrass who argued it left too slick a hole so roots would not grow into the aerification hole.

We did all this just because we didn't know better.

Then in the mid- to late-1960s we realized some of what Rachel Carson said was true and science's improved ability to assay minute amounts of chemicals verified it. Automatic and fairway irrigation were constantly improving, Dr. Reed Funk's Manhattan ryegrass looked like miracle grass, and Al Radko and Marv Ferguson were making the USGA Green Section into turf's most respected information source.

Nothing substantially changed for the next 15 years except for a proliferation of chemicals, turfgrass cultivars, irrigation innovations, and the introduction of the heavily sculpted golf course led by Pete Dye, Jack Nicklaus and Desmond Muirhead.

Environmental zealots were thought to be well-meaning quacks who espoused tactics like using the snail darter to hold up government projects like Tellico Dam construction. Economy was more important than environment until the nation recovered from the 1974 Arab Oil Embargo. Reagamomics in the 1980s revived a depressed golf industry.

The late 1980s and early 1990s saw environmental movements gain popular support through gloom-and-doom arguments based on emotion, not scientific facts. The turfgrass industry became a symbol of environmental mistreatment, simply because we did not defend ourselves.

Today, scientific research is vindicating golf courses and we recognize how to better balance the delicate social, economic and environmental concerns. Golf courses and turfgrass managers are being proven to epitomize the true stewards of the earth.

The only problem that remains is getting golfers to accept a less-impacting form of golf course maintenance. They must allow the superintendent to further reduce the amounts of water, fertilizer, pesticides and fossil fuels they use. Golfers and lawn owners must recognize that healthy grass is not always green and luscious.

IN THE YEAR 2020

How long this will take is unknown, but when it happens, it will change the face of American golf and landscapes. Golf courses of 2020 will look and play more like those of 1920, the golden age of American golf, a wonderful blend of brown and green ribbons of grass, enjoyed as much by wildlife as golfers. Turf managers will better understand the dynamics of chemical, biological and physical interactions and how to manipulate them to minimize water, fertilizer and pesticide use.

Before applying treatments, superintendents of tomorrow will closely monitor the quality, quantity and duration of sunlight, measure soil temperature and moisture content, track water-quality indexes, and determine biological activity of host plant and invading organisms. Manipulation of soil air and temperature will be far more important than soil water. Irrigation will be limited and an inferior quality compared to today, so intelligent planning and construction will be of a great premium. As time goes on, golf will continue to be played with increasingly advanced technological equipment, although the average golfer won't play much better.

Courses will continue to become more environmentally friendly, with increasingly less-impacting materials and methods, and be more fun to play. And the superintendent will be much more of an analytically based researcher, who will have the talent, tools and knowledge to understand and monitor the entire golf course environment. Just as the equipment and golf courses have evolved, so will be the demands and the qualifications of future superintendents.

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O ur e ngineers f igure d out

the best way to keep

a steel frame from rusting:

change it to aluminum.