We fix relationships.

Are water repellency issues driving a waxy wedge into your soil/water relationships? Probably. Statistically speaking, there comes a time in every soil's life when water just doesn't find it as attractive anymore...

Aquatrols soil surfactants help re-establish the bond between soil and water, making water-repellent areas attractive and receptive to water once again. And with a full line of formulations, we can help you solve a wide range of relationship issues.

Aquatrols. We bring back the ❤️.

scan the QR code with your smartphone or visit YouTube.com/Aquatrols

www.aquatrols.com
How an environmentally friendly restroom helped solve some toilet trouble at The Flying Horse Club.

Last season, Dan Hawkins ran into a problem that was particularly pertinent to his members.

"We needed an additional bathroom unit located in an area that did not have power or potable water," says the director of agronomy and facility operations at The Flying Horse Club, an 18-hole Tom Weiskopf design located on the north side of Colorado Springs, Colo.

This dilemma is all too common for superintendents looking for simple and affordable ways to improve their courses.

To solve the problem, Hawkins turned to Clivus Multrum, a supplier of composting toilet systems.

In addition to the course and club athletic facilities, Flying Horse is part of a large planned community containing residential and commercial properties. It’s also a certified member of the Audubon Cooperative Sanctuary, an organization that provides education and certification programs to help courses protect the environment and preserve the heritage of the game.

At Clivus, Hawkins found the perfect solution: The composting M54 Trailhead.

"The composting component was attractive to us, and it fit well with our environmentally friendly approach to maintenance on the golf course and grounds," says Hawkins.

The M54 is specifically designed for locations that receive low-volume use, such as parks and golf courses, where it provides a superior alternative to portable toilets. The unit, which is typically installed in less than two days, uses foam-core panels for the floor and walls. The buried composting bin serves as the base of the structure, and solar panels are used to power the fans that keep the unit odorless and self-sustaining.

"We've had comments from members about how great it looks," says Hawkins. "Some say it's nicer than our other fully functioning flush bathrooms on the course."

The M54 Trailhead is available in both single and double-stall models in a variety of finishes to suit superintendent and course preferences. It's also completely customizable.

"We did all of the work in-house. We were able to dress up the structure to match the existing style of the buildings on the property, so it blends well," says Hawkins. "We put in windows and a skylight to provide interior lighting since we have no power connecting to the unit."

The M54 also has the distinction of being the only composting restroom certified by the National Sanitation Foundation. The NSF takes into account the design and integrity of the unit and its components and evaluates the efficiency of the composting process under controlled testing in their laboratories.

"This unit allowed us to provide an attractive alternative for our membership that was cost effective," says Hawkins. GCI

William Olmstead is GCI's assistant editor.
A new product from Grigg Brothers designed to improve plant and soil nutrients, carbohydrate and moisture status.

Contains a specifically designed wetting agent formulated to improve nutrient placement and uniformity of the wetting front in challenging soil conditions.

Readily available plant nutrient (N, P, K + minors) plus reactive non-plant food ingredients including fulvic & humic acid, plant sugars, amino & organic acids to enhance and stimulate the rhizosphere.

Useful to manage and promote recovery from localized dry spot (LDS).

Promotes root growth and recovery from environmental stress, disease or insect damage.

For more information scan or link.
http://gri.gg/info1314

For a Distributor Near You Call:
1-888-246-8873
or find us on the web at: www.griggbro.com

VISIT http://griggbro.com
JOIN http://gri.gg/join
LIKE http://gri.gg/fb
SUBSCRIBE http://gri.gg/tv
Travels With Terry

Globetrotting consulting agronomist Terry Buchen visits many golf courses annually with his digital camera in hand. He shares helpful ideas relating to maintenance equipment from the golf course superintendents he visits—as well as a few ideas of his own—with timely photos and captions that explore the changing world of golf course management.

Adapted Accelerator Linkage

This 2013 John Deere Gator TX 4x2 utility vehicle’s accelerator pedal linkage can be bent upwards that allows it to operate at a faster speed. This was obviously a safety concern and operating the engine at higher RPM’s could potentially cause damage to the engine. The accelerator linkage was removed and a ¼-inch diameter steel rod was welded from the top of the linkage to the bottom and then painted with glossy black enamel. This prevents anyone from bending the linkage whatsoever. The materials cost about $2 per vehicle and it took about 30 minutes total labor time. Bill Brousseau is the director of golf course maintenance; Steve Judd, superintendent, of the Golf Village; Blair Kirby, superintendent, of the East Course; and John Lombardi is the equipment manager at The Club at Admirals Cove in Jupiter, Fla., a 45-hole venue.

Penn State Online

The Industry is changing. Education is more important than ever.

Whatever your career goals, the World Campus has a turfgrass program to set you apart from the rest:

- Master of Professional Studies in Turfgrass Science
- Bachelor of Science in Turfgrass Science
- Associate in Science in Turfgrass Science and Management
- Advanced Certificate in Turfgrass Management
- Basic Certificate in Turfgrass Management

For more information, visit www.worldcampus.psu.edu/GCI
Musketeer®
Triple PGR technology that encapsulates the benefits of paclobutrazol alone, yet is gentle to both your budget and your turf.

Legacy®
The all-around PGR excelling in extending the duration of growth regulation and reducing the "rebound effect" and Poa annua encroachment in cool- and warm-season turfgrasses.

Cutless® 50W/MEC
The premier PGR providing unsurpassed turf quality and color in both cool- and warm-season turfgrasses while efficiently suppressing out Poa annua.

SePRO. Leader in Turf PGR Technology

From the reintroduction of Cutless 50W in 2002 to the patented breakthrough of the dual synergy of Legacy, and now the latest PGR innovation of the combination of three PGR technologies with Musketeer... SePRO has been at the forefront of turf PGR leadership. For more information about the innovative solutions from SePRO, contact your SePRO Technical Specialist or call 1-800-419-7779. Visit sepro.com.
MOISTURE METER STAND

This Field Scout TDR-100 (about $735) hand-held moisture meter “stand” was built in-house and saved the club about $300 versus buying one welded together as one unit. The “stand” was built so the staff did not have to bend-over to take the moisture readings. The handle (and neck) was made using ½-inch square tubing and it was extended 2 inches on one side to account for the electrical plug coming out of the display unit. The display unit is mounted to the 2 inch x ⅝ inch metal flat stock with 2-inch wide industrial Velcro and the cord is attached with 4-inch black zip ties on the neck. The probe unit slips into 1⅛ inch x ⅝ inch thick flat metal stock block that is held in place with one ¼ inch x ⅛ inch bolt with locking nut. The metal pieces were all welded in place and then painted with Rust-Oleum black hammered paint. It took about two hours to design and built the first “stand” and another two hours to paint/drying time. The materials cost about $20 for each one. Matt Wilson, superintendent, designed and built the first one and Steve Bell, mechanic, from the Hillcrest CC in Bartlesville, Okla., will build the rest.

“Aluminum tubing and flat stock could also be used with bigger tubing so it would not increase the weight and it would not have to be painted is another option,” Wilson added. “The display and probe units can be easily removed from the ‘stand’ as-needed.”

New Bird Phazer
“Daylight” Laser
for Canada geese

The new pocket-sized Bird Phazer Laser 200 emits a powerful bright green beam. When the beam hits the feathers of geese, it makes a bright splash of light. Their eyes are very sensitive to uv light, and the bright green laser light is very traumatic for them. A flock of more than 50 Canada geese will immediately take flight from more than 300 yards away.

$249 Compare to the LaserGlow Aries 175 sold for $539

geesedamage.com
(800) 555-9634
JWB Marketing Columbia, SC

THE TURFCO CR-10 MAKES IT HAPPEN!

Whether you’re topdressing your fairway, renovating bunkers or relocating material, the TurfcO CR-10, with a four cubic-yard hopper, is the workhorse you’ve been looking for. Its patented three-position switch, cross-conveyor flow control and self-cleaning hopper make it the most effective material handler available. And now the CR-10 is available with WideSpin™ technology—allowing you to deliver light or heavy topdressing applications at unprecedented widths and depths. All this—plus a three-year warranty. The CR-10. Don’t start a project without it.

Call 1-800-679-8203 for a FREE on-site demonstration or video.
WWW.TURFCO.COM
Shattering App-spectations.

Available FREE on the App Store.
Same with multiple tees. It's a no-brainer that golfers should play from the starting point that best suits their ability. "Tee it forward" is a great idea. Too bad more people don't do it. Why are we building – and maintaining – five, six, or more sets of tees? Is a 10- or 15-yard difference really affecting the likelihood that someone will find the ideal yardage for his handicap index?

Here's a simple idea. Three teeing grounds, that's it. Rate and slope them, then let golfers play from where they want. Can't most people figure out that with three it's roughly beginner, intermediate, and advanced? And while we're at it, other than for competition, do we really need tee markers?

Next: the Rules. I know the Rules of Golf and have studied them, taken the tests, and acted as a Rules official at numerous tournaments. Keep that in mind when I ask, "Who plays by the Rules of Golf every day?" Answer: About the same as the number of golfers who really know the Rules: Almost no one. I'm sorry, but strict adhesion to the Rules doesn't matter unless someone is playing competitive golf.

Tee it up in front of the markers, ground a club in a hazard, putt with the flagstick in the hole. You say against the rules. I say, who cares? Not the guys I play with. As well as I know the rules, I don't want my friends, or yours, to adhere to them if it's going to slow us down, cause more problems than they solve, and keep us from having fun.

If we want to grow the game, we should stop being sticklers for the Rules. Or consider bifurcation.

Yes, the "B word." It's time to consider two sets of Rules, one for competitive golf and one for what the rest of us play to have fun. The new president of the USGA, Tom O'Toole, said it can't be called golf if it uses alternative rules or equipment standards. That's fine, call it what you want, I'll keep playing.

Other sports vary their rules based on ability level: Think about T-ball for little kids or junior swimmers who swim 25 meters before advancing to 100 meters. Enact a set of rules for beginners, and as people grow with the game, they can grow into the rules.

Two sets of rules – one for the best amateurs and professionals in tournament play, the other for everyone else in almost every other situation – won't ruin the game. Can you tell me we all try to play by the same rules now? Do Phil Mickelson and I play the same game? No. But we play the concept of the same game. And once we all accept that concept, we can help golf grow. GCI
FOR SALE

Discount Small Engines & Parts
Small engines & parts from Briggs & Stratton, Kohler, Tecumseh, Robin and more.
www.smallenginesuppliers.com

Also, look up your own parts and buy online at
www.smallenginepartssuppliers.com

HELP WANTED

TERRITORY SALES MANAGER
LebanonTurf is seeking a Territory Sales Manager to cover the Mid-Atlantic/Southeast US. The successful candidate must have experience selling to distributors and distributor sales forces. An understanding of both the Golf and Landscape business is essential to success in this role.

Please submit resumes to Emily Huie at ehuie@lebsea.com or 1600 E. Cumberland St., Lebanon, PA 17042.

MERGERS & ACQUISITIONS

ATTENTION OWNERS/BUYERS
Thinking of buying or selling your Golf Course Business/Commercial Real Estate?
Specializing In:
• GOLF COURSES
• GOLF COURSE COMMUNITY’S
• ACQUISITIONS

CALL: Eddy A. Dingman, CNS Coldwell Banker Commercial NRT
National Golf & Marina Properties Group
847-313-4633
Eddy@nationalgolfandmarina.com
www.nationalgolfandmarina.com

MAXIMIZE YOUR ADVERTISING DOLLARS
Place a GCI Classified Ad
Contact Bonnie Velikonya at 800-456-0707 or bvelikonya@gie.net.

SEEDS

NATIVE SEEDS
Largest distributor of native seed east of the Mississippi, from Canada to Florida! We specialize in upland to wetland sites, including bioengineering for riparian sites. Your native seed source.
Contact ERNST SEEDS today.
www.ernstseed.com – 800/873-3321

LET US HELP YOU GET THE WORD OUT.
The Lawn & Landscape Media Group’s Reprint Service.
E-mail: reprints@gienet or call 800-456-0707 to learn more.

SERVICES

Providing Bulk Transportation of golf course sand, landscape gravel, & other bulk materials
www.edgewaterbulk.com
info@edgewaterbulk.com
610-837-3867

AD INDEX

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>WEBSITE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAT Direct Solutions</td>
<td><a href="http://www.aatdirectsolutions.com">www.aatdirectsolutions.com</a></td>
<td>40-41*</td>
</tr>
<tr>
<td>Aqua Aid</td>
<td><a href="http://www.aquaaid.com">www.aquaaid.com</a></td>
<td>43</td>
</tr>
<tr>
<td>Aquatrols</td>
<td><a href="http://www.aquatrols.com">www.aquatrols.com</a></td>
<td>51</td>
</tr>
<tr>
<td>Arysta LifeScience</td>
<td><a href="http://www.arystalifescience.com">www.arystalifescience.com</a></td>
<td>17</td>
</tr>
<tr>
<td>Azek</td>
<td><a href="http://www.azek.com">www.azek.com</a></td>
<td>21</td>
</tr>
<tr>
<td>Bayer</td>
<td><a href="http://www.backedbybayer.com">www.backedbybayer.com</a></td>
<td>49*</td>
</tr>
<tr>
<td>Central Life Sciences</td>
<td><a href="http://www.centrallifesciences.com">www.centrallifesciences.com</a></td>
<td>19*</td>
</tr>
<tr>
<td>Clivus Multrum</td>
<td><a href="http://www.clivusmultrum.com">www.clivusmultrum.com</a></td>
<td>58</td>
</tr>
<tr>
<td>Core Outdoor Power</td>
<td><a href="http://www.coreoutdoorpower.com">www.coreoutdoorpower.com</a></td>
<td>37</td>
</tr>
<tr>
<td>Cushman</td>
<td><a href="http://www.cushman.com">www.cushman.com</a></td>
<td>29</td>
</tr>
<tr>
<td>Ecologel</td>
<td><a href="http://www.bioprotechnologiesllc.com">www.bioprotechnologiesllc.com</a></td>
<td>58</td>
</tr>
<tr>
<td>Grigg Bros.</td>
<td><a href="http://www.griggbro.com">www.griggbro.com</a></td>
<td>53</td>
</tr>
<tr>
<td>Jacobsen</td>
<td><a href="http://www.jacobson.com">www.jacobson.com</a></td>
<td>62</td>
</tr>
<tr>
<td>JWB Marketing</td>
<td><a href="http://www.geesedamage.com">www.geesedamage.com</a></td>
<td>56</td>
</tr>
<tr>
<td>Neptune's Harvest</td>
<td><a href="http://www.neptunesharvest.com">www.neptunesharvest.com</a></td>
<td>20</td>
</tr>
<tr>
<td>Otterbine</td>
<td><a href="http://www.otterbine.com">www.otterbine.com</a></td>
<td>14</td>
</tr>
<tr>
<td>Penn State</td>
<td><a href="http://www.worldcampus.psu.edu">www.worldcampus.psu.edu</a></td>
<td>54</td>
</tr>
<tr>
<td>Performance Nutrition</td>
<td><a href="http://www.PNeertilizers.com">www.PNeertilizers.com</a></td>
<td>22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>WEBSITE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plant Food Systems</td>
<td><a href="http://www.plantfoodsystems.com">www.plantfoodsystems.com</a></td>
<td>31</td>
</tr>
<tr>
<td>Qualipro</td>
<td><a href="http://www.quali-pro.com">www.quali-pro.com</a></td>
<td>24</td>
</tr>
<tr>
<td>Redexim</td>
<td><a href="http://www.Redexim.com">www.Redexim.com</a></td>
<td>38</td>
</tr>
<tr>
<td>Charterhouse</td>
<td><a href="http://www.charterhouse.com">www.charterhouse.com</a></td>
<td>47</td>
</tr>
<tr>
<td>Sensient</td>
<td><a href="http://www.sensientindustrial.com">www.sensientindustrial.com</a></td>
<td>47</td>
</tr>
<tr>
<td>SePRO</td>
<td><a href="http://www.sepro.com">www.sepro.com</a></td>
<td>7, 55</td>
</tr>
<tr>
<td>SipcamAdvant</td>
<td><a href="http://www.sipcamadvant.com">www.sipcamadvant.com</a></td>
<td>61</td>
</tr>
<tr>
<td>Spyker Spreaders</td>
<td><a href="http://www.spyker.com">www.spyker.com</a></td>
<td>45</td>
</tr>
<tr>
<td>STEC Equipment</td>
<td><a href="http://www.stecequipment.com">www.stecequipment.com</a></td>
<td>23</td>
</tr>
<tr>
<td>Syngenta</td>
<td><a href="http://www.sygnta.com">www.sygnta.com</a></td>
<td>33</td>
</tr>
<tr>
<td>Target Specialty</td>
<td><a href="http://www.target-specialty.com">www.target-specialty.com</a></td>
<td>18</td>
</tr>
<tr>
<td>Toro</td>
<td><a href="http://www.toro.com">www.toro.com</a></td>
<td>11</td>
</tr>
<tr>
<td>Trojan Battery</td>
<td><a href="http://www.trojanbattery.com">www.trojanbattery.com</a></td>
<td>5</td>
</tr>
<tr>
<td>Turf Diagnostic</td>
<td><a href="http://www.turfdiagnostic.com">www.turfdiagnostic.com</a></td>
<td>20</td>
</tr>
<tr>
<td>Turfco</td>
<td><a href="http://www.turfco.com">www.turfco.com</a></td>
<td>27, 56</td>
</tr>
<tr>
<td>US Aquavac</td>
<td><a href="http://www.usaquavac.com">www.usaquavac.com</a></td>
<td>39</td>
</tr>
<tr>
<td>Winfield</td>
<td><a href="http://www.winfield.com">www.winfield.com</a></td>
<td>15</td>
</tr>
</tbody>
</table>

*denotes regional advertising
THE TROUBLE WITH FOMOs

Please allow me to introduce you to Greg Nathan of the National Golf Foundation and his “Mayor of Crazytown” blog.

His blog name tells you a bit about Greg. He’s NGF’s guy in the market. Speaks a lot at events, gets out in the field and meets a lot of golf business leaders. Typical schmoozer… and good at it. But, he’s also a bit of a rarity among association folks because he seems hell-bent on speaking his mind. I’m not saying association people aren’t honest… I’m just saying most are practiced diplomats who are masters at suggesting things without taking a position. Greg apparently has no such qualms. I like it.

Greg recently wrote a blog post that nails a serious problem: the sharp drop in players in the 18-34 demographics. You know…the people who are supposed to be keeping your place going a decade from now.

“You may have heard or read that the next generation of golfers… has been ‘voting’ definitely against the traditional game with their feet, as they say. They’re just not showing up at golf courses the way they used to. Golf participation among this age group has declined 30% during the past twenty years. Since the 18-34 age segment historically has the highest participation rate and is also the age range when most people take up the game for the first time, this decline has profound implications for golf’s future.”

“Are your alarm bells ringing? Why are we losing this core customer group?”

“The referendum on recreational golf (not to be confused with interest in pro golf) among younger people is so negative because we continue, as an industry, to expect/force them to put aside their regular lifestyle for 4-5 hours. Aren’t businesses and industries supposed to evolve and innovate to better serve their customers’ needs/wants? If we do not change (and fast!), the game and business of golf will absolutely guarantee its own ‘right-sizing’ in the not-so-distant future.”

Yikes! And then he poses a critical question that forces us to consider our slavish devotion to “tradition” versus the compelling need to evolve:

“What makes golf so special that we can maintain the arrogant position that it’s the customers who need to alter their behavior in order for us to allow them to consume our product?”

Ouch. The truth hurts, doesn’t it? Here, Nathan says, is the problem:

“Golf is simply not relevant for the perpetually engaged, never-out-of-touch ‘Millennials’ of whom I write. The concept called ‘FOMO’ (Fear Of Missing Out) is a huge driver of their behavior. After all, they sleep with their phones! Hey, wait a second… I sleep with my phone and I’m 44! Think of the golf course as FOMO-central – the place where they are virtually guaranteed to be missing out on everything in their life! Doesn’t that sound awesome? I can hear the echoes of a generation of 28-year-olds now: ‘Golf? Are you kidding me? No chance. We might as well be fertilizing the fairways with kryptonite, folks!’

And here’s where Greg gets really crazy; he actually suggests a solution:

“My crystal ball says that the most critical way that golf must innovate is by encouraging and facilitating, not simply allowing (yes, there’s a BIG difference), entertainment in the golf car. The new line item in the capital improvement budget at most golf courses (should) be video monitors and connectivity in all of their (golf cars). If you need to make your course a 150-acre Wi-Fi zone, then so be it. If every car in your fleet needs to be a mobile Internet hot spot, then get on it. Full broadcast media in every buggy… absolutely. Bluetooth-enabled speakers in the back of every car… check!”

Okay, I’m not sure I agree 100 percent with the Mayor of Crazytown on that, but he makes an excellent point. We accommodate people with disabilities. We accommodate kids and ladies. Why not accommodate the wired customer? I’m 51 years old and I must confess that I’ve live-streamed the Masters broadcast onto my iPad in my cart during the middle of a round at a nice club. It seemed wrong to do it. Why should I feel guilty for doing something normal while I’m playing golf?

“If the next generation of players were going to be attracted to the golf product that course owners and operators have been serving up… they’d already be playing. They’re not. Even if it was free, I’m not sure they’d be teeing it up. I think traditional golf is the most perfect game ever created… but our customer prospects under 35 absolutely do not agree. Unless you run one of those 25% of facilities (and I think that’s generous) that can do good business offering only the traditional game… it’s wake up time!”

The Mayor is absolutely right. Instead of bemoaning the problem, offer a solution. Success in today’s crowded, weird market is often dependent on finding the right niche and exploiting it ruthlessly. Why not cater to the iGeneration?

I’ll let Mr. Nathan have the final word:

“Make your course a FOMO-free zone and help start the golf revolution that might just be the secret to keeping our game and business strong.”

(Greg Nathan’s blog can be found at http://ngfdashboard.clubnewsmaker.org/Newsletter/1rf655upc2m118g6mneb41.)