Talstar insecticide
- Controls surface-feeding pests, including all ant species
- Compatible with herbicides, fungicides, other insecticides and liquid fertilizers
- Soil-binding properties allow insecticide to stay where it’s placed
- Contains no odorous or plant-damaging solvents
- Water based

FMC Professional Products
golfcourseindustry.com/readerservice # 200

Thompson irrigation nozzle filter
- Prevents sprinkler nozzles and microdrip emitters from clogging
- Available in Type 304 and Type 316 stainless steel
- Features a large conical element with more surface area than traditional y- and basket strainers
- Available in various screen mesh options
- Can be outfitted with optional instrumentation packages

Miller-Leaman
golfcourseindustry.com/readerservice #201

2Wire irrigation decoder system
- Converts any commercial controller to a two-wire operation
- Can operate as many as 63 irrigation stations
- Can be mounted inside an existing controller or in a separate enclosure placed anywhere along the two-wire path as far as 3,000 feet from the controller
- Includes 2Wire Universal Senders, which connect the controller’s terminal strips to the two-wire path
- Decoders can be installed at any location along the two-wire path and control one or two valves per station

Underhill
golfcourseindustry.com/readerservice # 202

Power cup cutter
- Leaves crisp, sharp edges
- Powered by a Milwaukee hammer drill
- Root system stays intact
- There’s no twisting or turning to cause crowning
- Plug removes easily without prying
- One battery cuts 18 holes
- Includes warranties for drill, batteries, charger and cutting unit

JEG Corp.
golfcourseindustry.com/readerservice # 203
**Eagle 705/755 rotor**
- Delivers water distribution in persistently windy areas
- Prevents a decreased distance of throw
- Features an inverse, wedge-shaped spray pattern
- Delivers a greater water mass up front
- Creates more inertia to contend with the wind
- Produces larger water droplets less likely to cause misting, fogging or drift

*Rain Bird*
golfcourseindustry.com/readerservice # 204

**Turf guard fence**
- Protects fragile areas of the course from traffic
- Keeps carts on paths and allows turf to heal
- Provides a clean look
- Ideal in tight spots
- Can be used for hanging directional signs or warnings
- Has a powder-coated finish

*Standard Golf Co.*
golfcourseindustry.com/readerservice # 205

**AccuAire core aerator**
- FlexWing design allows aerator to follow the contours of the ground
- Solid steel frame and extrawide racks add weight
- Core spoons rotate on roller ball bearings
- Water tanks for extra weight are optional
- Equipped to use slicer blades or core spoons
- Available in 69- or 93-inch lengths

*Broyhill*
golfcourseindustry.com/readerservice # 206
Jet Black lake and pond dye
- Blend of environmentally friendly, nontoxic black dyes
- Formulated to reduce sunlight penetration
- Gives water features a natural, black color
- Each EZ SoluPak will treat one acre-foot or 325,000 gallons of water
- Waterproof overpack prevents accidental staining during product handling

Precision Laboratories
golfcourseindustry.com/readerservice # 207

Cooler Pro
- Made of recycled plastic with a realistic wood-grain appearance
- Versions include a 48- or 100-quart Igloo cooler
- Cooler lid attaches to the Cooler Pro and can be detached to use the cooler separately
- Maintenance free

Par Aide
golfcourseindustry.com/readerservice # 208

Weather station product catalog
- 20th anniversary edition
- Includes the company's line of weather stations and data loggers
- Features the Sprayer Station, SpecMaps and the Crop TRAK mini IR thermometer
- AE50 WatchDog weather station information included

Spectrum Technologies
golfcourseindustry.com/readerservice # 209
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PARTING SHOTS

FIVE THINGS I KNOW

It’s been 20 years since I stumbled – completely by accident – into this wacky industry. I’m now on my third career in the business but, except for a brief hiatus in the mid-1990s, I’ve been writing, talking and thinking about the golf course maintenance industry for two solid decades. And they pay me for that. Go figure.

Much has changed since 1987. The business has gone high-tech. Back then, it wasn’t unheard of to try to contact a superintendent only to find he didn’t have a phone in the “barn.” Now, 80 percent of you use e-mail daily, and I’d be shocked if anyone uses a phone in the “barn.” Now, 80 percent of you use e-mail daily, and I’d be shocked if anyone uses a phone in the “barn.”

The night waterman has gone the way of the dodo. Incredibly sophisticated, multimillion-dollar irrigation systems are run by tiny hand-held computers. The software programs that run these things are more sophisticated than what NASA used to launch the first space shuttle.

Old chemistry went bye-bye and has been replaced by low-dosage, eco-friendly alternatives. Mercury, cadmium, arsenicals, chlordane and other nasties are history. The new stuff is more expensive but more benign and in many cases more effective.

Superintendents – believe it or not – have made dramatic gains in terms of recognition and respect. Years ago, it was cause for celebration every time one of you received any public acknowledgement. It’s now almost routine for golf’s leaders, Tour players and others in the limelight to state publicly that the superintendent is the key employee at any facility.

Those are the facts of the past two decades, but my message this month is about the truths I think I’ve uncovered along this long, green path we’ve traveled together for 20 years. They are:

1. Golf course maintenance is a vast, $9-billion community, yet we act more like Mayberry R.F.D. than Manhattan

NYC. This business is essentially a small town where everyone knows everyone else. There are few secrets, and people tend to stick around.

Most of all, despite some erosion the past few years, we largely still share a set of common values based on helping neighbors, treating each other fairly and maintaining an old-fashioned commitment to ethics. In an increasingly cut-throat world, that’s something to treasure.

2. Nice guys and gals often do finish first. In other businesses, it seems the farther you go up the ladder, the more jerks you’ll find clinging to each rung. In golf, it’s unusual to meet anyone who’s nasty, negative or dishonest at any level, but it’s exceedingly rare to find someone at the upper reaches of the business who isn’t a pretty good person at heart.

In short, we don’t just reward individuals for their ability to grow grass. We also value good people.

Our ability to evolve, survive and thrive is a direct result of our interconnectedness and our willingness to help others.

3. Superintendents’ collective inferiority complex is shrinking slowly. Call it the “Caddishack Syndrome” or whatever you like, but the notion that superintendents don’t get the credit they deserve is beginning to lose credence.

This is something in which the GCSAA should take justifiable pride. I’m not sure any of its public relations campaigns have had that much impact, but by lobbying internally within the larger golf community (the USGA, PGA Tour, PGA of America, etc.), the association has made it a standard to give props to the superintendent. That, for once, is a good kind of political correctness.

4. We evolve quickly and successfully. Despite being old fashioned in other ways, we have a pretty good track record of adapting to change. And I don’t just mean technological advances. Cultural practices also have changed rapidly. Just look at how we view soils and aeration now compared the 1980s and you’ll know what I mean.

Also consider how quickly we came to grips with environmental issues – real and perceived – and made genuine progress in promoting ourselves as nature friendly.

Our ability to evolve, survive and thrive is a direct result of our interconnectedness and our willingness to help others. It’s a nice side benefit of living in that small town I mentioned earlier.

5. This is a genuinely good business. I keep coming back to this idea that our industry reflects our sport. Practice, education, creativity, honesty and fair play are fundamental to success. Gentlemanliness (and “gentlewomanliness,” I guess) is the prevailing spirit. We compete, but we also root for each other to succeed.

Lastly, we tend to worry when those values are eroded by ethical questions, business pressures, conflicts of interest, etc. The fact that we fret about these things is a sign that we care deeply about them when other industries simply don’t.

Albert Einstein once said, “Whoever undertakes to set himself up as a judge of truth ... is shipwrecked by the laughter of the gods.” He was a fairly smart guy, so I’ll freely admit that I don’t have a monopoly on the subject and invite you to send us your truths – good, bad or ugly – about the state of the profession today.

In the meantime, I hope you’ll consider yourself as lucky as I do to be living in a cozy little town where the neighbors are involved, concerned, friendly and always willing to help. When you get right down to it, Mayberry is a pretty cool place to be.

Pat Jones is president of Flagstick LLC, a consulting firm that provides sales and marketing intelligence to green-industry businesses. He can be reached at psjhawk@cox.net or 440-478-4763.
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