Turf leads a pretty stressed life. It has to withstand daily attacks by machines, UV rays, wildlife and extreme weather conditions. And if all that wasn’t enough, there’s always the constant threat of pathogens. New Daconil Action™ fungicide combines the power of Daconil® fungicide with a revolutionary Turf Protein Booster that helps turf activate its own natural production of PR proteins. The result is turf that is stronger, healthier and better able to defend itself against fungus. Learn more at DaconilAction.com.
"I suppose I'm ready for a new one. Pass this one along to the assistant. I guess. Maybe. We'll see."

It's no coincidence that the most solid, dependable people grow attached to machines with the same character. The driven get there with Club Car. clubcar.com
IN THIS ISSUE

DEPARTMENTS

8  Teeing off
Sandbagging old fart

10  Letters

12  The Whiteboard

70  Travels with Terry
Equipment ideas

72  Classifieds

73  Ad index

COLUMNS

30  Game plan
Henry DeLozier:
Golf 2.0: Strategic plan or prayer?

40  Irrigation issues
Brian Vinchesi:
Color coding

48  The Monroe Doctrine
Monroe Miller:
“Top shops” awards

54  Outside the ropes
Tim Moraghan:
Roll the ball back? Why?

60  Design concepts
Jeffrey D. Brauer:
Golf should be fun, dammit!

74  Parting shots
Pat Jones:
AI under the bus

COVER STORY

24  WHAT MESSAGE ARE YOU SENDING?
GCI’s exclusive study shows how the generations interact on the course.

FEATURES

Q&A

14  A ROSE BY ANOTHER NAME
The legendary Bill Rose and daughter Crystal Rose Fricker are leading their family back into the seed distribution business after a five-year break. Why are they doing it and what does it mean for superintendents?

Career development

32  FAQ
Bruce Williams responds to the most commonly asked queries about the industry and personal development.

Irrigation

36  PASS THE SALT
With more and more golf courses using reclaimed water for irrigation, salinity is becoming a bigger issue. Here is how you can effectively manage it.

Personal development

44  STOPPED IN MY TRACKS
Assistant superintendent Nate Jordan gives a no-holds-barred account of his recent battle with depression, and offers hope to his industry colleagues who are lost in the same darkness.

Technology

50  BEYOND THE TURF
Technology has put course tasks – from irrigation to documentation – in the palm of the superintendent’s hand.

Case study

56  MAKING FAIRWAYS
One South Carolina superintendent proves converting from bentgrass to newer Bermuda varieties via a no-till system isn’t just for greens.

Weather

62  MOTHER NATURE’S SCORECARD
The experts at WeatherBELL provide a sneak peak at 2012 climate trends.

Diversions

66  THE LAST HURRAH
The team at Vesper Country Club has some fun saying goodbye to its greens.
Let the heavy hauling begin.

Coming this spring: The new ProGator™ 2020A. Engineered for the long haul.

Put it to the test on your course and experience:
• Up to 4,251 lbs.* of payload capacity
• The industry’s only 4-cylinder gas EFI engine
• 34 hp** (970cc) of power and torque
• Pick-up style suspension
• New, heavy-duty, hydraulic disc brakes
• A durable 7-gauge steel frame.

To learn more or request a demo, go to JohnDeere.com/Golf.

*2WD with Heavy Duty Suspension, Wide Rear Tire & 4-Post ROPS. Tested in accordance with ANSI / ITSC 156.8 – 2006 standard.
**@ 3600 rpm, Engine Manufacturer Gross Power Tested in accordance with SAEJ1349. Engine horsepower is provided by engine manufacturer for comparison purposes only. Actual operating horsepower will be less. Refer to engine manufacturer's website for additional information.
SANDBAGGING OLD FART

A few weeks ago, I was going through the paperwork to register for the GIS and, on the spur of the moment, decided to sign up for the GCSAA Golf Championship for the first time in umpteen years. In the midst of another gray Cleveland winter, the idea of a few days of bad golf with good friends in Palm Springs prior to the Bataan death march of GIS sounded like a plan.

Anyway, I’m filling out forms and checking off boxes for the tournament and I almost skipped right over the following paragraph:

To be eligible to compete in a senior flight, you must be 50 by Feb. 24, 2012.

Senior flight? Ha! Not for me! I’m no sandbagging old fart.

Then I froze dead and a chill ran across my spine as it dawned on me: Had I been born just 31 days sooner, I would be checking that box to play in the sandbagging old fart flight. Yikes!

Yes folks, I’m staring down the barrel of 50. In a month or so, I’ll be celebrating a half-century of...er, um...life. I really don’t feel old, despite five decades of bad decisions, rare steaks, a billion gallons of coffee, a gazillion Marlbros, Lights, marriage, parenthood, hearing loss, alcoholism, divorce, six “careers” and a general aversion to exercise, preventative medical care and sleep. Against all odds, I still feel like a college kid. Hell, I still dress like a college kid.

I try to keep it fresh. I’m hip to the social media stuff and can make my Droid sing and dance. I have mad texting skilz. I wear Chuck Taylor kicks to work regularly. I am not unfamiliar with the musical stylings of Chip Tha Ripper and The Black Keys. And I have been known to watch an entire episode of “Jersey Shore” without scrolling. In short, no black socks with sandals or early-bird specials for me...yet.

On the other hand, I still read newspapers and books printed on the processed corpses of dead trees. I believe talking with other human beings is vastly superior to e-mail or texts. I adore old black-and-white movies. I need cheater glasses to read the tiny crap that constantly demands my attention on my too-fancy phone. The amount of gray in the holiday beard I grew was shocking. And I bite my tongue to keep from constantly barking at my sons to get haircuts and pull their damned pants up over their boxers.

Thus, my dilemma: Do I continue to pretend I’m young or embrace my middle-agedness? Or does the whole issue simply slip my mind because I’m increasingly... (damn, what’s the word?)... forgetful?

My personal generational struggle is a microcosm of our cover story focus this month. At the heart of the matter is the question of how Baby Boomer bosses deal with Generation Y workers - and vice versa. It’s a very real issue in workplaces like golf facilities that have been slow to embrace the flexibility, flat management structures and quick paths to advancement that young workers expect these days.

Our research makes it clear that bosses and employees are often on very different pages in terms of how they communicate and that, inevitably, will drive change. One real-life example: I asked a superintendent pal recently if he used texting to manage his assistants, make assignments and such. He told me that he’d always prohibited cell phones on his staff up until recently but had finally given in to the fact that it was the only way he could be sure they would get the information.

Younger supers and assistants need to take a close look at this study too. It’s a chance to understand why your Neanderthal, do-it-because-I-say-so, low-tech boss thinks the way he does. Some “enlightened” bosses will move towards a management style that embraces the Gen Yers, but most won’t. If you want to survive in this economic climate, resistance to the old school mentality might not be the healthiest course of action. Remember what P.J. O’Rourke said: “Age and guile will beat youth, innocence and a bad haircut any day.”

I hope this latest research from GCI stimulates you to think about how you fit into the generational equation and what you can do to roll with the punches of aging. I also hope I can shave a few strokes off my handicap by the time the 2013 GCSAA golf event rolls around. That old fart sandbagger division trophy would look awesome on my desk. GCI
COMPETITION... It Brings Out The Best In Us

Take our golf batteries for instance. At Trojan we don't just want to build good golf batteries. We want to build great ones! Batteries that knock out the competition! So we've devoted the heart and soul of our company to engineering the best battery on the market. But don't just take our word for it let us prove to you why our batteries are the champions in the battery ring.

INDEPENDENT LABORATORY TESTING BY JBI - 8V BATTERIES

See for yourself how competition brings out the best in us.

Visit www.trojanbattery.com/competition

Trojan Battery Company

Available worldwide. For more information, call (800) 423-6569, +1 (562) 236-3000 or visit us at TrojanBattery.com

Muhammad Ali & associated marks are trademarks of Muhammad Ali Enterprises, LLC. Represented by Greenlight.
Pro’s view

I wanted to take a minute to tell you how much I enjoy Pat Jones’s Parting Shots column in Golf Course Industry. I really look forward to it.

In many cases, when Pat writes about the trials and tribulations of golf course superintendents or their assistants, he could replace those terms with the head golf professional or his assistants. The “Stuck in the Middle” column (May 2011) was spot-on whether you’re managing turf or, in my case, managing play. Our industry has certainly changed in recent years due to economic uncertainty and the lack of personal leisure time. If this continues, I fear the future for all the young men and women who choose golf as a career. The national trends from the past two years are not promising. Hopefully, with the launch of the PGA of America’s Golf 2.0 this January we will see an industry-wide spark that will create momentum that can generate a turnaround. I believe a cooperative effort from the PGA, GCSAA and CMAA, as well as those that supply our industry, can make a difference in the game in which we all have passion.

Again, I wanted to thank you for your articles.

Pete Garvey, head professional
Idle Hour Country Club
Lexington, Ky.
District 1 director
Kentucky Section PGA

To read “Stuck in the Middle,” enter http://tinyurl.com/77hdtfg into your Web browser.

Water, water...

I was sitting in a superintendent’s office waiting for him when I saw Pat Jones’ column entitled “Our Achilles’ Heel” (July 2011). As I read it, it seemed I was listening to myself. It is unfortunate that so many do not see that this is going to happen. The more I learn about the state of water, the more real the inevitable becomes. Nonetheless, I wanted to say thanks. So many folks need to hear this. I enjoyed knowing your thoughts.

Robin Wicker
Geoponics

To read “Our Achilles’ Heel” enter http://tinyurl.com/7uurpkd into your Web browser.

Got something to say to us?

Whether it’s a kind word or a piece of your mind, be sure to stop by Booth #1326 at GIS in Las Vegas to meet us!