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MAKING IT HAPPEN
SEMA Golf worked with Nicklaus Design to successfully build The Outlaw course at Desert Mountain in Scottsdale, Ariz., and meet the owners' high expectations.

STARTING OVER
Ryangoft overcame challenges reconstructing the North Course at Frenchman's Creek in Palm Beach Gardens, Fla.

AN EYE FOR DESIGN
A young golf course architect starts his own firm to make his mark and create unique golf courses. Golf Course News interviews Todd Eckenrode.

ANALYZING A NEMESIS
Imitating Poa annua's strengths could be used as a management practice to ensure pure bentgrass greens.

PESTICIDE UPDATE
Pesticides are an integral part of a golf course superintendent's turf management programs. An update includes a list of pesticides that are available on the market to superintendents.

DIVE DEEPER INTO WATER QUALITY
A good irrigation suitability analysis should test for elements that impact turf health.

IRRIGATION IMPROVEMENTS
Cost, more water-distribution control and better water conservation are at the root of irrigation system upgrades.

TOP OF MIND
At Blue Ash Golf Course near Cincinnati, cultural practices changed to provide golfers with a more pleasant experience.
Endorse™—Broad Spectrum Turf Fungicide With An Exclusive Mode of Action

Endorse™ Turf Fungicide from Cleary Chemical Corporation provides golf course superintendents with an exclusive mode of action to control even the toughest diseases on their tees, greens, and fairways.

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With outstanding performance against a number of economically threatening turf diseases, Endorse works like no other fungicide around. It obstructs the production of chitin, a structural component of fungal cell walls, while inhibiting spore germination and mycelial growth in the turf plant. It attacks turf disease through both foliar and translaminar systemic activity and can be used in either a preventative or curative management program. Endorse is an ideal rotational or tankmix partner with other fungicides, like Alude™, Protect™, Spectro™ or Spotrete™.

The Bottom Line

Endorse gives superintendents an unparalleled disease management tool backed by 65 years of commitment from Cleary.

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One Tough Animal.
Positive change

Some people in the industry say the national golf market is struggling for revenue and are cautiously optimistic about the golf business in the future. The cost to play golf and maintain a course, and the decline of the number of rounds played and new golf course openings are often mentioned as reasons why the industry isn't doing that well. But while people see the negative signs and suggest action golf needs to take to improve, there are two very positive aspects of the industry of which people need to be reminded: changes in golf course development and the focus on renovations and reconstructions.

After booming in the late 1990s and into 2000, the golf market, like many other markets in the U.S. economy, started to decline in early 2001 and really plummeted after 9/11. The golf business was hurting despite the popularity of the game. The industry went from opening about 400 courses a year in the late '90s to about 120 completely new ones last year. At the beginning of the year, there were 320 courses under construction, according to the National Golf Foundation; and the number of courses expected to open this year is projected to be slightly more than last year. But if one looks at golf course development during the past 20 years, those boom years are abnormal, and comparing the industry's health to them is misleading.

At the 2005 Golf Industry Show, architect Erik Larsen said new golf course openings will stabilize at between 150 and 200 a year. But the number of golf course openings in a year isn't the only way to measure the vitality of the industry. Just because golf courses open, doesn't mean they've all been thoughtfully planned or will succeed financially. Numerous courses are struggling because they were built for the wrong reasons - some just to help sell homes. Larsen says stand-alone courses are having more difficulty getting financing and lot sales are subsidizing many golf courses. But a decline of new golf course openings might not be that bad. Because banks are hesitant to finance golf course development, some might pause and think more strategically about where there's truly a need for more golf courses, forcing developers and owners to conduct more research.

Larsen also suggests new courses be environmentally sound, economically viable, sustainable and community oriented.

Architects are a factor in wiser development. At the Golf Industry Show, a panel of them discussed trends in golf course architecture and development - feasibility, site selection, planning and environmental concerns. Integrating golf courses better into communities is one trend architects foresee. Courses can be more than just a place for people to hit golf balls. They can be used for water retention, revegetation and recreation, as well as view corridors, firebreaks and wildlife habitats. More people will be touched by golf courses in the future regardless of whether they play golf.

The other aspect of the business that doesn't seem to be getting much attention is the number of renovations and reconstructions completed during the past four years. There have been 126 full-scale renovations from 2001 to 2004, according to NGF. They increased from 13 in 2001 to 46 in 2004. There were 53 reconstructed courses opened last year, and 65 reconstructions were still under construction. Bottom line is there's a lot of money invested in course renovation and reconstruction.

I've spoken with several architects and builders during the past few months about the market and their businesses, and they seem to be doing well. Maybe they're doing more renovations than they've done in the past, but they're still working consistently and growing their business, which is done through relationships, quality of work and service done after the work. There seems to be plenty of jobs out there for the people and companies who do quality work.

If architects and builders are busy, superintendents are busy too because they're working on these projects as well. And let's not forget the owners and club members. They're the ones spending the money on these projects. If they can afford to renovate their courses during a slump in the market, things can't be that bad.

Being cautious about the market and focusing on where golf needs to improve is wise, but people shouldn't forget about the market's strengths. Growing the game has its challenges, but the industry is figuring out how golf can fit into the changing U.S. market. The way golf is growing is changing, and it has to remain healthy.
I read John Walsh's article about hiring practices in the golf industry ("The art of hiring," February issue, page 34). Excellent! I'm a golf course owner that has agonized about hiring decisions more hours than I can count. I've been helping a gentleman in my area who has set up a golf course recruiting company. He has 10 years of experience with employee recruitment and placement in the IT sector, and he's now focusing on golf. His Web site is www.onsourcerrecruiting.com.

Serving the Business of Golf Course Management

Responsible Industry for a Sound Environment

Dan Moreland, Executive vice president

Golf Course Builders Association of America

Kingsmill Resort, Williamsburg, Va.

Corrections

• The photo credit for the cover of the February issue, the fifth hole of the Coeur d'Alene Resort Golf Course, goes to Joel Riner/QuickSilver Studios.

• The photo credits for the pictures of Bill Kubly in the February issue on pages 27 and 28 go to Mark Wangerin.

• The liquid formulation of Heritage, Heritage TL, is labeled for use on turf, not on ornamental plants. The information was incorrect in our February issue on page 64. GCN
Calendar of Events

March 21
GGCSA Innovative Superintendent Seminar and Golf Outing
Kinderlou Forest Golf Club
Valdosta, Ga.
Call 706-376-3585 or visit www.ggcsa.com.

March 23
LANDSExpo
Texas Station
Las Vegas
Call 877-964-6222 or visit www.landsexpo.com.

March 24
IFAS – University of Florida Field Day
Davie, Fla.
Call 772-692-9349 or visit www.ifas.org.

March 28-29
Rain Bird golf irrigation training
GITC Levels 1 and 2
Boston, Mass.
Call 520-741-6178 or visit www.rainbird.com.

March 30-31
Rain Bird golf irrigation training
G3T Level 2
Boston, Mass.
Call 520-741-6178 or visit www.rainbird.com.

March 31
NYSTA Adirondack Regional Conference
Lake Placid (N.Y.) Resort Holiday Inn
Call 800-873-8873 or visit www.nysta.org.

April 14
Everglades GCSA Spring Symposium
Naples (Fla.) Beach Club and Hotel
Call 239-261-1958 or visit www.evergladesgcsa.com.

April 18-20
Trees and Utilities National Conference
Embassy Suites Downtown Omaha, Neb.
Call 888-448-7337 or visit www.arborday.org.

April 29
Florida Sod Growers Cooperative Field Day
New Smyrna Beach, Fla.
Call 863-675-2144 or visit www.fsga.org.

May 2-3
59th Annual Southeastern Turfgrass Conference
University of Georgia Tifton (Ga.) Campus Conference Center at the Rural Development Center
Call 229-386-3416 or visit www.ugatiftonconference.org.

May 3
Rain Bird golf irrigation training
G3T Level 1
Chattanooga, Tenn.
Call 520-741-6178 or visit www.rainbird.com.

May 11-12
Cactus and Pine GCSA Field Day and Seminar about irrigation uniformity
Karsten Turf Center, Campus Research Center
Tucson, Ariz.

May 12
Florida GCSA Spring Board Meeting
Naples (Fla.) Beach Club
Call 772-692-9349 or visit www.floridagcsa.com.

May 15-17
California GCSA Annual Meeting
Harrah’s Reno, Nev.
Call 559-284-4853 or visit www.californiagcsa.org.

June 14
Cactus and Pine GCSA Seminar about fire, bark beetles and forest service
Oak Creek Country Club
Sedona, Ariz.
Call 928-284-1660 or visit www.yellowjackets.org.

June 21
West Texas GCSA Superintendent Leadership Series program
LakeRidge Country Club
Lubbock, Texas
Call 800-687-8447 or visit www.wtgcsa.org.

Aug. 1
Western Washington GCSA Fifth Annual Equipment Field Day
Glendale Country Club
Bellevue, Wash.
Call 360-705-3049 or visit www.wwgcsa.org.

Aug. 9
Western Washington GCSA OSU/WSU Turf Field Day
Corvallis, Ore.
Call 360-705-3049 or visit www.wwgcsa.org.

Oct. 19-20
Turfgrass, Landscape and Equipment Expo
Fairplex
Pomona, Calif.
Call 800-500-7282 or visit www.turfcouncil.org.GCN

Contact Rob Thomas, associate editor, at rthomas@gic.net or 800-456-0707 to submit conference information.