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Put in Good Repair?
“Original” greens restorations are in, but they’re not always the right thing to do.
By Hal Phillips

How Far Do You Go?
A master of design speaks his mind about course tinkering and time.
By John LaFoy

Practice Facility Makes Near Perfect
Tom Fazio’s World Woods gets high marks for quaintness and attention to detail.
By Geoff Shackelford

Raynor Course Rejuvenated
A superintendent’s startling discovery and an architect’s candid criticism led to a course restoration at Yeamans Hall Club.
By Larry Aylward
cover story
BY GEOFF SHACKELFORD

Our intrepid architecture editor profiles Bobby Weed and other up-and-comers of golf course design.

In Organics They Trust

These superintendents tried biological fertilizers to treat turf — and were impressed.
By Larry Aylward

Not Your Father's Fertilizer

New technologies have expanded the possibilities, but it takes homework to decide which one is best for you.
By Frank H. Andorka Jr.

About the cover
Jacksonville, Fla.-based photographer Marcy Appelbaum shadowed golf architect Bobby Weed recently as he went to work on the upcoming Fleming Island Plantation in Orange Park, Fla.

News with a hook
12 The Open: Youngsters Need Not Apply
18 Scanning the Web
Turfgrass disease control made simple.
New Compass™ delivers unsurpassed control of Brown Patch.

As a broad-spectrum, mesostemic fungicide, Compass controls Brown Patch and 10 other turfgrass diseases. All at the lowest rates ever. And the affordable price of Compass makes it the ideal solution for fairways and all other areas of the course.

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The AERA-vator punches through our hard, compacted soil much better than any aerifier that I have ever seen. I previously owned a crankshaft style machine that did nothing more than bounce off the ground. I use the AERA-vator primarily to relieve compaction in our high traffic areas as well as the “hot spot” areas to allow for better water penetration. The vibration effect really enables the tines to break through hard soil with ease. I use it on fairways without the PTO engaged for minimal turf disruption and still get three inches into the soil. The AERA-vator also works great to prep burned out areas that need reseeding.
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Circle No. 104
Events

**SEMINARS & CONFERENCES**

**MARCH**

17 American Society of Golf Course Architects Remodeling University
New York
Contact 312-372-7090

21 Michigan Turfgrass Environmental Steward Workshop
Bellaire, Mich.
Contact 517-353-3208

22 Pesticide Applicators Training Seminar
Ontario, Calif.
Contact 909-590-8744

24 New York State Western Regional Turfgrass Conference
Buffalo, N.Y.
Contact 518-783-1229

**APRIL**

4 Golf Course Safety, Security and Risk Management Seminar
Dallas
Contact 800-472-7878

5 New York State Turfgrass Association Adirondack Regional Conference
Lake Placid, N.Y.
Contact 800-873-8873

**JUNE**

15-16 Warm Season Turfgrass Research Tour
Maricopa, Ariz.
Contact 520-783-2050

26-28 Conference on the Mathematical Modeling of Golf Ball and Club Performance
Bethlehem, Pa.
Contact 610-758-4111

**JULY**

19-21 Turfgrass Producers International Conference and Expo
Spokane, Wash.
Contact 800-405-8873

**AUGUST**

16-19 Golf Course Builders Association of America Summer Meeting
Louisville, Ky.
Contact 919-942-8922

**SEPTEMBER**

16-19 Club Managers Association of America Annual Leadership/ Legislative Conference
Alexandria, Va.
Contact 703-739-9500

**NOVEMBER**

4-7 11th Annual Green Industry Expo
Indianapolis
Contact 770-973-2019

27-30 NAGTD Annual Winter Conference
Atlanta
888-899-2483

**DECEMBER**

5-7 Ohio Turfgrass Foundation Regional Conference and Show
Columbus, Ohio
Contact 888-683-3445

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Remember Reaganomics? At the heart of the Gipper’s economic platform was the highly creative notion that if the rich got richer, that new wealth would trickle down to the poor and everybody would be better off.

I was thinking about trickle-down economics as I pondered the spate of mergers and acquisitions that has hit the turf business recently. In our little industry alone, the newly consummated marriage of AgrEvo and Rhone-Poulenc now gives us Aventis. Novartis and Zeneca will soon walk down the aisle to become Syngenta. The list is endless.

As with Reaganomics, the party line of the multinational power brokers who arrange these corporate marriages is that the efficiencies and synergies of the mergers will trickle down to consumers (and shareholders) through lower costs, better competitiveness and enhanced corporate capabilities.

Uh, okay. Sure. Whatever.

At first glance, it’s hard to see how consolidation has any impact on our daily professional lives. It all seems so remote. Big companies get bigger, but most products are still available. From a purely selfish standpoint, the majority of us are probably thinking, “There’s no impact on my little world, right?”

Wrong. Get ready for the brave new world of trickle-out economics in the Green Industry. Specifically, be prepared for fewer companies to be investing fewer dollars to get you as a customer. Some of those bucks that used to flow into our business are now trickling out to pay for merger costs and keep stockholders happy. For example:

Remember the last conference you went to? The two nice parties with the open bars sponsored by Big Company X and Big Company Y? Well, there’s only going to be one party next year because they’ve now merged to become Huge Company XY. So get ready to actually reach into your own pocket for a few more of those drinks at the next conference.

And since X & Y are no longer competitors who used to both sponsor a hole at the local association tournament, you can kiss a few thousand dollars goodbye for that, too. Oops, no free golf balls at next year’s event.

Another efficiency: X & Y no longer have to buy two big booth spaces at trade shows. Fewer booths sold means fewer dollars for the association to invest in education and programs. Surprise — dues are up next year!

Finally, Huge Company XY has redundancy in its newly merged sales force and decides to rightsize. Your brother-in-law Joe Bob, who had been a sales rep for Company X, is now living in your basement (or applying for your job).

Think these trickle-out consequences are relatively minor and you won’t miss a few free drinks or golf balls? Well, multiply those minor consequences by the seven or eight recent or upcoming Green Industry mergers and then think again. The people running your local and national associations (and publishers like me who rely on advertising) are certainly already thinking about it.

Yes, new suppliers will rise up to fill some of the gap, but the traditional financial support systems for our industry are changing forever. Like it or not, the trickle of corporate marketing bucks out of our business is turning into a river and someday things may get pretty dry around here.

(Editors note: This column originally appeared on Plant Health Care’s new online magazine, which can be found at www.planthealthcare.com.)

Pat Jones is the editor/publisher of Golfdom. He can be reached at 440-891-3126 or patrick.jones@advanstar.com.