New year starts with a ... clunk
January didn’t just signify a new year and a hoard of resolutions — it also signified a drop in golf rounds played, according to the National Golf Foundation (NGF). Total U.S. rounds played dropped 4 percent in January 2005 vs. January 2004.

The good news (if you want to call it that) is there was a darn good non-economic reason for the big drop. You guessed it, Mother Nature — this time of the rainy kind. The Southwest was awash with record rains the first month of the year and golf rounds plummeted 18.6 percent.

The South Central region was down 15.3 percent. Rounds were up in the Southeast. Central/South Florida was up 0.3 percent and the Southeast states were up 12.3 percent.

Arredondo resigns from GCSAA
Julian Arredondo, the chief operating officer of the Golf Course Superintendents Association of America (GCSAA) the last two years, has resigned from the association. He came to the GCSAA as its chief financial officer in December 1993 and, in March 2003, replaced Chuck Borman as COO.

"Julian and I came to GCSAA at the same time," GCSAA CEO Steve Mona said. "He played an integral role in strengthening the association and positioning it as a leading golf organization."

Message heard, group says
Project EverGreen, according to its executive director, successfully conveyed its message — that well-maintained green spaces provide economic, lifestyle and environmental benefits to the consumer — in its debut at the Golf Industry Show in February.

Briefs continue on page 18
Off The Fringe

Continued from page 14

With his son on the road most every week visiting distributors, Manny is the man when it comes to sales. But he doesn’t seem overwhelmed by the pressure.

“My biggest asset in the sales business is my enthusiasm,” says Manny, who worked for Kraft Foods and Alliant Foods in his previous career. “When I like a product, I get enthusiastic about it and I’m able to sell it.”

David wouldn’t want anyone else in the sales position.

“We’re best friends,” he says. “Our relationship is stronger now than it has ever been.”

Manny has no plans to re-retire. A colon cancer survivor, Manny is enjoying life and work.

“How long am I going to go?” he asks himself. “I’ll go as long as I possibly can. I just enjoy it that much. I’m having a great time.”

The assistants recently gathered in Clayton, N.C., to learn a few things about being the head honchos.

Forty-two assistant golf course superintendents from North Carolina and South Carolina attended the 2005 Future Superintendents Academy at the Bayer Environmental Science Development and Training Center.

The two-day program, sponsored by Bayer and Toro distributor Smith Turf & Irrigation, focused on personal growth and technical seminars.

Certified Superintendent George Thompson, director of grounds at the Country Club of North Carolina and a teacher at Sandhills Community College, told the group that self-discipline, communications skills, good health and networking are the keys to success in the business.

Other highlights included:

- Tips on grub control from Rick Brandenberg, a North Carolina State University entomologist.
- Test driving a multipurpose prototype of the Sandpro, a single body designed to handle 20 tools ranging from sand rakes to cart-path edgers.
- Developing a personality profile and receiving pointers on working with others who may approach challenges from a different perspective.

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<th>Control</th>
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