Monroe Miller

**Position:** Retired  
**Hometown:** Madison, Wis.  
**Bio:** He spent 36 years as the superintendent at Blackhawk Country Club. He became the first superintendent to be inducted into the Wisconsin State Golf Association Hall of Fame. He received the Wisconsin GCSCA’s Distinguished Service Award in 1989, along with the USGA’s Green Section Award in 2004.

**Ability to deliver tournament conditions every day:** 2  
“People still don’t give the golf course superintendents enough respect.”

**Talent recruitment ability:** 2  
“Your golf course will reflect the ability of your crew, but you could certainly hire someone with not much talent, but be a good teacher and trainer. More important than recruiting talent is developing the talent you hire. There have been some valuable golf course employees who couldn’t even speak English when they were hired, but had a lot of heart and were willing to learn and work hard, and you could develop them into a good employee.”

**Pure agronomy knowledge:** 4  
“You can never get enough of that; you can never be overeducated.”

**Passion:** 5  
“In my observation over many years of seeing a lot of golf course superintendents, the one thing that combines the superintendents together is that we all have passion for the job. I don’t think you see that kind of passion in salespeople. I think you sometimes see it in teachers, but this job requires so much energy and has a huge time requirement that it’s really hard to do if you’re not passionate.”

Tim Moragahan

**Position:** Principle, Aspire Golf Consulting  
**Hometown:** Long Island, N.J.  
**Bio:** Moragahan’s career began as a superintendent in Myrtle Beach at Pinehurst Resorts. Since then, he’s added many achievements to his resume including, USGA director of championship agronomy, regional golf course superintendent in Miami Beach, and principal of Aspire Golf Consulting.

**Professional stewardship:** 5  
“People still don’t give the golf course superintendents enough respect.”

**Ability to deliver tournament conditions every day:** 1  
“That’s not what we’re here for. That’s not important. I’ve been to 116 championships; I think details need to be organized and clean. But it’s a game, we’re out here to have fun, it doesn’t make sense to me to have U.S. Open conditions every day.”

**Understanding of club culture:** 4  
“If you want to be successful in the private club industry, you better know what’s going on because it’s a whole different breed of cat. You definitely have to understand the type of people, that committees change year in and year out, and that you might have a nice relationship with someone – but they’re gone the next year. It’s really not easy.”

**Cultivating relationships with vendors:** 4  
“You need to have those individuals on your side at all times. If I have a good relationship with you as a vendor, and I get stuck or something happens, you may deliver after hours. You might save my butt in a bad situation, so I better be pretty nice to you.”

**Talent recruitment ability:** 2  
“You don’t have to be the best superintendent or the best person, but if you have a great course, it’ll attract.”

Paul R. Latshaw

**Position:** Owner of Paul R. Latshaw Consulting  
**Hometown:** Souderton, Pa.  
**Bio:** Unlike most retirees, Latshaw wasn’t settling down. This 40-year GCSAA member with more than 30 years industry experience began a turfgrass consultant company after retiring from his superintendent position. So we weren’t surprised when his scores were pretty even across the boards. After all, nothing seems like too much of a challenge for Latshaw – except maybe retiring.

**Ability to grow grass:** 5  
“An elderly gentleman once asked, ‘Paul, what do you think is the most important thing for a superintendent to be able to do?’ I said that it’s a multifaceted job with a lot of demands, but what it comes down to is that if you want to have a golf course, you have to be able to grow grass.”

**Understanding of club culture:** 3  
“Sometimes guys get in trouble because they forget their place and they get too involved with club politics.”

**Management/delegation abilities:** 5  
“You can’t do it by yourself. You have to loosen the reigns and know your personnel well enough so that you can put the right person on the right job. The sooner you learn to do it, the easier it becomes. There’s a lot of talent out there and you just have to let them run.”

**Communication skills:** 5  
“You deal with three groups – your peers, your employees and your membership, you need to be able to explain why or why not you’re doing things. If you can’t do that you’re sort of stuck in the mud.”
Check out August’s Online Extras for more on the making of a superstar superintendent and why each member of our expert panel scored the categories the way they did.

**STATS**

**Matt Shaffer**

*Position:* Superintendent at Merion Golf Club  
*Hometown:* Ardmore, Pa.  

*Bio:* As a 2-year turfgrass graduate of Penn State University and 40-year industry professional — Shaffer didn’t surprise us when he answered our questions with rapid-fire precision. But maybe it’s because he’s learned from the best, after working underneath Paul R. Latshaw at Merion.

**Management/delegation abilities:** 5  
“If you’re not a good delegator you’re going to suffer because it’s not a solo act. Five guys going in five different directions can accomplish a lot more than one guy only going in one direction.”

**Cultivating relationships with vendors:** 2  
“I have a totally different perspective. I’m the customer, they work for me. I have a lot of great relationships with my vendors, but in the end it’s business. They’re in it to make money and they’re in it to succeed. But as far as relationships, I know I’m close to some of them, but not to the point where it affects my ability to sign business.”

**Passion:** 5  
“I always tell my guys: ‘Look this is a profession of passion and you have to be married to the job.’ I ask my young guys, ‘Do you live to work or work to live?’ There’s other ways to make the same amount of money that are far less demanding of your time. If you don’t love it, then you won’t make it. It’s an enormous sacrifice on personal time. If you’re not passionate — you’re in the wrong business.”

**Communication skills:** 5  
“You have to communicate up, down and sideways. Up to your members, sideways to your peers and down to your staff — so everyone understands what the mission is.”

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**STATS**

**Mike Vogt**

*Position:* Golf Course Consultant  
*Hometown:* St. Louis  

*Bio:* Vogt began his industry career as a caddy at a private club in northern Chicago. Forty-one years later, he now consults on business aspects of golf management, as well as irrigation audits and planning of golf maintenance facilities.

**Ability to deliver tournament conditions every day:** 2  
“Even the golfer knows tournaments conditions is an unattainable effort, you can’t have a tournament conditions every day. And to many people in this season, throughout the whole country, that’s not an issue that’s at the top of the list. It has to have good conditions, don’t get me wrong, but they don’t exist every day.”

**Understanding of club culture:** 5.5  
“It’s so critical for superintendents to be aware of their surroundings, their general managers, their club boards and committees and they have to be able to communicate and understand the politics and inner workings. They need to almost try to predict the next step. Where does the club want to go, and what direction do they want to go in? And that’s key to understanding where the clubs want to be in the future and where the superintendent wants to focus his efforts. I think it’s important that the superintendent understand this and the best way for him to establish himself and make gains in that area is to survey the membership. Many superintendents are doing this and looking where the gaps are in their services.”

**Talent recruitment ability:** 5  
“The turnover rate is incredible with golf course staff, even in this economy where people are looking for jobs. I was just talking to a superintendent and he’s been through three mechanics this year already, they’re having a hard time finding good, confident labor. If someone was trying to sharpen their skills and get a staff that’s stable, that would be an effort that would pay back in the long run.”
Dr. Joe Vargas

Position: Michigan State University professor of botany and plant pathology  
Bio: Vargas, who graduated from the University of Minnesota with a Ph.D. in plant pathology, joined the Michigan State University faculty in 1968. Since then, he’s published three books, written more than 300 articles on turfgrass diseases and received the 2007 USGA Green Section Award. If you thought Vargas wouldn’t be able to deliver well-rounded answers because of his purely agronomical profession, think again – he knows there’s a lot more to superintendents than just growing grass.

Ability to deliver tournament conditions every day: 1  
“It’s more important that you have the course in good shape. The course should always be trimmed up, the bunkers should always be raked, the entrance to the club should look neat and everything needs to be taken care of – that’s what’s important.”

Understanding of club culture: 5  
“You have to understand the culture, you must understand it. What do they want, what is their likes, do they want fast greens or slow greens and do they want everybody out of the way?”

Management/delegation abilities: 5  
“The superintendent position is really a managing position. He needs to know how to delegate and he needs to have good people to delegate too.”

Cultivating relationships with vendors: 1  
“Sometimes you get too close to a vendor and become buddy-buddy, instead of shopping for the best price or the best product – because you become friends with that vendor.”

Talent recruitment ability: 5  
“You are not the one that is growing the grass. Most superintendents are administrators. They run the facility and they run the operation, but they have to have good talent.

Stanley Zontek

Position: Director of the USGA Green Section’s Mid-Atlantic Region  
Hometown: Avondale, Pa.  
Bio: Zontek began golfing at 5 and became involved with the industry in 1971. As a 35-year agronomist and consultant for USGA’s Green Section, he had no trouble deciding what is and isn’t important to being a successful superintendent.

Professional stewardship: 4.5 to 5  
“You have to be clear in your mind of what people expect of you because we all know where assumptions can lead. If you don’t know what people want, you’re not going to do your job well and you’re not going to be around for very long.”

Understanding of club culture: 4  
“I define that as club politics, and politics within golf courses can be brutal. People like a golf course superintendent needs his experts in their specific agronomic field. I always joke that I’m not the smartest guy in the world, but I have a Rolodex of 200 people that are.”

Pure agronomy knowledge: 4 to 4.5  
“If you think you know it all, then you don’t know very much. You have to have this insecurity that there’s new stuff out there all the time and you have to keep learning, going to seminars and listening to people. You have to keep learning and keep at it.”

Communication skills: 5  
“To be successful you have to have a passion for the industry, grass, golf, the environment and the weather. You have to have the drive and motivation – or whatever word you want to use – you’ve got to have that.”

Bruce Williams

Position: Director of business development at Valley Crest Golf Course Maintenance  
Hometown: Chicago  
Bio: And as a former superintendent, Williams knows what it takes to be successful. As a note, Williams thought he would have difficulty scoring each characteristics – not because he wasn’t sure how to rate them, but because he believes each is pertinent for superintendents. This was evident when Williams marked scores of nearly all 4s or 5s. So who’s to argue with his scores? Not us.

Professional stewardship: 4  
“There is great value in involvement in the industry beyond one’s golf course, including taking on leadership roles and participating in volunteer efforts.”

Management/delegation abilities: 5  
“I never met a golf course superintendent who can maintain his or her course by themselves. We all need to build, grow and develop a team of people who accomplish the goals and objectives of the organizations.”

Cultivating relationships with vendors: 4  
“Contrary to some peoples’ thoughts, I’ve always felt that a golf course superintendent needs his commercial support more than they need him.”

Pure agronomy knowledge: 4  
“In past decades, we often relied upon a superintendent’s agronomic skills more than today. But today it’s so much easier to be linked and networked with a variety of individuals who are experts in their specific agronomic field. I always joke that I’m not the smartest guy in the world, but I have a Rolodex of 200 people that are.”

Understanding of club culture: 4  
“I have a Rolodex of 200 people that are.”
RETHINKING IRRIGATION

Have we gone overboard on expensive irrigation systems?
In my 33 years as a golf course architect, the irrigation industry has striven to reliably deliver enough water to golf turf. Ironically, they perfected this just in time for the era of environmental awareness, water restrictions, and economic austerity, which has us rethinking “more is better” golf irrigation.

While the USGA says, “Brown is the new green,” most clubs are really asking, “Can we be a little less green while using a lot less water?” I believe part of the solution is reducing the capacity of new and replacement irrigation systems.

Irrigation systems have gone up faster than other construction costs. Where irrigation systems once comprised 20-25 percent of construction budgets, they now consume over 30 percent, sometimes leaving only enough money to build a not quite satisfactory 16 holes! Thus, reducing irrigation is as critical to affordability as it is water conservation. Current conditions should have the industry rethinking the need for Cadillac systems that are golf’s version of designing the church parking lot for Christmas and Easter.

One designer told me he designs as if the superintendent will have very shallow roots. I know some conditions prevent deep rooting, but in many cases, overwatering causes it. In other words, is this like offering Twinkies to a dieter?

Newer systems have trended towards shorter water windows — six hours has replaced eight to 10 hour water windows — and delivery of maximum ET; rather than average ET, as a safety factor for the driest conditions. This has nearly doubled typical pump station capacity and increased mainline piping, in an effort to provide total irrigation in the hottest weeks of the year.

Do we need to deliver full ET in a shorter water window? Some data from soil sensors show the need may be far less, as do legions of superintendents who have watered far less with satisfactory results. One designer told me he designs as if the superintendent will have very shallow roots. I know some conditions prevent deep rooting, but in many cases, overwatering causes it. In other words, is this like offering Twinkies to a dieter?

Another common reason given for big irrigation systems is to “avoid hand watering.” As far as I can tell, good superintendents still hand water. The new water conservation mind-set means few superintendents will choose irrigating 20,000 sq. ft. with sprinklers over hand watering the 20 sq. ft. that is actually dry.

I will insert a few disclaimers here, to cover myself, while basically suggesting that irrigation designers are doing too much of the same. Every situation is different, and this column does not replace the need for a good irrigation consultant. I also know too many superintendents already have inadequate systems and are forced to implement these ideas, like it or not! But, if you are considering an irrigation system, it may be wise to rethink the “more is better” paradigm that guided irrigation design in the last decade.
In the **Pythium Zone**?

Trust in **Terrazole L**

- Curative and Preventative
- New Liquid Formulation
- Effective on resistant strains
Toro, Deere and Jacobsen – the dominate “colors” among mower manufacturers – have their most innovative products cutting fairways.

Airways are ablaze with color, what with all those red Toro, green and yellow John Deere and orange hued (with a slice of green) Jacobsen mowers doing their thing over hill and dale.

John Deere and Jacobsen recently launched new lines of high-tech fairway mowers to capture the hearts and minds, as well as budgets, of golf course superintendents and course managers, while Toro has its proven and highly popular SL 5100 series mowers that were introduced several years ago grabbing a considerable market share.

These grass-kickin’ machines have all the bells and whistles superintendents need to keep their courses in pristine condition and get the job done quickly and efficiently.

So, let’s take a look at what’s going on in the colorful Fairway Wars between these the giants of the grass cutting industry.
John Deere calls its 7500 and 8500 E-Cut Hybrid fairway mowers "the most powerful hybrid models yet."

The mowers are built on the same platform as the company's Precision Cut line of fairway mowers that were introduced in 2008, with the E-Cuts designed with fewer possible hydraulic leak points to protect fairway appearance, something demanded by meticulous superintendents. Electric power can offer reduced fuel usage and sound levels, and the hybrids feature John Deere's Quick Adjust 5 cutting units.

The 7500 E-Cut features a 37.1-horsepower engine, while the 8500 has a 43.1-horsepower engine. John Deere's GRIP All-Wheel Drive Traction System can be added to either of the mowers, allowing enhanced traction when mowing up and down inclines and on hillsides.

"The E-Cut fairway mowers are the first fairway mowers on the market to use electric drive for the reels," says Tracy Lanier, John Deere product manager. "The power for the cutting units is generated by an alternator driven by the engine. This allows the reel speed to be independent of the engine speed, which means that we've not only removed the hydraulics from the reel circuit, we've also made it possible to decrease engine RPM to reduce sound levels for the operator and reduce fuel consumption. The superintendent gets all of the benefits, while maintaining their cut quality and productivity."

Lanier says the mowers have been well received in the industry.

"The reduction of the hydraulic leak points, sound levels and fuel usage meets requirements that customers have been requesting for years. And at a time when superintendents are trying to do more with less, the fuel savings are certainly a welcome benefit."

Lanier calls the new mowers "a leap of technology in the electric drive arena for John Deere and the golf industry." He adds, "With these mowers, John Deere Golf is continuing to support its customers, especially by solving significant concerns superintendents worldwide have been having for many years."

The company's electrical product development dates back some 15 years, with the fairway mowers in different stages of development for about five years.

Dan Meersman, superintendent at the Philadelphia Cricket Club in Flourtown, Pa., likes the speed of the John Deere hybrid mower and its quality cut.

"We have seven 7500 models, three of which are four-wheel drive to cut on hills, and we can mow all 36 holes here in three and half hours. Speed is essential to us and we get a quality cut from the 11-blade reels of the fairway unit. All the heads are interchangeable, which is a plus."

Meersman says it's all about "adaptability and flexibility."

"They are very easy to learn to use," he says. "We did a lot of study before we bought new mowers, talking to private clubs around the state and all the key vendors, and we went to all Deere mowers early this spring. We were pleased with their performance right away. Feedback from our employees has been very positive."

Quinn Darby, product manager for Jacobsen, says that company's SLF (Super Light Fairway) 1880 mower was introduced in response to the trend toward fairways and approaches "with more movement."

"Essentially, it combines the fine cut and contour following ability of the 18-inch reel with the productivity of a fairway mower," Darby says. "Also, because it is so much lighter than a typical fairway mower and has larger tires than a greens mower, it has the lowest ground pressure of any reel mower, which makes it ideal for stressed conditions."

The SLF 1880, which was three years in the making, with a majority of that time spent in consumer validation testing, has a ground pressure of only 6 psi, which, says Darby, allows the mower to operate in wet or stressed conditions without marking turf. The mower also features a patented lift mechanism, actually a double pivot lift arm system that maintains spacing between each reel to keep the cutting units on the turf for a consistent cut.

And, the SLF-1880 has 82 inches width of cut with 18-inch Jacobsen Classic XP Reels. The 18-inch reel follows ground contours without scalping.

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There are a range of accessories for the SLF-1880, from canopy seating options to reel and rollers.

"The SLF has garnered a loyal following among those in the golf course industry," Darby says. "However, I believe the perceived loss of productivity from a narrower cut has kept some from checking it out. In practice, the increased maneuverability combined with the layout of most courses means the actual productivity loss is pretty negligible."

Albert Sizemore, equipment manager and assistant superintendent at the Bay Hill Club
in Orlando, Fl., tested the Jacobsen SLF-1880 when it first debuted and immediately liked the machine.

"I liked it from the get go. We use triplexes to cut the fairways at tournament time and we get superb quality from the SLF-1880. The machines are quick, maneuverable and produce a quality of cut that you just can't get from a lot of machines."

Sizemore says the SLF-1880 is easy to use. "I train all of our people myself and within a few minutes they understand how to operate the mower because it is so user-friendly. It's also a very durable machine and I appreciate that. We don't use any four-wheel drive machines here because we are so flat."

Toro's Reelmaster 5010 series of fairway mowers have been a staple of the company's impressive lineup of machines designed for the golf course industry. A strength of the series, which includes the 5210, 5410, 5510 and 5610 mowers, is the machine's ability to deliver a quality of cut and impressive after-cut appearance.

John Katterheinrich, superintendent at The Bear's Club in Jupiter, Fla., is a believer. "A huge thing for us down here on Bermudagrass is that the 5510's, which we have four of, have a little fin where grass comes out of the cutting unit and breaks the clumps up. We used to spend hours raking up clipping clumps when the grass was wet or had dew on it, or we used to have to drag the fairways with chains to break up the clumps. With these mowers, we don't have to do that anymore and it's been a big savings in manpower and time."

Grant Young, senior product marketing manager at Toro, says providing the best grass cutting machines to course superintendents is first and foremost in the minds of the company's R&D staff. "In golf, reel mowing in general is extremely important because it's what is used to maintain the fine playing surfaces," he says. "Without high quality reel mowers it would be difficult to be successful in the golf business."

Superintendents purchase the 5010 series mowers, which were first launched in 2005, for several key reasons, Young says. "It's for quality of cut and after-cut appearance. Again, these are fine surfaces. The machines have a quicker set-up, are easier to use with fewer adjustments, they require less service and maintenance, and have the ability to hold any adjustments. The EdgeMax bedknives mean a retention of cutting edges and less grinding needed to keep them sharp. The machines have easy access to service points and feature superb operator comfort. All are points not lost on Katterheinrich. "You may say they are small things but the Toro machines have so many features that make them easy and comfortable to use. Most of the guys working on a golf course carry radios and the Toro mower has a radio holder. The seats, steering wheels and pedals can all be adjusted for the size of the person. And, importantly, the 5510s have a schematic on the backs of the seat noting where all the grease fittings are. Something like that can save a lot of time by not having to search through the operator's manual to find where the fittings are."

The Toro 5510 has a 35.5-horsepower engine and 7-inch diameter cutting units for heavy mowing conditions where extra capacity is needed.

"The Bermudagrass can be tough to mow through at times and the 5510 cuts through it with ease," Katterheinrich says.

The 5510 comes standard in two-wheel drive with an add-on CrossTrax all-wheel drive system available.

Katterheinrich has been impressed with Toro's commitment to the needs and desires of golf course superintendents. "I went to a seminar in Wisconsin that the company conducted where between 40 and 50 supers from around the country were invited to learn about Toro and allow company officials to gather information about our needs. It seems like they pay a lot of attention to things like that and I've seen features added to machines that were recommendations from superintendents."

Offers Young, "We are constantly evaluating how we can better address customer needs and they can always count on Toro to deliver innovation that matters in the context of the ever-changing economic and regulatory environment."

So, whether it's Toro red, Jacobsen orange (and a little bit of green) or John Deere green and yellow, golf course superintendents and owners can rest assured their fairways will be made more colorful and, most importantly, more playable thanks to the state-of-the-art mowers these companies design and produce. GCI
Some things just don’t work when they’re cut in half

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LebanonTurf’s exclusive MESA fertilizer products provide a consistent, brilliant green color that will help your course perform at its best. MESA retains its slow release attributes even when cracked. Chipped or crushed, cut a piece of MESA in half, it’s still MESA! For more information about MESA, call 1-800-233-0628, or visit our web site at www.LebanonTurf.com.
A GOLF COURSE FAMILY TREE

On one of my trips across Wisconsin this summer, trying to gin up interest in our Wisconsin Turfgrass Association and the WSTA Summer Field Day, I stopped at Pine Hills CC in Sheboygan. Rod Johnson has been a premier superintendent for some time and recognized early in his career the importance of participation in professional organizations.

Rod drew inspiration from his friend and colleague Wayne Otto to organize the Wee One Foundation. Its mission is to offer financial help to superintendents who have suffered serious medical problems. He was commenting on what an excellent addition Steve Cook has been to the board and added that Steve came out of Danny Quast's shop.

Every superintendent comes out of someone's shop and, in turn, likely has people leave his shop for their own golf course. It was then that I tried out on Rod an idea I have had for quite a while — each golf course should develop its own golf course family tree. It's an interesting idea although I haven't had the time to complete one for my career yet. You could call such a project "superintendent genealogy."

My interest in genealogy goes back to the time my mother wanted to join the DAR. I was involved in a lot of the documentation and was quickly immersed in the rhythms and themes of history through our family. It was also the time of Alex Haley's book "Roots," a story that inspired a whole generation of genealogists. Understanding your past and how it was influenced by religion, politics and other factors puts current events into perspective. It is also a fascinating hobby, especially in a country of immigrants like ours is. My mother successfully completed DAR requirements through two different ancestral families. And now I am ready to go to Europe and see where those immigrant ancestors of mine came from — Scotland, Cornwall, Norway and Germany.

After doing some quick research on how I would arrange and present my golf course family tree, it seems the best way to start would be to develop a simple descendent chart. My plan would be to start with myself at the top of the chart and in long horizontal line below that begin to list the employees by year, starting at the left side. Under each of them would come the subsequent generations that gained a professional foothold at their individual golf courses. They, by generation, become the children, grandchildren and beyond of my shop. All kinds of creative modifications to this descendent chart will be required as there will be individuals coming from a couple of operations. Some will end quickly as individuals leave our profession for an allied group.

My golf course family tree will be quite extensive because I had a long career at the same club and was privileged to have so many UW — Madison turfgrass interns on my staff. A faculty person told me that number was around 100, most of whom went on to successful careers in golf. They also participated in mentoring programs, saw students graduate and enter the profession and carry on that internship tradition. It boggles the imagination to think about the task that would face men like Bob Alonzi or Paul R. Latshaw or Ted Woehrle — successful long-time superintendents at clubs that have national stature and men who have been mentors to so many turf students.

Golf course architects could develop a family tree because nearly all started out in someone else's shop. Turfgrass faculty, particularly at the large research institutions, could put a twist on it by creating a chart of students who have gone on to positions at other colleges and universities.

Really interesting trees would be those involving the same family in our golf turf profession — grandfather, sons and grandsons, for example — have occurred any number of times. Merging those relative trees with individual golf course trees would give an interesting look at our history.

My first name was my mother's maiden name, and we are descended from the Munro Clan in Scotland, near Inverness at Foulis Castle. I am in the 10th generation in America. The Aberdeen Golf Links is less than 100 miles from Foulis Castle and in 1820 the AGL paid Alexander Monroe four pounds sterling for the care of the links. He was their greenkeeper and a little research will tell me how we are related. It might also reveal if he ever worked with Old Tom Morris; the possibilities there take my breath away.

It is rough being retired and trying to find time for all the projects that merit that time. But developing a golf course family tree that could, just maybe, include Old Tom Morris, is something I am going to get started on right away.