Briefs continued from page 14
itself to a natural rather than more artificial
design," Palmer said.

**Toro, Maruyama extend agreement**
Bloomington, Minn.-based The Toro Co. and
Maruyama Manufacturing Co. agreed to a
four-year extension to deliver hand-held land-
scaping equipment under the Toro brand
through the year 2003.
Redmond, Wash.-based Maruyama will
continue to manufacture string trimmers,
brushcutters, hedge trimmers, edgers, pruners
and gas-powered backpack blowers to be
sold under the Toro brand in the United
States and Canada.

**Meadowbrook to acquire KSL**
Beverly Hills, Calif.-based Meadowbrook Golf
Group has united with Apollo Real Estate In-
vestment Fund IV to form a jointly owned
compny to acquire KSL Fairways Golf Corp.
Arnold Rosenzweig, chairman of Meadow-
brook, said that the acquisition of KSL Fair-
ways was expected to close by the end of
September. KSL Fairways includes 30 golf
courses at 24 locations in the eastern United
States, primarily in Virginia, Maryland, Florida
and Wisconsin.

**U.S. Chemical Storage established**
U.S. Chemical Storage LLC, a new hazardous
storage building manufacturer, recently
opened its headquarters in Boone, N.C. The
company offers prefabricated, relocatable
hazardous material storage buildings that
provide fire-rated, segregated, safe storage for
flammables, combustible liquids and other
chemicals.

**Deere declares dividend**
Moline, Ill.-based Deere & Co.'s board of di-
rectors declared the regular quarterly dividend
of 22 cents per share, payable Nov. 1, to
stockholders of record by Sept. 30.

**YAZOO/KEES completes acquisition**
Jackson, Miss.-based YAZOO/KEES Power
Equipment finalized its acquisition of PUG
Inc., Applied Design Technology and CheTech
Co., all located in Chetek, Wis.

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**Dumb, Dumber ... Dumbest**

Superintendents Strike Back

By Jerry Goldiron Jr., CSGS

Superintendents take more criticism
than Notre Dame's head football
coach, with less reason. Since we
find ourselves at the mercy of
Mother Nature more often than Al Roker,
the circumstances that create golfers' per-
cieved problems with the courses are often
beyond our control. That's why, at first
glance, Geoff Shackelford's "Dumb and
Dumber, Superintendent Style" column in
the May/June issue hit some of us so hard. It's
frustrating to see that sort of criticism in print
— especially at a glance, which is sometimes all
we busy superintendents have time to do.

That said, the column hit closer to home than most
of us want to admit. I've been a superintendent for more
than 20 years, and I've experienced almost all of the situations that Shackelford outlined.
But if you put aside personal pride and reread the column with an unbiased eye, it was
funny — damn funny. And remember: Golfers have provided us with our own personal
"Dumb and Dumber" material for years. If I earned a commission for every golfer's com-
ment that split my sides with its complete lack of understanding of what it takes to run a
golf course, I'd be retired to Jamaica by now. So as painful as Shackelford's comments
might have been at first glance, we must realize that golfers have repaid us tenfold.

With the help of my staff, friends, fellow superintendents and TurfNet buddies, we de-
vised a David Letterman-style list of comments that golfers (not to mention golf profes-
sionals, television announcers, turf magazine editors and witty golf writers) have made to
superintendents that have had us roaring with laughter. Sit back and enjoy:

10. Golfer to superintendent — "Can you cover the bunkers with plastic so when you
irrigate — or when it rains — the sand will stay dry?"

9. Irate golfer to topdresser operator — "Stop! Stop! Can't you see you're losing your
sand load all over the green?"

8. Golfer after watching the U.S. Open on TV: "Could we install some straight lines
from the tees at our club so the players will not get lost (referring to dew walks)?"

7. Message left on superintendent's answering machine by a member after a major
flood hit the area: "Do you not realize we have a city water valve to fill the irrigation lake?
Someone on your crew has left the valve on too long, and it is flooding the golf course
and surrounding community."

6. Golfer to the superintendent: "The new coolers you put out on the course are great,
but the ice water is a little too cold."

5. Grounds chairman asks superintendent during a major drought: "When it rains,
could we somehow get a huge plastic bag or balloon to capture the water for storage and
later irrigation use?"

4. After a heavy rain, the golf professional asks: "Is it cartpaths only today? I suppose I
will have to cancel my playing lesson."

3. Golf writer interviewing superintendent during course renovation: "How many inches do the greens sink each year after aerification?"

2. Golfer to irrigation technician while repairing a sprinkler head: "I thought the reason we installed an automatic system was so it would never break or need repair."

And finally, my all time favorite, heard from a well-respected TV announcer at a major tournament:

1. "The green committee has gone too far this time, instructing the greenkeeper to install those fans around the greens to cool the members."

With gems like these to keep us amused on cold winter nights, it's probably not too much to ask us to have a sense of humor about ourselves, too.

Jerry Coldiron Jr. is a CGCS at Boone Links/Lasing Pointe in Florence, Ky., and a member of the Golfdom Advisory Staff.

An Airport, Augusta and Cake for Arnie

What do you get a man for his 70th birthday when he already has almost everything the golfing world has to offer?

If you’re Arnold Palmer, people spring for a membership at Augusta and an airport, not to mention new socks and underwear. Westmoreland County in Pennsylvania, which is home to Palmer’s hometown of Latrobe, renamed its airport to Arnold Palmer Regional Airport as its way of honoring the golfing legend who has brought such positive attention to Latrobe since he started playing the game at Latrobe CC in 1940.

On the same day, Augusta National GC awarded Palmer a full membership in the club, an honor that had eluded him since he won his first Masters (the first of four, by the way) in 1958.

Though it may have seemed that he owned the course through much of the 1960s, Palmer could still only play the course with a card-carrying member unless he was playing a tournament. Now, Augusta will deign to allow the golfing great to bring his own guests into the club and attend all club functions.

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