

# Off The Fringe

## Business briefs

### Woodhead to leave Valley View

GCSAA president Scott Woodhead and Valley View GC will part ways on March 1. On the GCSAA Web site's forum, Woodhead said in August that his leaving Valley View is "all about private club politics" and nothing to do with "my service to the members of GCSAA."

### Deere updating logo

John Deere is updating its logo. The company's leaping deer trademark will be stronger and more dynamic with a greater emphasis placed on the John Deere name, according to the company. It's the first change to the trademark in 32 years and will require two years to complete the initiative.

John Deere also announced that its Worldwide Commercial & Consumer Equipment Division broke ground in August on a new headquarters in Cary, N.C. The expansion could include an additional 900 employees over the next decade, bringing total employment from more than 300 people to almost 1,300.

### Toro's income increases

The Toro Co. reported that net income for the third quarter increased 59.3 percent — to \$16.4 million from \$10.3 million — compared to the same time last year. Sales increased 6.1 percent. But Toro is redirecting its efforts in the golf arena.

"The golf equipment market continues to be strong, although the number of new courses planned is not as robust as a year ago," Toro reported. "Toro is shifting its program emphasis to the growing market for golf course renovations and has begun an aggressive marketing program supporting the renovation of existing courses."

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## Dropping the Hammer

USE THIS PHILOSOPHY TO  
SMASH GOLFERS' IGNORANCE

By Mike Hamilton, CGCS

**B**eing a superintendent is no easy task. The expectations of the players increase every day. They expect us to provide perfect conditions no matter what obstacles Mother Nature throws our way. But the one factor that drives more superintendents out of the industry is the constant moaning we hear from a small percentage of golfers.

In my more than 20 years as a superintendent, I survived these slings and arrows by employing a philosophy known as Hammerology. Among other things, Hammerology can help younger, less-experienced superintendents "translate" golferspeak. Let me give you a few examples:

■ "The golf course is in wonderful shape" means "I played well today."

■ "The golf course is in terrible shape" means "I played like crap today."

■ "The greens are inconsistent" means "I had a lot of uphill and downhill putts today, and I have no ability to adjust."

■ "Can't you get the grain out of the greens?" means "I listen to Johnny Miller too much."

■ "The greens are too fast" means "I misread the speed all day."

■ "Can't you cut the fairways lower? I hit flyers all day" means "Those steroids I'm taking are really starting to work."

■ "There's no grass on the fairways. I can't get a wood underneath the ball" means "These bozos I'm playing with won't let me tee it up in the fairway."

■ "I hate the sand in our traps" means "I need to take a lesson on how to hit out of the sand, and I'm too stupid to know that a trap is something in which you catch wild animals."

■ "Do those guys need to be working while I'm playing?" means "I have no concentration."

■ "Could you come and tell me what's wrong with my lawn?" means "I'm too cheap to pay for a good lawn care service."

■ "There are too many lakes on the course" means "You're not doing anything wrong. I just like to complain."

■ "The greens were just getting nice when you aerified" means "I can't tolerate you trying to make the course nicer."

■ "I saw one of your employees screwing around" really means "Can't they wait until they pass out from heat exhaustion before they stop to get a drink?"

*Mike Hamilton, CGCS at Foxfire CC in Naples, Fla., says he'd be more than happy to offer private lessons in Hammerology for an exorbitant fee.*

