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AN ALL-ACCESS PASS // 24

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EDITORIAL

EDITOR-IN-CHIEF Seth Jones
785-690-7047 / sjones@northcoastmedia.net

ASSOCIATE EDITOR Grant Gannon
216-363-7928 / ggannon@northcoastmedia.net

EDITOR-AT-LARGE Ed Hiscock
hiscock.ed@gmail.com

DIGITAL EDITOR Joelle Harms
216-706-3780 / jharms@northcoastmedia.net

ART DIRECTOR Pete Seltzer
216-706-3737 / pseltzer@northcoastmedia.net

CONTRIBUTING EDITORS

Karl Danneberger (*Science*), Joel Jackson,
Clark Throssell (*Research*), John Walsh,
Anthony Williams, Mark Woodward

BUSINESS

CLEVELAND HEADQUARTERS

1360 EAST 9TH ST, SUITE 1070, CLEVELAND, OH 44114

PUBLISHER Patrick Roberts
216-706-3736 / proberts@northcoastmedia.net

ASSOCIATE PUBLISHER Bill Roddy
216-706-3758 / broddy@northcoastmedia.net

NATIONAL ACCOUNT MANAGER Chris Lavelle
216-363-7923 / clavelle@northcoastmedia.net

NATIONAL ACCOUNT MANAGER Craig MacGregor
216-706-3787 / cmacgregor@northcoastmedia.net

SALES ASSISTANT Petra Turko
216-706-3768 / pturko@northcoastmedia.net

MGR., GOLFDOM SUMMIT Ryan Bockmuller
216-706-3772 / rbockmuller@northcoastmedia.net

MARKETING MANAGER Michelle Mitchell
216-363-7922 / mmitchell@northcoastmedia.net

MGR., PRODUCTION SERVICES Rhonda Sande
216-978-9778 / rsande@northcoastmedia.net

SR. AUDIENCE DEVELOPMENT MANAGER
Antoinette Sanchez-Perkins
216-706-3750 / asanchez-perkins@northcoastmedia.net

DIGITAL OPERATIONS MGR. Bethany Chambers
216-706-3771 / bchambers@northcoastmedia.net

WEB DEVELOPER Jesse Malcmacher
216-363-7925 / jmalcmacher@northcoastmedia.net

MARKETING/MAGAZINE SERVICES

REPRINTS & PERMISSIONS Nick Iademarco
877-652-5295 / niademarco@urightsmedia.com

SUBSCRIBER, CUSTOMER SERVICE
847-763-4942 / golfdom@halldata.com

CORPORATE

PRESIDENT & CEO Kevin Stoltman

VP OF FINANCE & OPERATIONS Steve Galperin

VP OF GRAPHIC DESIGN & PRODUCTION Pete Seltzer

EDITORIAL DIRECTOR Marty Whitford

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“Going from the expectation of eating an overcooked cheeseburger alone at a chain restaurant to making six new friends at a cool little local pub sums up why I love my job.”

SETH JONES, *Editor-in-Chief*

Top four moments of 2014

If I keep saying it, you might stop believing it. But this year, my fourth year with *Golfdom*, was my best year yet. ¶ I know, I said that last year. And probably the year before, too. ¶ But read on and check out my top four highlights of 2014 and tell me I’m wrong.

4. 2014 TOCA awards

I had high hopes for the 2014 Turf and Ornamental Communicator Awards, an annual awards competition among the various green industry trade magazines.

But my expectations were blown away when *Golfdom* snagged 21 TOCA awards this year, including Karl Danneberger nabbing the Plant Health Writer of the Year Award, and eight awards for myself, including four awards for feature stories and two awards for column writing.

It’s a feat I don’t expect to repeat, but we’ll sure try.

3. The other Augusta

The Masters is always a highlight of my travel schedule. This year was no exception.

The annual Golf Writers

dinner was held next door to Augusta National this year, at Augusta CC. I had planned on calling Augusta CC’s superintendent weeks in advance to set up a meeting, but got busy. Next thing I know, I’m driving to the airport, and I still hadn’t made that call.

So I call a friend and learn the superintendent’s name and number while I’m driving. On a whim, I dial him up. Greg Bursleson, CGCS, answers.

Masters week is a busy week for Bursleson and Augusta CC. Yet Greg was kind enough to fit me in his schedule the very next day.

Greg couldn’t hang out for long, but he still had time to buy me a beer in the packed clubhouse bar and trade a few stories.

All these golf writers from around the world were converging on Augusta CC at that moment, but do you know how many of them got to break bread with ACC’s superintendent and learn more about the business?

Just one.

2. Staying at The Pit

It’s a topic I covered in this space previously (“This place is The Pit,” June 2014), but during the 2014 U.S. Open, I was invited to stay at The Pit, a golf course that shut down but was purchased by Pinehurst Resort and used to house some of the crew.

Living in a closed-down clubhouse isn’t the lap of luxury. But the guys I got to meet, witnessing their hard work and dedication and see-

ing the sun rise there will be a memory I keep for a long time.

1. An unexpected dinner with the Victoria National crew

Just last week I made a quick stop in Evansville, Ind., to visit the team at Victoria National Golf Club.

As I left the Carolinas GCSA Conference and Show, I tweeted out that I was on my way to Evansville, and asked *Golfdom*’s 3,000-plus followers if anyone had a good restaurant suggestion for the city.

Upon landing, I received a direct message from Victoria National superintendent Kyle Callahan, inviting me to dinner. I knew I would have his attention the next day, but since I was arriving later in the evening, I decided to leave him alone on my first night in Evansville.

But Callahan took me out that night to Knob Hill Tavern, the crew’s favorite local pub. And most of the crew showed up to meet me — we were seven strong by the time we got to our table.

For a guy like me, going from the expectation of eating an overcooked cheeseburger alone at a chain restaurant to making six new friends at a cool little local pub, that just sums up why I love my job.

It’s not the golf courses I get to visit. It’s the people I get to meet there.

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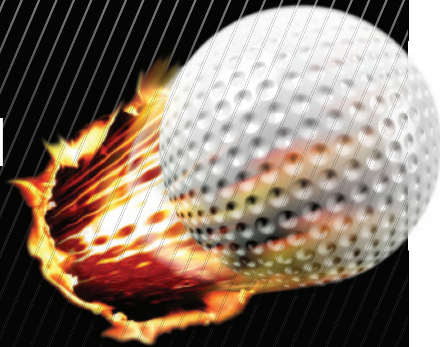
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Starter

NEWS, NOTES AND QUOTES



// GOLF HERO

TRAILBLAZING GOLFER HONORED BY PRESIDENT OBAMA

“THE JACKIE ROBINSON OF GOLF” CREDITED WITH BREAKING BARRIERS IN THE SPORT

BY SETH JONES // Editor-in-Chief

→ Dr. Charles L. “Charlie” Sifford, the first African-American to play on the PGA Tour, now adds the Presidential Medal of Freedom to his collection of honors.

The 92-year-old Sifford was presented the award by President Barack Obama in the East Room of the White House recently. Other honorees sitting alongside Sifford included Tom Brokaw and Stevie Wonder.

Sifford said being presented with the Medal of Freedom was a different experience from anything a golf tournament could provide.

“This felt different,” Sifford said, referring to his 2004 induction into the World Golf Hall of Fame and a 2006 honorary doctorate from the University of St. Andrews, Scotland. Sifford also won GCSAA’s Old Tom Morris Award in 2007. “They say what I did helped African-Americans, but it went further.”

Charles Sifford Jr. said his father’s experience in professional golf in the



Charlie Sifford, the first person of color to compete in PGA-sanctioned events following the demise in 1961 of the “Caucasian-only” PGA of America membership clause, is presented the Presidential Medal of Freedom by President Barack Obama.

1960s was a harrowing journey.

“We’ve heard it many times about dad being the Jackie Robinson of golf,” said Charles Jr. “Jackie had a strong owner (Branch Rickey) behind him, along with teammates, and he played in a stadium with separation from the fans. Dad was out on his own playing professional golf. There was no security. Who was going to step up for him?”

Former U.S. Congressman Mel Watt, a distant relative of Sifford, called the honor “bigger than sport.”

“The Medal of Freedom takes in the contributions to America and how someone lives out the ideals in the Constitution for the betterment of others,” said Watt, the Director of the Federal Housing Finance Agency. “Charlie has opened up avenues for aspiring generations of Americans.”

// EQUIPMENT FOR RENT

PARTNERS OFFER \$1 MILLION IN EQUIPMENT RENTALS

The recently formed Turf Equipment Rental (TERF) based in San Antonio, Fla., an affiliate of Global Turf Equipment (GTF), has launched a new website, www.turfequipmentrental.com.

Functionality, user friendliness and ease of navigation were all primary design considerations. The webpage shows large, detailed images to help visitors more accurately evaluate the available equipment. It allows golf courses in Alabama, Florida, Georgia, North Carolina, South Carolina and Tennessee to rent equipment for two-day, weekly and monthly terms.

GTF co-owners Jim Sartain and Pat Yarbrough with Chad Sartain established TERF earlier this year. Renters can select from a variety of aerators, blowers and vacuums, fairway and greens mowers, topdressers, tractors, bunkers rakes, turf aerators, sprayers, utility vehicles and verticutters from leading brands like Toro, John Deere and Jacobsen.

// MIX MASTERS

MASTERBLEND FERTILIZER GETS UPGRADE

Morris, Ill.-based Masterblend International has completed a 3-month, \$500,000 renovation of their water-soluble fertilizer blending room, equipment and processes. The system has proven to increase efficiency, purity and accuracy of the blending process, while decreasing start-to-finish blending time.

The new climate-controlled blending room controls temperature and relative humidity, resulting in a drier product.

New blending equipment transports raw materials at high speeds combined with a shorter route to deliver a more thoroughly combined final product.

“The new system allows us to provide a purer product with a longer shelf life to our customers,” says Mark Jeffries, vice president at Masterblend International. “These upgrades have made a great product even better.”

Golfdom strengthens editorial team

➔ Two new editorial staffers have joined *Golfdom* magazine, determined to see the magazine continue its successful ways in 2015 and beyond.

Ed Hiscock, the former editor-in-chief of *Golf Course Management* (GCM) magazine, has signed on to be *Golfdom's* editor-at-large. Meanwhile, the magazine also adds some young blood in recent Ohio State University graduate Grant Gannon, who is the magazine's new associate editor.

"Ed is one of the few people I consider a mentor, so to add him, his experience and his insight to the magazine is something I'm truly thrilled about," says Seth Jones, *Golfdom's* editor-in-chief, who worked together with Hiscock at GCSAA from 1999 to 2010.



Ed Hiscock

"Grant, a successful sportswriter at one of the nation's largest state schools, came highly recommended to us as well. He is a perfect fit for our team and industry."

Hiscock and Gannon will represent the magazine across all platforms: print, digital media and live events. Readers can expect to see both editors at events such as the Golf Industry Show, GIE+Expo and other in-the-field reporting opportunities.

"We're fully committed to continuously strengthening the high level of editorial quality that readers have come to expect," says *Golfdom* publisher Pat Roberts. "Adding Ed and Grant to our team is another win for our magazine, one readers and advertisers can begin appreciating immediately."



Grant Gannon

THEY SAID IT

GRAHAM HUTCHINSON

MARYLAND STATE HIGH SCHOOL GOLF CHAMPION

To WUSA Channel 9 in Washington, D.C., about the impact his father, David Hutchinson, superintendent of Congressional CC, has had on his game.

"All my success I can definitely trace back to him in some way."

// EDUCATION

PLANT HEALTH ACADEMY OFFERS A UNIQUE OPPORTUNITY

Bayer and the GCSAA are accepting applications for the third annual Plant Health Academy. The objective of the *Healthy Turf, Healthy Tomorrow Plant Health Academy* is to provide golf course superintendents with opportunities to learn more about innovative plant health research and practices for the benefit of their facilities, individual careers and the industry.

The 12 superintendents selected will partake in a two-and-a-half-day education and training session held at GCSAA headquarters in Lawrence, Kan., on April 20-22, 2015 and at the Bayer Training and Development Center in Clayton, N.C., from Sept. 16-18, 2015.

Superintendents must complete the application and respond to two essay questions by Dec. 19. All candidates are required to be employed as a golf course superintendent within the U.S., a Class A or Superintendent Member (SM) of the GCSAA and be enrolled in Bayer's *MyBayerRewards* customer loyalty program.

// THAT-A-KID

ENVIRONMENTAL AWARDS GIVEN TO CGCS AND STATE REP.

The Georgia Golf Environmental Foundation (GGEF) recognized Mark Hoban, CGCS at Rivermont Golf and Country Club in Johns Creek, Ga., and Rep. Tom McCall (R) from Elberton, Ga., with their annual Environmental Leader in Golf awards.

Hoban was acknowledged for his innovative and passionate pursuit of new approaches to golf course maintenance. Hoban says his methods minimize environmental impacts while simultaneously saving money and labor that he can redirect to other aspects of the golf course.

The open, or non-golf category, was awarded to McCall for his work on a statewide water plan and drought regulations.

"Rep. McCall has always been a voice of reason on environmental issues and has fought to protect the rights of property owners while also enhancing and preserving Georgia's precious natural resources," says GGEF chairman Harold Franklin, from Fields Ferry Golf Club in Calhoun, Ga.



EMAILS @ TEXTS # TWEETS

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Seth,
I enjoyed your column in *Golfdom* ("The dangerous art of speaking your mind," November, 2014).

Those were prolific words and insights. The PGA of America has set a high bar going forward — or have they? The PGA does not have Social Media Police and it begs the question of consistency

developed around a policy... which isn't in place for an association like the PGA.

Keep up the good work.

Sincerely,

Ted Bishop

38TH PRESIDENT, PGA OF AMERICA
The Legends Golf Club
Franklin, Ind.

Seth,
Our paths have crossed a few times but you probably don't remember me. That doesn't matter much anyway. What matters is that *Golfdom* has again hit the mark, demonstrating that there is a perspective in this industry that is most times overlooked. Course conditioning is important, but the cornerstone of this industry is the PEOPLE. Thank you for sharing your personal story, the wonderful Henkel family story and GoGo and Nate!

Life outside of the workplace is so easily missed, so often overlooked and very often lost. Keep up the good work. It's nice to know about growing grass, but it's great to hear about people!

Sincerely,

Dave Davies, CGCS
TPC Stonebrae CC,
Hayward Hills, Calif.



CAROLINAS SHOW SETS MORE RECORDS

➔ The annual Carolinas GCSA Conference and Trade Show once again broke a few of its own records: most revenue, most education seats and most golfers. "There is an incredibly strong commitment from all concerned to make this event all it can be," Carolinas GCSA executive director Tim Kreger said in a statement from the association. "That's why it works so well. Our show has not only survived but thrived."

Gross revenue for the show was just below \$667,000, educational seats sold totaled 1,357 and 339 golfers participated in the annual championship. Nearly 200 companies exhibited at the trade show.

The 2015 Carolinas Show will take place next November, again in Myrtle Beach, S.C.

NEW USGA & LPGA POLICY IMPROVES ROUND TIME

➔ A partnership between The United States Golf Association and the LPGA showed a decrease in the average round time by 14 minutes at 2014 LPGA events. The reduction in play was credited to a policy of aggressive control of the lead group's pace and wider tee time intervals.

For each tournament, a time par sheet was created that represented the

time the lead group could take at each hole. Every other group was only required to maintain its position on the course compared to the group behind them. A group that fell out of position was warned or timed.

Even if the lead group was under its time par it could be penalized for delaying the group after them.

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Seth,
Thanks for your heartfelt article "Three ways I let down Dad" (October, 2014). Life has amazing twists and turns, full of joys and disappointments and sometimes regret. But we all have an opportunity to "pay it forward" to those we love or come

in contact with... God has given you a platform of writing, and more than you know are listening.

None of us are guaranteed a long life. Therefore we should all live as if we are in our last days, AND we should live as if

those around us are in their last days. Seize the day, or, live it like it is our last.

As you wrote, I was taken back to memories with my Dad at Auburn games. He is 84 now. Thanks for reminding me to cherish not only the memories, but also the time we still have left in THIS life together. But, there's always satisfaction in knowing we have a much LONGER life waiting for us on the other side.

David Pursell

CEO / CO-FOUNDER

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On the road again

COLUMNIST MATT NEFF SPEAKS
AT KENTUCKIANA ASSISTANTS MEETING

➔ The Kentuckiana GCSA held their annual Assistant Superintendent meeting recently at Louisville (Ky.) CC. *Golfdom* columnist Matt Neff, assistant superintendent at Wedgewood G&CC in Powell, Ohio, and writer of the "Assistant living" column that regularly appears in the magazine, spoke to the group about the challenges assistants are facing in their attempts to advance within the industry.

The discussion that followed covered several topics, from getting that first superintendent job, to the direction of the industry in light of the increasing numbers of assistants leaving

the business, and dwindling enrollment in university turf programs.

The meeting was moderated by Matt Kamann, KGCSA board member and assistant superintendent at Big Spring CC, and benefitted from the invaluable input of several superintendents and sales reps in attendance, including John Miller CGCS, GCSAA field representative; Mike Coy, superintendent at Oxmoor CC and KGCSA president; host superintendent Ric Kehres, Louisville CC; Roger Meier, superintendent at Valhalla GC; and Walter Pritchett CGCS, superintendent at Hurstbourne CC.



Roger Meier, superintendent at Valhalla GC; Ric Kehres, superintendent at Louisville GC; Mike Coy, KGCSA president and superintendent at Oxmoor CC; and Matt Kamann, KGCSA board member and assistant superintendent, Big Spring CC, following the Kentuckiana Assistant Superintendent meeting.

PHOTO BY: MATT NEFF

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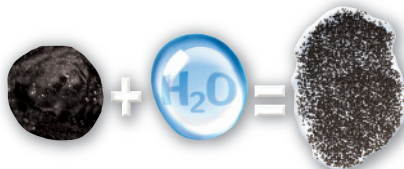
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Golfdom Gallery



WE CAME.
WE SAW.
WE TOOK PICTURES.

1 Shooter! We recently put out a call for photos of readers with celebrities. We were thrilled to receive this photo of Shannon Wheeler (right), superintendent at Wycliffe G&CC in Wellington, Fla., with one of our favorite movie villains — Shooter McGavin from *Happy Gilmore*, or as he's known by his parents, Christopher McDonald.



2 The King and Bob We figured if we're going to run a photo of Bob Cook, superintendent at Walden on Lake Houston, Humble, Texas, with a shiner (see page 29), we owe it to him to also run this awesome photo of him with Arnold Palmer.



3 A big bird over Rain Bird We were impressed when we were given a tour of Rain Bird headquarters in Tucson, Ariz., recently. Those guys pull out all the stops. We would have been happy with a box of donuts, but no, they arrange a flyover for our arrival? Classy!



4 A pint with Bono Barry Larson, territory sales manager for Jacobson, is clearly winning at life. After all, he had the good fortune to nab this photo with U2 lead singer Bono while in Ireland.



5 LeBron's back, so is Golfdom (L to R) Steve Galperin, VP of Finance and Operations, North Coast Media; Seth Jones, *Golfdom* editor-in-chief; and Joelle Harms, Digital Content Producer, took in LeBron James' second regular season game back in a Cavs jersey. It hurt when LeBron left, but like Seth's shirt says — all is forgiven.



6 Apel has Apple chargers We were chatting with (L to R) Ted Fist and Martin Sternberg, CGCS, of Capillary Concrete when Golf Course Builders Association of America Executive Director Justin Apel stopped by with a cool portable iPhone charger. Thanks!

PHOTOS COURTESY SHANNON WHEELER (1); COURTESY BOB COOK (2); BY SETH JONES (3 AND 6); COURTESY BARRY LARSON (4).

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“I spent some time after leaving the golf world wondering what I could do that I enjoyed as much as I enjoyed working in the game and with superintendents.”

ED HISCOCK, *Editor-at-Large*

Remember the bad penny?

As I sit down to write this column, which I guess amounts to my return of sorts to the golf course maintenance industry, it suddenly occurs to me that it's exactly four years to the day since I left the industry. Somewhere, I'm sure, someone is saying something about the bad penny.

I spent about a quarter of my life writing about and advocating for golf course superintendents, first at the late *Grounds Maintenance* magazine, then as managing editor, editor and editor-in-chief of *Golf Course Management* magazine at GCSAA.

A lot of my time in the business coincided with golf's go-go years of the 1990s and early 2000s. Rounds were up then, course openings were through the roof, and money flowed into golf and its support activities — such as maintenance — like there was no tomorrow.

But there was a tomorrow of course, and when it came, it hit golf in the same way it hit just about every other business. The downturn in

the economy turned down the fire that had been lit under golf for so many years. It worked its dark magic from rounds played to individual course profitability, to the loss of superintendent positions, and eventually to me.

I spent some time after leaving the golf world wondering what I could do that I'd enjoy as much as I enjoyed working in the game and with superintendents. Many of you know the feeling of being in the thick of things, whether it's getting ready for a big tournament or being part of a group that helps decide what your industry's next big step will be. In the forefront, on the front lines, however you describe it, there's an adrenaline rush to being able to influence

events or affect change. How do you give that up?

I've realized that you don't necessarily have to give it up, but you might do well to let go of generous portions of ego, those portions where you say, “I once did this, so I can't go back now and do that.” A number of superintendents I know have jettisoned some ego and benefitted greatly from it. Take for example superintendents who have taken assistant superintendent positions at larger or more prestigious courses, and eventually found themselves in the top job.

I stayed in the publishing business for a couple more years, but compared with my superintendent-service positions, work was just not

as much fun. And fun in your work — as I learned in my four years away from the golf course industry — means everything.

So after three and half decades in journalism, I changed. My wife and I decided to rearrange where we are and how we approach life. She retired. I retired, or semi-retired as it turns out.

Instead of writing this in a bustling office, I'm at my home computer, perched on a hill overlooking a 43,000-acre lake called Table Rock. Good times, right? You betcha. But that thing about participation in and connection to something you've spent a quarter of your life doing is a grabber that doesn't seem to want to let go. So I was pleased when *Golfdom* Editor-in-Chief Seth Jones invited me to lunch and asked if I was interested in becoming involved with the magazine.

As an editor-at-large I'll be — what? — a large editor? I'm really not sure yet, but I do know that I'll be helping out with the magazine's content and I'll write occasionally while keeping my semi-retired credentials.

But most importantly, I'll be reconnecting with so many of you in an industry that I was proud to serve for so long.

I hope to see many of you in San Antonio in February. If it's been so long that you don't recognize me, just remember — I'm the one who looks like the bad penny.

Ed Hiscock is editor-at-large for *Golfdom*. He can be reached at hiscock.ed@gmail.com.



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“So many of us who have been making a living in the golf industry for a number of years tend to get stuck in a rut and fail to be open to new ways of thinking.”

MARK WOODWARD, *Contributing Editor*

Don't look back, you're not going that way

What's more important? Looking ahead or looking back? ¶ I'd argue that in the golf business there is value in both but I'm choosing to focus on the future of our industry and not get too hung up on what's happened in the past.

I hear all too often, “This is how we've always done it.” I've proven time and time again that this type of thinking doesn't always work and it could be the kiss of death if we don't change. Or things like, “Back in the good ol' days...” Our industry has changed so much in the past several years that in some cases it's impossible to compare what happened 5 to 10 years ago to what's happening in today's golf business.

We obviously need to take a glance at the past to see what's brought us to the current situation we're in, be it good or bad. This applies not only to our professional life in the golf industry but also our

personal lives. Some things we've done in the past have proven not to be the best for where we are currently and it is important that we learn from bad decisions that were made or things that may have been out of our control so we don't repeat them.

The one and only time I watched Dr. Phil, he was talking to a person who had made a bunch of bad decisions in her life and she couldn't understand why she was in the position she was in. I remember Dr. Phil asking her, “How's that working for you?” He even went on to describe the definition of insanity and described it as, “continuing to do the same things you've

always done and expecting different results.”

As we all know with our constantly changing industry, this type of thinking is a path to nowhere.

However, many things we've done in the past have helped us lay the groundwork for where we're headed in the future, personally and professionally. These positive foundations can be used to help propel us forward with an open mind, which could be critical to our success.

The one thing I do know is that our industry will continue to change and if we don't adapt we will be left behind or out of business. So many of us who have been

making a living in the golf industry for a number of years tend to get stuck in a rut and fail to be open to new ways of thinking. Instead we need to realize that golf is not the same as it was when we first started in the business.

I'm one who believes that 2015 will be a good year for the game of golf and for our industry as a whole. There have been a lot of player development initiatives put into place over the past few years and I'm hopeful that we will start seeing some benefits to these programs in terms of more people coming into or staying in the game. The HackGolf initiative, the Top Golf concept, larger cups, Play Golf America, Get Golf Ready are all programs implemented to make golf fun and attract a different group of people to the game.

It will be critical that we continue to look at things differently to keep our industry strong for future generations.

Now that I think it through, maybe we should focus on the here and now. I heard something the other day that I liked, and it's a perfect final thought for this column: “The past is gone; the future has yet to come, so maybe we need to focus on today, which is a gift. ... That is why they call it the present.”

Mark Woodward is a senior vice president for OB Sports, principal of Damarco Golf, president of Mark Woodward and Associates and a contributing editor for *Golfdom*. He can be reached at mwoodward@obsports.com.

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“These bunker technologies aren’t all new, but they did get positive mentions around the USGA Green Section staff this year: Better Billy Bunker, Bunker Solution and Capillary Concrete.”

JOEL JACKSON, *Senior Contributing Editor*

The “Lowe” – down on 2014

In keeping with the theme of this issue, which is “Year in Review” according to my official 2014 *Golfdom* Editorial Calendar, I decided to contact Todd Lowe, senior agronomist with the USGA Green Section, to ask him not only about Florida, but to see what feedback he may have gotten from his counterparts across the US.

I met him for lunch down in Naples, Fla., after he finished conducting an annual visit at the Naples Lakes CC. We came up with seven topics that seemed to headline the past year. These topics and their particulars will naturally vary in importance based on your region, weather and demographics. I am indebted to Todd for sharing the comments from his fellow Green Section agronomists.

Employment: With the current slow economic rebound, course closings and decline in numbers of golfers, it has been hard to find or keep good employees. Several reasons were cited; 1) More higher-paying construction jobs to compete with, 2) E-Verify system affecting the

migrant labor pool, and 3) Minimum Wage Laws affecting lower budget operations, forcing crew reductions.

New grasses: The use of Ultradwarf bermudagrasses for greens in the Transition Zone has increased, providing an alternative to only having cool-season grass greens. This also includes two new Oklahoma State University bermudagrass releases developed with grants from the USGA for fairways and roughs — Latitude 36 and Northbridge.

Water: The drought situation in the West has already been well documented, and water availability remains an issue in many regions. If it’s not No. 1 on your list of concerns, consider yourself lucky.

Technology: Two new

products made their debut in 2014 and will hopefully have a positive effect on weed control: PoaCure and Spectracide Total. I realize that *poa*/bent greens are common in the Northern regions, but in the South it is considered a weed in most overseeded greens. In the South, we’re hoping that Spectracide Total might be that non-selective herbicide to replace MSMA.

Bunkers: No doubt bunker maintenance can be an expensive line item in the budget, depending on the number of bunkers and the proper construction of those bunkers. Todd mentioned three products/technologies that have shown positive results in reducing the number and severity of bunker washouts

after rain events. These aren’t all brand new, but they did get positive mentions around the USGA Green Section staff this year: Better Billy Bunker, Bunker Solution and Capillary Concrete.

Social media: As social media grows along with the many devices of the new age of technology, more superintendents and clubs are using email, blogs, Twitter and Facebook to communicate with members and the public. A noticeable surge took place last year, according to reports from Todd’s cohorts around the country. He estimates that nearly 10 percent of superintendents are using blogs to communicate with members. It is a great tool, especially for keeping golfers engaged about projects during the off-season.

Last but not least, **course renovations and construction improvements** was also a prevalent factor over the last year. Many of the courses built in the great ‘Golf Building Boom’ in the 1980s and early 90s are in need of rejuvenation. And in keeping with the many initiatives to grow the game, new tees and other player-friendly features are being added to courses.

These were the top seven topics that Todd and I came up with that we believed were the biggest golf maintenance factors across the country in 2014. Agree? Disagree? Think of a big one we missed? My email is below.

Joel Jackson, CGCS-Ret., is senior contributing editor for *Golfdom*. Email him at flrjn@aol.com.



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FROM THE ARCHIVE

Golf: it's not an easy gig. ¶ In the May, 1967 issue of *Golfdom*, an anonymous club pro was given the opportunity to let it all out about the trials and tribulations of his job... the fickle members, the small salary, the lousy hours... nothing was off-limits in this three-page, 1st person essay. ¶ And yet, the club pro still loved his job, despite catching constant grief from his wife. ¶ We present an excerpt of the story here. To read the full version, visit golfdom.com/exclusive.

Confessions of a club pro

Despite having every member — and his wife — as his boss, the life of this professional is not without its compensations.

BY ANONYMOUS

A professional at a private golf club has the toughest of all the sports jobs. I ought to know — I'm one and I love it.

The number of bosses a pro has is only limited by the membership, for his boss is every member — and his wife. He has to make a year-round living for his family in an active season that's only five to seven months long at clubs in the Central and Northern states.

He and his family has to live on a scale that will be a credit to the "class" of his members and their club. But if he, his wife or children, happen to have something better than an envious member, better look out! Club officials change often, and the pro can become the victim of club politics.

Frankly, professionals haven't always been intelligent in dealing with the risk. They're inclined, for

example, to pretend they're making more money than they actually are. Officials of their clubs see the total of charge tickets for pro-shop merchandise and lessons in club books, and may assume that the pro is making a big income for six months' work. But I've never met a club official who came within 20% of guessing a professional golfer's expenses of doing business.

Why, my laundry and dry cleaning bill alone during summer usually represents the gross profit on the sale of at least ten sets of clubs. Many a summer day I've had to change clothes three times. The members expect me to be immaculately

groomed.

That costs money — as my wife well knows when she tartly compares the extent of her wardrobe with mine.

How easy are the hours of the professionals at his club? He's on the lesson tee by 9 a.m., after having checked over operations in his shop and briefed his staff...

...At night I go home dead tired. The kids are in bed. My wife asks if there was a big crowd today. There was. They are paying to have fun and they're having it. That's great for them and for me. That's my business.



My Second Office

BECAUSE THE COURSE IS YOUR FIRST

About our host

BOB FARREN, CGCS, director of grounds and golf course maintenance at Pinehurst (N.C.) Resort, has seen a lot of incredible golf come through his facility. In fact, last June he put in the hours to host two incredible tournaments back-to-

back when he and his team successfully hosted the U.S. Open and the U.S. Women's Open in consecutive weeks.

The superintendent we dubbed "turf's most interesting man" has an equally interesting office. On a recent trip to

Pinehurst, we caught up with Farren and learned about the memorabilia adorning his walls — from reminders of past tournaments to reminders of what's most important.



“The only thing that matters is the significance you have in the life of a child.”

1 THE MISSING SIGNATURE Probably the most significant item is the one flag that doesn't have a signature — the 1999 U.S. Open flag. I had it mailed to Payne Stewart to have him sign it. His wife mailed it back to me, after the tragedy. He never got around to signing it.

2 VANITY TAG Simon Hobday signed this after winning the '94 U.S. Senior Open, and it's got my license in there, too. I had to wait

for my tag to expire to make this one! It certainly got a lot of attention around the village. I had that tag on my '91 pickup truck.

3 COORE & CRENSHAW That's probably my most current and my most prized flag — that's Bill Coore and Ben Crenshaw's signatures, along with a nice note, about how proud they were for all we accomplished on the (No.2) course, and thanking us for our hard work.

4 AN UNEXPECTED CHAMPION That's a 2005 U.S. Open flag, signed by winner Michael Campbell. He signed it for me right after the championship. He was so overwhelmed, he was such an unexpected champion — even for himself.

5 THREE GREAT KIDS That's my son and my two daughters: Casey (27), Kristin (24) and Emily (22).

6 PREFERRED READING I enjoy *Golfdom* because it's a good

blend of technical knowledge, but also has the personal relationships/human interest stories.

7 PERSPECTIVE This basically says, "The only thing that matters is the significance you have in the life of a child." That's something I take very personally.

INTERVIEW & PHOTO BY SETH JONES
Proud of your second office? Email us a photo of you in it to sjones@northeastmedia.net, and we may feature you and your office in an upcoming issue of *Golfdom*.



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2014

AN ALL-ACCESS PASS

Golfdom traveled coast-to-coast this year covering the industry — here's our end-of-year review of the best stories of the year.

BY SETH JONES AND KEN MOUM

We'll never take it for granted: the feeling we get when we walk into a major golf event's media center and they hand us a media pass with our name on it. ¶ Once again we traveled the country covering industry events, big and small. We squeezed into small airplane seats, missed meals and didn't get enough sleep. And we loved almost every minute of it. ¶ To celebrate the year that was, we take a look back at the big stories of the year, as well as add in a little of our own commentary. From well deserved awards and successful fundraisers to police chases and even a superintendent mugging, 2014 was another great year to have an all-access pass.

Fourteen golf courses opened in the U.S. in 2013, measured in 18-hole equivalents, according to National Golf Foundation (NGF) research. That wasn't enough, though, to ensure openings outnumbered closures. NGF reports 157.5 closures last year, making it the eighth year in a row that closures exceed openings.

157.5 to 14? Even the College Football Playoff committee recognizes that as a butt-whoopin'.

Facing the driest year in recorded history, California Gov. Edmund G. Brown Jr. declares a state

of emergency in California. State water officials report California rivers and reservoirs are both at record lows. The drought in California remains a major headache for superintendents across the state.

The Toro Co. kicks off a celebration of 100 years in business. Michael J. Hoffman, Toro's chairman and CEO, attributes the company's remarkable longevity to, "the character of our people and channel partners, and their relentless commitment to serv-

Continued on page 26



Continued from page 25

ing our customers and building market leadership through innovation.”

For the eighth consecutive year, Deere & Co. is on the Ethisphere Institute’s “World’s Most Ethical Companies” list. The research-based Ethisphere Institute is dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability.

North Coast Media keeps trying to get any of its six magazines, including *Golfdom*, *Landscape Management Professional*, *on the Ethisphere Institute’s “World’s Most Ethical Companies” list. But, maddeningly, the Ethisphere Institute keeps refusing our bribe attempts.*

Peter Dernoeden, Ph.D., receives the 2014 USGA Green Section Award.

Jim Rattigan of Schuylkill CC in Orwigsburg, Pa., is named *Golfdom’s* 2014 Herb



Graffis Businessperson of the Year. As well as having a savvy business acumen that leads him to being promoted to director of operations by age 28, Rattigan, with the help of architect Ron Prichard, restored the course’s fading Donald Ross elements.

The Clubs of Cordillera Ranch, Boerne, Texas, is named the NGCOA’s 2014 Course of the Year.



Deron Zendt, superintendent at Banyan GC in West Palm Beach, Fla., holds off a pack of challengers that includes two past champions to win his first GCSAA National Championship on the Magnolia Course at Walt Disney World Resort.

“DZ” hosted *Golfdom* at his course just a few weeks before winning the GCSAA Championship crown and told us about his hopes to win the tournament. We’re not saying our presence and ensuing pep talk had anything to do with his win... but we are available next month to visit your course...

Keith A. Ihms, CGCS, at the time the director of grounds maintenance at the CC of Little Rock (Ark.), is elected GCSAA president for 2014 at the association’s annual meeting. Not long after, he finds himself in a position similar to that of many super-



Keith Ihms

intendents at some point in their career: unemployed and scrambling to find a new job in the industry. According to GCSAA bylaws, he must find a new superintendent position within six months to maintain his presidency.

Though it isn’t a fun way to go about it, Ihms immediately finds a way for many of his fellow superintendents to identify with him.

Roger Stewart, superintendent at TPC Twin Cities in St. Paul, Minn., receives the GCSAA’s 2014 President’s Award for Environmental Stewardship.

Dr. Paul Rieke is named as a 2014 inductee into the Michigan Golf Hall of Fame. Rieke is 79 and professor emeritus at Michigan State University since 1999. He has been affiliated with the university since 1960, and is generally regarded as the authority on turfgrass soils and nutrition.

The PGA of America forms a 10-person team to develop and evaluate innovative concepts to drive participation in golf. Called the PGA Task Force, the group includes golfer/TV analyst Dottie Pepper, Olympic ski standout Bode Miller and former NFL player Melvin Bullitt. The group is tasked with seeking new ways to grow the game through nontraditional means.

Even if this group doesn’t move the dial in golfer participation, the matching T-shirts with “PGA Task Force” written on them are pretty boss.

Golf course architect Jan Bel Jan, ASGCA, receives The President’s Award from Women in the Golf Industry at the 2014 PGA Merchandise Show.



Jan Bel Jan

GCSAA Past President Stephen G. Cadenelli and turfgrass pathologists Bruce Clarke, Ph.D., and Bruce Martin, Ph.D., receive the 2014 GCSAA Col. John Morley Distinguished Service Awards.

James D. McCurdy, Ph.D., assistant professor and turfgrass extension specialist at Mississippi State University, is named the winner of the 2014 Award of Excellence by the Musser International Turfgrass Foundation.

The Turf and Ornamental Communicators Association (TOCA) names *Golfdom* columnist Karl Danneberger, Ph.D., the 2014 Plant Health Writer of the Year, and Brandon Horvath, Ph.D., the 2014 Environmental Communicator of the Year.



Danneberger's award, sponsored by Bayer, sadly does not come with a lifetime supply of aspirin. Too bad, because that would actually help us when editing some of Dr. D's headier columns.

The winter of '13/'14 brings the polar vortex, with record cold and large amounts of ice, placing greens in peril. This prompts the USGA Green Section to come to superintendents' aid with a webinar on winter injury. "It's probably been the most difficult winter in 20 to 30 years," says Bob Vavrek, senior agronomist for the Northeast region.

At the unofficial kickoff of the professional golf season, Bubba Watson becomes the 17th golfer to win multiple Masters, validating what he first accomplished in 2012. Watson withstood the challenges of 20-year-old Jordan Spieth and Sweden's Jonas Blixt.

Continued on page 28

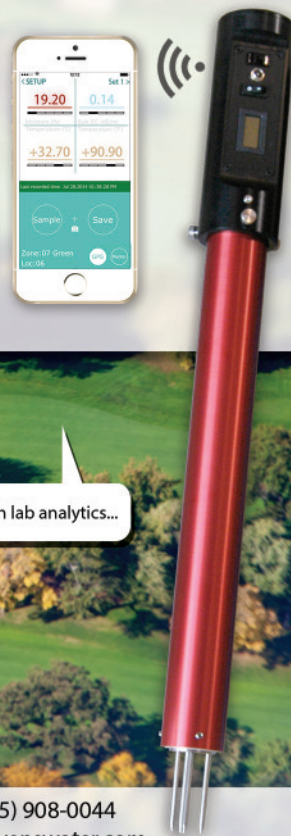
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Continued from page 27



GCSAA president Keith Ihms, CGCS, tells *Golfdom*, “An opportunity to move to a new location and a new challenge... will be good for me both personally and professionally.” That new challenge arrives when he accepts the position of golf course maintenance manager at Bella Vista (Ark.) Village.



Talk about a banner year: the University of Maryland goes 2-for-2, winning both the Sports Turf Management Association (STMA) and GCSAA Turf Bowls. The team, made up of Brian Hogan, Matthew Park, Brent Waite and Ryan Higgins, is later rewarded with spots on the volunteer crew for the Player Championship at TPC Sawgrass.

But can any of these guys rebound or knock down the three? Coach Mark Turgeon and Terrapins fans around the country want to know.



We Are Golf, a coalition of the game’s leading associations and industry partners, returns to Capitol Hill for the seventh annual National Golf Day. Representatives of the game meet with members of Congress and discuss golf’s nearly \$69 billion economic impact, \$4 billion annual charitable impact and many environmental and fitness benefits.

Not mentioned in the meetings: the satisfaction we get when Mr. Senator three-putts from five feet.



Director of golf course and grounds maintenance Bob Farren, superintendent Kevin Robinson and his crew at Pinehurst No. 2 make history by hosting the U.S. Open and U.S. Women’s Open on back-to-back weeks.

The course also makes U.S. Open history by being the first one in anyone’s memory to embrace fast and firm with



partly brown fairways and virtually no conventional rough.

It proves to be a major success, with Martin Kaymer getting his second major by demonstrating a dazzling short game around Pinehurst’s famous greens, and Michelle Wie winning the Women’s Open for her first major after years of expectation.

In a video interview with GolfdomTV, architect Bill Coore laughs about the question he is most frequently asked in the days leading up to the U.S. Open: “Don’t you wish it would rain?” Because, you know — the brown spots were unintentional, right?



The first phase of the 2014 Rounds 4 Research fundraising program shows a 7-percent increase over 2013. More than 600 rounds of golf are sold during the online auction, producing \$115,500 for turfgrass studies run by GCSAA’s Environmental Institute for Golf.



The 60th anniversary of E-Z-GO is celebrated. The company was founded in 1954 by brothers Bev and Billy Dolan in a one-room machine shop in Grovetown, Ga.



GCSAA and Par Aide award the 2014 Joseph S. Garske Collegiate Grants to Grant Wood Nair, Parker Esoda, Jacob Schaller, Abigail Gullicks and Colby Tarsitano.



By winning the 2014 Open Championship at Royal Liverpool, Rory McIlroy becomes the third youngest golfer to achieve the third leg of the modern Grand Slam after Jack Nicklaus and Tiger Woods.

He’s just the third Northern Irishman to win The Open, following Fred Daly in 1947 and Darren Clarke in 2011. McIlroy is also one of only seven players who have led outright over all four rounds since The Open was extended to 72 holes in 1892.



An iPhone video makes national news when it captures a car chase across a busy golf course. The chase, which takes place at Village Green GC in Moorhead, Minn., includes the suspect’s vehicle, police cars and even a police helicopter. Superintendent

Rick Dauner tells *Golfdom* that no golfers were hurt, despite the course being “packed” at the time. It also causes surprisingly little damage, “Just tire depressions and skid marks,” he says.

Who knew that the green speed that day would eventually get to 50 miles per hour? Alternate joke: Why is it so hard for people to obey cart path only signs?



The Club Managers Association of America names Jeffrey D. Morgan, FASAE, CAE, its new CEO.

Bob Cook, superintendent at Walden on Lake Houston in Humble, Texas, is attacked by a man while sitting in his office during the normally quiet pre-dawn hours of the day, when most superintendents arrive to work.

The attacker punches Cook, drags him over his desk and demands his wallet. The commotion draws the attention of a co-worker who runs into Cook’s office armed with a bunker rake, causing the attacker to flee.



The attacker broke a basic rule: Don't mess with Texas... golf course maintenance workers.

The Propane Education & Research Council announces it will partner with environmental nonprofit Audubon International to advance the use of clean, low-emission propane equipment.

Minnesota Gov. Mark Dayton proclaims July 10th “Toro Day” in Minnesota as the company celebrates its 100th anniversary with more than 2,000 employees, retirees, channel and business partners.

Valhalla Golf Club Superintendent Roger Meier hosts the 96th PGA Championship in Louisville, Ky. Meier’s crew — which grew to 41 staff with 84 volunteers — worked long days and nights in preparation for the last major event of the year.

Storms rip through the area, dumping rain on the course during the tournament. Well equipped with the tools to get the job done, Meier and his team become the story as the television broadcast celebrates how fast the course went from a river to a playable golf course.

Strange moment of the tournament: on No. 18, McIlroy’s group is allowed to tee off and hit into the next group as daylight fades on Sunday. Thankfully, no golfers were hurt in the making of this finish. Feelings, however? Hard to say.

On a roll, Rory McIlroy closed out the PGA Championship with a 3-under 68 to become only the fourth player in the past century of golf to win four majors at 25 or younger. The others were Tiger Woods, Jack Nicklaus and Bobby Jones.

Ricky Fowler, who finished tied for third place, behind McIlroy and Phil Mickelson, became the first player in his

tory to finish in the top five at all four majors without winning one.

Jacobsen awards scholarships to 27 college students throughout North America. The Jacobsen Turfgrass Scholarship, now in its third year, recognizes college seniors in turfgrass management or related discipline programs.

The second phase of the 2014 Rounds 4 Research fundraising program sells more than 200 rounds of golf and yields \$30,891.

Syngenta announces that John Atkin, chief operating officer, will retire from the company at the end of 2014 and will be succeeded by Jon Parr, who has worked for Syngenta and its legacy companies since 1987.

Baltusrol becomes only the fourth golf facility to achieve National Historic Landmark status. The others: Pinehurst,

Continued on page 30

PHOTOS BY: SETH JONES / BOB COOK



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Continued from page 29

Merion Golf Club and Oakmont Country Club. Past GCSAA President Mark Kuhns is director of grounds at Baltusrol, located in Springfield Township, N.J.



U.S. loses the Ryder Cup.... again, 16.5 to 11.5. Then, in the final press conference, Phil Mickelson makes it clear that he thinks captain Tom Watson was a big part of the reason the U.S. group didn't perform well.



Ted Bishop, PGA of America president, refers to Ian Poulter as a "lil girl" over social media for Poulter's criticism of former Ryder Cup captain Nick Faldo. The next day, the PGA Board of Directors votes to remove Bishop, the 38th PGA president, from office for what they describe as "insensitive gender-based statements."

In the men's locker room where we're members, calling someone a "lil girl" would not be tolerated. Because we expect our smack talk to be much more biting and vulgar.



In the wake of the criticism over the Ryder Cup loss, The PGA of America creates an 11-member Ryder Cup Task Force, comprised of past captains, players and PGA of America leadership.

The Task Force, co-chaired by PGA Vice President Derek Sprague of Malone,

N.Y., and PGA CEO Pete Bevacqua of Palm Beach Gardens, Fla., will examine the entire Ryder Cup process, including the selection of United States Ryder Cup captains; the Ryder Cup points system; dates by which the team is determined; dates of captain's selections; and the selection of vice captains.

Here's an idea: scour Yahoo! Fantasy golf leagues for the best fantasy player in the nation. Tell him you want to bankroll his entry fee in a \$1,000-per-team league. Then, sit back and enjoy.



Mike Fabrizio, superintendent at Daniel Island Club in Charleston, S.C., receives the Carolinas GCSA Distinguished Service Award.



Syngenta, in partnership with the Wake Forest University School of Business, hosts 25 superintendents for the Syngenta Business Institute. Participants learn financial management, human resources management, delegation skills, effective communication, negotiation tactics and more.



David Feherty, commentator for CBS and The Golf Channel, is named the featured speaker for the Golf Industry Show Closing Celebration, presented in partnership with John Deere Golf. A few weeks later, it's announced legendary writer and author Dan Jenkins will be the recipient of the 2015 Old Tom Morris Award. Jenkins will accept this honor at the 2015 GIS.

In previous years we've been critical of the speakers at the GIS. This year? We just want to know the time and place, and if we can get backstage for the meet and greet!



Bobby McGee, the only superintendent to have hosted a men's U.S. Open championship in Georgia, is one of three men inducted into the Georgia Golf Course Superintendents Hall of Fame.

McGee, who passed away in 2005, pre-

pared Atlanta Athletic Club for the U.S. Open in 1976. McGee is being inducted along with William Shirley, superintendent at Peachtree Golf Club in Atlanta, and Ron Sinnock, who retired in 2005 after a nearly 40-year career in the business.



The World Golf Hall of Fame names four new members, including one of the game's great architects.

Architect A.W. Tillinghast and golfers Laura Davies, David Graham and Mark O'Meara, are the class of 2015.



The 4th Annual *Golfdom* Summit, held at Reunion Resort in Orlando, brings 50 superintendents from around the country together for three days of networking, education and golf. Doug Ferguson, head golf writer for the Associated Press, is the keynote speaker. Other speakers include Pinehurst's Bob Farren, Karl Danneberger, Ph.D., and Clark Throssell, Ph.D.

The meeting kicks off with a video message from billionaire Dick Yuengling, sole owner of D.G. Yuengling & Son Brewery, who thanks the superintendents for all they do for the great game of golf. "I hope you have a wonderful season in 2015, and I hope you get to enjoy a few Yuenglings along the way," he says.

Thanks, Dick! We couldn't have said it better ourselves! To 2015, everyone! **G**



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services and the products you use. Keep up-to-date on policy and regulations running the gamut from private and public pesticide property bans to specific restrictions on sales, use and display of fertilizers and pesticides. RISE is a national trade association of pesticide and fertilizer suppliers serving as a resource to help you keep these products in your toolbox and you out of the woods.

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Do the Right Thing

BY WAYNE HANNA, PH.D., AND ANTHONY L. WILLIAMS, CGCS, CGM

A well-known pair of industry experts say that professional ethics and protocol are the foundation of in-demand work skills that lead to sustained success.



The golf course maintenance industry probably doesn't do enough to impress upon its members the value of professional ethics. No surprise there, few professions do. But ethics and its protocols have much more to do with your professional success than you might think. ¶ An ethical person does the right thing and makes the right decisions. However, professional ethics is something more and requires further steps. Professional ethics involve being all you can be for your employer, your business, society and humankind. It requires a daily commitment to excellence and an awareness that why you do something can be as important as what you do.

While many aspects of professional ethics are formally written into organizational rules and policies, many unwritten rules or protocols have a real impact on a turf manager's career success, especially in the early years.

Time is money

The purpose of most private and public businesses is to produce a product and/or provide a service that results in financial profit. Owners, partners and employees all must show value to the operation.

We begin our careers as employees, hired to produce a product or service for a customer, and not to make our own lives easier. However, we recognize that our lives are more fulfilled if we do a good job for the employer.

The first rule of professional ethics is simple: Don't waste time on the job. Thirty minutes wasted each work day of the year amounts to more than 16 wasted 8-hour days (more than 3 weeks). How would you react in a business of your own to an

Continued on page 34

code
of
ethnics

“Don’t waste time on the job. Thirty minutes wasted each work day of the year amounts to more than 16 wasted 8-hour days (more than 3 weeks). How would you react in a business of your own to an employee who thinks 30 minutes wasted everyday is no big deal?”

Continued from page 32

employee who thinks 30 minutes wasted everyday is no big deal? Time is money for every employer, and you represent a large investment for the owner.

That means you must prove daily that you are a good investment. Making this commitment is a great way to recession-proof your career.

Take the job seriously, not yourself

Most jobs require us to interact with other employees and groups. It’s in these relationships where personality difficulties can become problematic and go beyond an organization’s written policies.

The best advice in these situations is to take your work seriously, but don’t take yourself too

membering that you are part of a team. A team of two that cooperates accomplishes much more than two individuals who are not in sync; it is the very definition of synergy, 1+1=3. Be sure to follow all the formal policies of your organization. Ask yourself this: If you were on trial for being an effective and respected co-worker, would there be enough evidence to convict you?

If you are in a management or supervisory position, you set the pace, whether you realize it or not. Employees work only as hard as the boss works. Employees respect a boss who works and sweats (not necessarily physically) with them and for them.

It’s also important to spend occasional informal time with employees. It makes them feel important and engaged. In addition, take ownership. Do what is expected “and then some.” Learn which jobs are uniquely yours and which tasks you can effectively delegate. Doing this consistently and fairly not only improves productivity and morale, it increases your value and opportunity for advancement.

Know what to say and how to say it

Golf/turf industry professionals often have difficulty recognizing how important their role is in corporate and public relations. However, the rise of social media has brought new meaning to the old saying “perception is reality.” Sustaining a long, successful career now requires a few personal marketing skills. Here are some tips.

If your organization has rules for giving quotes or sharing information, follow them as written. Work with company and industry experts to learn how to tell your story and generate the shared vision for all communications

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seriously. Always give your colleagues credit for their contribution, and at times it may be a good idea to do 60 percent of the work and take 40 percent of the credit. However, never give undeserved credit. This encourages more non-productivity.

Transparency is another key to success. Never withhold beneficial information from your colleagues or your organization. Choose your words and actions carefully in the workplace and always aim for a positive result, re-



Happy Holidays



From Your Friends at...

Golfdom

Continued from page 34

inside and outside of the organization.

Writing and speaking with clarity and expressiveness are not accidental skills; they are both learned and developed. Make a commitment to develop presentation skills as part of a lifelong commitment to learning. You will see an exponential return on your investment.

Get in the habit of taking great pictures. Most people today have an amazing camera

you if you're slow to respond or don't respond to correspondence.

Be consistent and objective in decision-making, evaluations, etc. Inconsistency confuses people and is detrimental to an organization. Don't spend time and money on non-essential items just because the organization pays for them.

Don't be afraid to say, "I do not know." Find the answer and get back to the proper person in a timely manner.

Rejoice in other people's successes and awards and tell them so! On the other hand, tell the truth in recommendation letters or it will come back to bite you.

And here are some ordinary excellence don'ts:

Setting a poor example. It's unprofessional to be a part of offensive jokes, cursing, etc. Nobody likes to make mistakes, but you can correct most mistakes with

little detriment if they're identified early. It's unacceptable to try to hide a known mistake that can affect an organization financially or damage its reputation.

Don't listen to gossip or be a part of the 'doom and gloom.' As long as they are legal, follow the rules of your organization regardless of how you feel about them. Don't criticize your bosses or colleagues, even if they deserve it. If you just don't like the boss, learn to like him or her or find another job.

Your performance is your livelihood

No matter what your role in the golf/turf industry, your livelihood is linked to your performance. Applying the principles of good professional ethics and protocol can help you sustain a long and storied career full of challenges, accomplishments and inspirations. It's our hope that you take these tips and use them as action items while you construct your personal roadmap to success. ☺

Wayne Hanna, Ph.D., is a professor at the University of Georgia. Best known for developing TifEagle in 1998, Hanna's work has impacted the industry for 40 years. His colleague, Anthony Williams, CGCS, CGM, is superintendent of Stone Mountain (Ga.) Golf Club and is *Golfdom's* environmental editor.



in their pockets. You will find hundreds of uses for these photos, but only if you take the time to take the photos and organize them for future use. You should be the expert when it comes to telling your work story.

Keep accurate journals and work logs. Be sure that all communications that bear your name are professional and set a tone for excellence and proper form. Don't use 'I,' 'me,' 'my,' and 'mine' to talk about your organization's accomplishments. 'Our' and 'we' are much better terms. After all, most accomplishments are a result of some previous work and/or current work of others, both within and outside the organization.

Never let negative people or policies limit your aspirations. Take the higher road, and be cooperative but persistent.

Ordinary excellence dos and don'ts

Ordinary excellence refers to once common things in the workplace that are becoming more and more rare. Here are some ordinary excellence dos:

Always be on time for work and appointments. Be prompt with correspondence, including letters, phone calls and e-mails. It's the respectful thing to do. People lose confidence in



Super Science

// GREENS RESEARCH

PGR EFFECTS ON BACTERIAL ETIOLATION IN BENTGRASS GREENS CAUSED BY *ACIDOVORAX AVENAE*

By Joseph Roberts, Jim Kerns, Ph.D., and David Ritchie, Ph.D.

Bacterial etiolation, an unusual elongation and chlorosis of turfgrass stems and leaves, has developed into a predominant concern among turfgrass superintendents managing creeping bentgrass (*Agrostis stolonifera* L.) putting green turf.

Recent research has shown that bacteria, *Acidovorax avenae* and *Xanthomonas translucens*, are causal agents. In 2013, a research trial was established in Raleigh, N.C., to evaluate the impact of plant growth regulators (PGRs) on etiolation of creeping bentgrass putting green turf. PGR treatments included trinexapac-ethyl applied at 0.044 lbs. a.i. per acre every seven or 14 days, or 0.087 lbs. a.i. per acre every 14 days; flurprimidol applied at 0.094 or 0.187 lbs. a.i. per acre every seven or 14 days; and paclobutrazol applied at 0.062 or 0.125 lbs. a.i. per acre every seven or 14 days; and non-treated.



Etiolated leaves are several times longer than other leaves in the canopy and are noticeably yellow or pale green.

All treatments were applied from mid-April to mid-October in 2013 and from mid-April to late August in 2014. The entire plot area was inoculated with *A. avenae* for three consecutive nights by applying a bacterial suspension (~108 colony forming units ml⁻¹) to freshly cut turf and covering with a permeable cover overnight to encourage infection. Inoculation was performed in mid-June 2013 and early June, early July and early August in 2014.

Percent turf area exhibiting etiolation was rated periodically throughout both seasons using a grid count method, and while etiolation was observed throughout both seasons, bacterial decline did not occur. Trinexapac-ethyl applied at 0.044 lbs. a.i. per acre every seven days and 0.087 lbs. a.i. per acre every 14 days had the most etiolation across both years. Trinexapac-ethyl applied at 0.044 lbs. a.i. per acre every 14 days has less etiolation than the same rate applied every seven days on 6 of 15 rating dates across both seasons. Flurprimidol and paclobutrazol at both rates had significantly less etiolation and were typically no different than the non-treated control.

Although trinexapac-ethyl treatments were associated with more etiolation, these plots also exhibited the best turf quality.

Joseph Roberts is a Ph.D. candidate, Jim Kerns, Ph.D., is a turfgrass pathologist and David Ritchie, Ph.D., is a plant pathologist at North Carolina State University. Roberts can be contacted at jarober3@ncsu.edu for more information.

NEWS UPDATES

INTRODUCING MATT ELMORE, PH.D., TEXAS A&M UNIVERSITY

I am Texas A&M's new Extension Turfgrass Specialist, based in Dallas. I earned a degree in Turfgrass Science from Penn State University. To continue studying turf I went

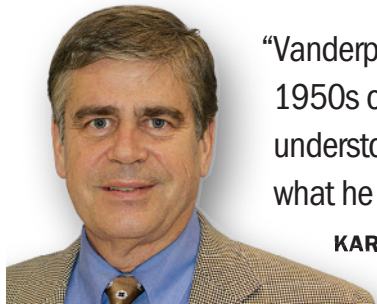


to the University of Tennessee, where a lot of my research focused on finding alternatives to MSMA for dallisgrass and crabgrass control. I completed my Ph.D. in July and started at Texas A&M in August.

Much of my research will explore application strategies and timings of herbicide mixtures in combination with cultural practices to control problematic weeds. For example, other than dormant glyphosate applications, selective dallisgrass control requires several herbicide applications in the fall and spring. But with additional research, I certainly think we can improve these recommendations and reduce the number of costly herbicide applications.

I also hope to educate superintendents to better communicate about environmental issues related to pesticides. My graduate research also focused on understanding the intricacies of herbicides and the specific ways they affect plants and kill weeds. Understanding these nuances gave me an appreciation for how these molecules can kill plants but remain relatively non-toxic to other life forms. In most cases herbicides affect only a very specific biochemical pathway in plants, but they are often perceived as indiscriminate poisons. Superintendents are industry leaders in practicing and promoting environmentally responsible turf management. I believe it is paramount for both superintendents and educators to be able to lead an informed and rational discussion when they are confronted with questions about pesticides.

Matt Elmore, Ph.D., Assistant Professor and Extension Turfgrass Specialist, Texas A&M University. Follow him on Twitter @mtelmore



“Vanderplank’s early papers in the late 1950s on spore dispersal were not well understood. Frankly, no one understood what he was doing.”

KARL DANNEBERGER, PH.D., *Science Editor*

Interest rates explain disease epidemics

The term ‘maverick’ often is applied to a person who does not conform to or play by the rules and often takes an unorthodox stand. As often as the word is used, few people know that maverick is associated with a family name.

The origin of maverick comes from an 1800s rancher by the name of Samuel Augustus (S.A.) Maverick. During his time open range ranging was prevalent throughout Texas. To identify what steer belonged to whom, cattlemen would brand their calves for identification. However, S.A. Maverick chose not to brand his cattle, reasoning that if everyone branded cattle than those not branded were his. In some dictionaries one of the definitions given for maverick is “an unbranded calf or yearling.”

In plant pathology the most famous maverick was James Edward Vanderplank, who was born to an English family with a family heritage of more than 200 years, in South Africa. He kept the English spelling of his name for more than 60 years then changed his name to Van der Plank, the Dutch version.

Back in the day this caused graduate students considerable frustration. Now you had to search under multiple names to find his citations. Normally this is not a big problem, but for Vanderplank, who was/is one of the most cited researchers in plant pathology, it was. I’m convinced he knew his name

change would cause problems for aspiring researchers.

In the 1950s Vanderplank was a potato breeder and the major disease of potato was late blight. By training he was not a plant pathologist, and actually prided himself on that fact by telling students that he had never taken a plant pathology course. Vanderplank, based on the development of the growth curve or sigmoid shaped curve in the 1940s, proposed mathematically how plant disease epidemics occurred. His early papers in the late 1950s on spore dispersal and such were not well understood. Frankly, no one understood what he was doing. Plant pathologists at the time were focused on looking at weather parameters as they influenced disease epidemics.

However, in 1963 when he released his book, “Plant Diseases: Epidemics and Control,” all that changed. Vanderplank used simple interest and compound interest terms to describe different types of disease epidemics. Simple interest, or monocyclic diseases, were ones that increased mathematically — similar to simple interest

on money. Monocyclic diseases develop one generation of infection and rarely does secondary infection occur during the season.

In turf, the diseases that would most likely be considered monocyclic diseases are the soil-borne pathogens. The major soil borne pathogens I would consider are the ectotrophic root infecting fungi that cause diseases. For example, take-all, summer patch and spring dead spot.

Compound interest diseases, or polycyclic diseases, are characterized by multiple generations of spores being produced in a year. These diseases are normally quite explosive compared to a monocyclic disease that, similar to money, will grow much more quickly with compound interest. Polycyclic diseases would include Microdochium patch, gray leaf spot and some of the leaf spotting diseases, to name a few.

Besides predicting or explaining a disease epidemic, Vanderplank also proposed that the variables used in predicting an epidemic could be used to explain control strategies. His mathematical equations included two primary variables: number of the spores or pathogen (N) and the rate of growth of the pathogen (r). Control measures focus on either the N or r . Chemical, biological and genetics (plant resistance or susceptibility) impact N . Effective cultural practices slow the rate of pathogen reproduction. The basic understanding of cultural practices, sanitation practices, chemical and biological controls are described by Vanderplank’s work.

Vanderplank’s seminal book on plant epidemics has stood the test time (with some modification and challenges). He epitomizes the person who is able to “think outside of the box” or, as I prefer, the more admirable term: maverick.

Karl Danneberger, Ph.D., *Golfdom's* science editor and a professor at The Ohio State University, can be reached at danneberger.1@osu.edu.

Grass Roots Initiative exhibit and much more

Geoff Rinehart is a turfgrass specialist and works for the National Turfgrass Federation. His primary responsibility is coordinating the Grass Roots Initiative. Rinehart can be reached at geoffrey.rinehart@ars.usda.gov for more information.

Q What is the Grass Roots Initiative?

The Grass Roots Initiative is a turfgrass industry effort coordinated by the National Turfgrass Federation that seeks to promote the environmental, recreational, economic and aesthetic benefits of turfgrass.

Currently, there are four programs in place to meet the goal of the Grass Roots Initiative. The first was the creation of an exhibit at the National Arboretum in Washington D.C. to educate the public about the benefits and value of turfgrass to society. This exhibit opened in October.

The second program is a website that complements the exhibits and provides much more detailed information about the exhibit displays. The website can be found at <http://www.usna.usda.gov/Education/turfgrass.html>.

Educational events are the third program. We have pre-

sented lawn care workshops directed to homeowners. We plan to also offer professional and academic symposia and equipment field days.

The fourth program is the National Greenscape Corridor and encompasses the National Mall, Arlington National Cemetery and the National Arboretum. The goal of this program is to place signage on each site to explain the benefits and functions of the turfgrass stand at each site.

Q Describe the Grass Roots exhibit at the National Arboretum.

There are 12 displays at the Grass Roots exhibit; each display targets one or more aspects of the turfgrass industry. The displays are: 1) a scale model of a golf hole complete with green, tee, fairway, rough, sand bunker and water hazard; 2) two sports fields; one natural grass and one artificial turf; 3) a collection of lawn grass



A scale model of a golf hole complete with green, fairway, tee, rough, sand bunker and water hazard is part of the Grass Roots display at the National Arboretum.

species; 4) a rain garden; 5) the science of turf with a focus on breeding poverty oat grass; 6) a fertilizer demonstration; 7) an irrigation demonstration; 8) a history of lawns; 9) illustration and information about grass structure and growth; 10) an agronomic crop collection featuring grasses that are grown for food, feed and fiber to help visitors make the connection that grasses have many uses; 11) a pest management kiosk; and 12) ornamental grass collections throughout the space that educate visitors on the use of ornamental grasses in the landscape.

There are signs that accompany each display and QR codes that a visitor can scan to download more in-depth information on the displays.

Q How was this project funded?

The vast majority of funds

have come from the turf industry. Private industry, associations, foundations and individuals in the turf industry have contributed to the National Turfgrass Federation, which oversees the Grass Roots Initiative.

The National Arboretum has provided the space for the exhibit and labor to help with exhibit installation.

Q Where do visitors go to see the project?

The National Arboretum is located three miles north-east of the Capitol building at 3501 New York Avenue NE in Washington D.C.

It's a peaceful oasis from the hectic life in Washington D.C. and has a tremendous collection of plants in addition to the Grass Roots exhibit.



Clark Throssell, Ph.D., loves to talk turf. Contact him at clarkthrossell@bresnan.net.



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NEW PRODUCT HIGHLIGHTS // **BEST OF 2014**

PROBLEM SOLVERS

A LOOK AT SOME OF THE MOST INNOVATIVE AND CREATIVE TOOLS WE FEATURED IN 2014

BY **SETH JONES** // *Editor-in-Chief*

1. Hauler Pro

CUSHMAN is proud to introduce the next generation in golf utility vehicles, the fully electric Cushman Hauler Pro with a 72-volt AC drivetrain that provides the range and power once exclusive to gas-powered machines in a silent, zero-emissions vehicle. The Hauler Pro has up to a 50-mile range fully loaded on a single charge and is equipped with energy-efficient AC Drive technology and regenerative braking that recharges the batteries whenever the vehicle's brakes are applied. Additional features include: 72V AC powertrain provides consistent speed up and down steep slopes; maximum load capacity of 1,000 pounds; 9.5-cubic-foot cargo bed or optional 14.9-cubic-foot aluminum cargo bed; wider front axle and larger, turf-friendly tires.

cushman.com

2. Sand Pro 2040Z

THE TORO CO.'S Sand Pro 2040Z is a zero-turn mechanical rake that turns on a dime. Its patent-pending Lift in Turn system, paired with a flex tooth rake, allows the 2040Z to groom

contoured bunkers, steep slopes and tight fingers without leaving tire marks or teardrop mounds of sand. The 84-inch-wide flex tooth rake has three reversible rubber trowels designed to keep bunker liners from tearing and turf on the bunker edge safe. The Sand Pro 2040Z has a top transport speed of 12 mph, a 12.2 hp Kawasaki gas engine and a unitized transmission design for low maintenance performance. Optional accessories include an LED light kit, a mesh storage bag for tools, trash or debris and a Bimini sunshade.

toro.com/2040z

3. Bi-Directional Turf Groomer & Brush

JACOBSEN launched a new bi-directional turf groomer and brush at the 2014 GIS. The system allows course managers to vary their greens maintenance program depending on turf conditions with the option of using either a turf groomer or a brush in forward or reverse directions. The switch between groomer and brush takes less than five minutes, the company says,

OF ALL THE PRODUCTS WE FEATURED THIS YEAR, it was hard to choose only a handful to run in our end-of-the-year review issue. After all, we saw some great new tools enter the market in 2014.

The good news is we expect even more great products in 2015. In anticipation, we're planning on going more in-depth with our coverage of new products next year. Why? Because we know how important innovative products are to our readers.

using just a 1/2-inch socket. The bi-directional groomer is available for the Eclipse2 floating head walking greens mower, GP400 riding greens mower and Eclipse 322 riding greens mower.

jacobsen.com

4. Algae Control System

The **RAIN BIRD** Algae Control System (ACS) is an environmentally safe algae control system that uses state-of-the-art ultrasonic technology to eliminate algae without harming other aquatic life such as plants or fish. The ACS transducer, submerged just beneath the surface, is programmed to generate ultrasonic waves that inhibit the growth and spread of algae. The Algae Control System requires no EPA certification and reduces application and maintenance costs associated with chemical applications. Results can be seen in as few as three to four weeks.

rainbird.com

5. Premier Porta Potties

NATURE CALLS has created Premier Porta Potties that stand out for their ability to blend in. The portable bathroom is not the typical

blue box seen in parking lots of big events, but instead are made to blend into the woods. Constructed with no right angles, the 6'10" structure is a fully-enclosed, lockable, polyurethane shell that keeps weather and critters out, while blocking scents and sounds. This "tree" features an exterior that closely mimics tree bark. Weighing 295 pounds, the stump can be moved by a padded truck bed. Stumps can be ordered to be handicap accessible and the exterior can be customized to blend into the local nature.

naturecalls.com

CONTINUED ONLINE

For more Best of 2014 product listings, go to golfdom.com/category/products





1



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6. A40 and V40 PrecisionCore Aerators

Designed with superintendents' feedback in mind, the A40 and V40 PrecisionCore Aerators from **JOHN DEERE** are engineered to provide increased productivity and efficiency. The patented articulating frame meets superintendents' needs for more consistent hole depth in undulating terrain, and shift-on-the-fly technology allows for users to change the hole spacing while the machine is in motion. The machines also feature a tighter turning radius, which aids in sharper, quicker turns. The aerators are also compatible with an optional verticutter attachment. To improve operator experience, the aerator offers a re-designed operator's station to allow for easier control, and reduced levels of handlebar vibration.

johndeere.com/golf

7. Traveler 8V and Ranger 160 deep-cycle

The **TROJAN BATTERY CO.** offers the Traveler 8V and Ranger 160 deep-cycle batteries. Featuring the longest life and range in the industry, Trojan's Traveler 8V provides more than 40 percent longer life, as well as advanced internal components and external case improvements. The Ranger 160 delivers 35 percent more travel distance between recharges than today's current 8V golf batteries, and is rated at 160 minutes when discharged at 56 amps. Both batteries are made in the U.S. and compatible with Trojan's HydroLink single-point watering system for easy maintenance.

trojanbattery.com



CONTINUED ONLINE

For more Best of 2014 product listings, go to golfdom.com/category/products

8. Air Force Hover Mowers

The new F-19 from Air Force Hover Mowers, distributed by **SEAGO USA**, features the tallest impeller in the industry for maximum float. The increased airflow combined with the advanced design of the ABS injection molded deck, means maximum performance and the best power to weight ratio available. Additionally, the F-19 offers the longest and strongest handles as well as reinforced engine and handle mounts. Under the deck, the F-19 offers three blade options. The blade options include stainless steel swing blades, QC blades and line cutting options. Height of cut ranges from ¾ inches to 2 ½ inches with the standard deck. Air Force offers a new clip on the Hi-Lift kit that takes the maximum height of cut to 3 ¾ inches.

seagousa.com



1

1. Trilo S4 Vacuum Sweeper

The new **TRILO** S4 Vacuum Sweeper is made to clean open areas of grass clippings, leaves or litter. The S4 has a high capacity fan, giving it a high work rate. The impeller casing can be opened from the top and also has an inspection trap in the lower section for easy cleaning. The S4 has wide tires and a low profile, making it safe for sensitive areas as well as maneuverable in tight spaces. The machine features a 7-foot tip facility for unloading. A midrange tractor can be used to form an efficient, compact and economical sweeper for superintendents.

Trilo.com

2. WideSpin 1550

TURFCO'S WideSpin 1550 topdresser features an all-new spinner design and new hydraulics for a more versatile, consistent spread. With a new electronic control, operators can switch between a superlight application to ultra-heavy with the touch of a button, and 95 percent of application rates for tees, greens and approaches can be adjusted without leaving the seat. The controller also ensures the same results every time. Additional features include a larger capacity hopper and a wider hopper opening. The 1550 is available as an engine or hydraulic tow-behind unit or a hydraulic truck-mounted unit. It's covered by a three-year warranty.

turfco.com



2

3. Cat D Series

CATERPILLAR has updated their D series compact track loaders. The eight D series rubber-track loaders range in operating capacity from 2,800 pounds to 4,650 pounds. The loaders are as narrow as 66 inches and feature a 3.3-liter engine that meets Tier 4 emissions standards. The Cat C3.3B engine provides 74 hp with 8 percent more torque and 6 percent improved fuel economy compared to the previous models. A standard control monitor provides security that helps prevent theft and unwanted operation. The advanced display is video capable and supports the first integrated rearview camera ever offered on a compact track loader.

cat.com



3

The 19th Hole with...



Matthew Wharton

CGCS // Carolina Golf Club, Charlotte, N.C.



What are you drinking? This time of year I like a Newcastle Brown Ale.



You mentioned you recently celebrated your 18th anniversary? Do you have

kids? Yes, Darless and I celebrated two weeks ago. She has two grown sons, and our life outside golf revolves around our 11-year-old granddaughter Haley.

Tell me, what is the Carolina Golf Club known for locally? I'll get in trouble with my peers for saying this, but we're known for having the best greens in town. We have A1/A4 bentgrass greens. We're an old Donald Ross course, built in 1929, restored in 2008 by Kris Spence.

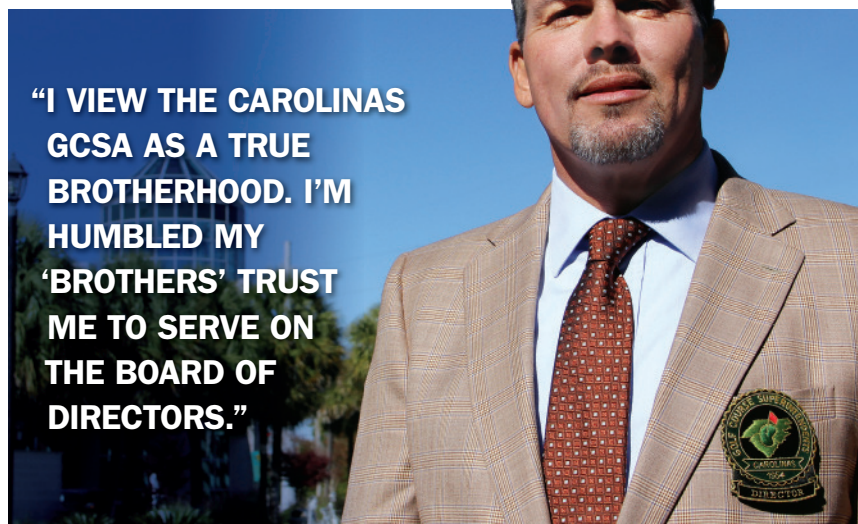
I always love playing Ross courses.

The thing about Ross courses is how they challenge the highly skilled players, yet are fun and easily playable to the beginners. I've played over a dozen here in North Carolina, and the thing that always amazes me is that even with all the technological

advances in the game today, you can go to these little 6,500-yard Ross designs, and the resistance to scoring is mind-boggling. He really was a master.



"I VIEW THE CAROLINAS GCSA AS A TRUE BROTHERHOOD. I'M HUMBLING MY 'BROTHERS' TRUST ME TO SERVE ON THE BOARD OF DIRECTORS."



Do you have a favorite piece of equipment in the shop? I've got two of them: my (Toro) ProCore 648s.

Do you do anything special for your staff around the holidays? I do. My wife and I take the senior staff and their wives out to dinner. And the last Friday before Christmas, we'll get pizza and wings for the whole crew, play some cornhole, and I hand out gifts.

Any gifts you're hopeful to see under the tree this Christmas? The new Titleist 915 driver would be nice.

How was 2014 for you guys? 2014 has been one of the best years ever; a lot happened for me both personally and professionally. We hosted the 54th North Carolina Amateur, that's



the single most prestigious event our club has hosted. I also completed the requirements to achieve the designation of Certified Golf Course Superintendent earlier this year. It was a big year.

Tell me one thing that's changed about the industry since you got in it? I've been in the business since 1988. I'm going to say it's a combination of the golfer's expectations and the demands on our time.

Explain to me the demands on your time. When I started in this industry, it was not uncommon for me to be mowing a fairway and have my boss drive his truck out on to the fairway and yell at me, 'What are you doing? Finish that tomorrow... we're waiting for you on the first tee!' Those days are long gone. As interviewed by Seth Jones, Nov. 24th, 2014.

Hit diseases in as many ways as possible, all season long.

Secure® fungicide is the first multi-site contact fungicide in the market in over 45 years. The only registered fungicide for turf in FRAC group 29, Secure has no known resistance and low risk of future resistance. With 12 applications of Secure, when used in rotation with Daconil Action™ fungicide, you can create a solid foundation by protecting your course with a multi-site contact, all season long. For a sure shot against 10+ diseases including resistant dollar spot, brown patch and leaf spot, make Secure your foundation fungicide. See Secure perform in a time-lapse video at GreenCastOnline.com/Secure



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TM

New Smithco **ULTRA LITE Roller**

With the lightest footprint in a dual roller drive system



At 605 pounds, it's the lightest riding greens roller made with dual hydraulic roller drive for superior traction and maneuverability.

It's also the only roller with direct drive which does away with the chain maintenance required by mechanical systems.

The hydraulic operation of both 6" seamless tapered steel drums eliminates slipping on steep slopes and the damage that can be caused by single drive rollers.

Powered by a 9 HP Honda Commercial Duty engine with a tight turning radius of just over 10 feet, the ULTRA LITE delivers a whole lot yet it's the most affordable roller made by Smithco.



Smithco.com