GREENS QUALITY SOD

BENTGRASS TIFEAGLE TIEDWARE

- Custom grow to your specifications
  - Washed or on sand
    - Big or Small Rolls

WEST COAST TURF
Life is Short. Sod It!

760/360-5464 • 800/477-1840 • www.westcoastturf.com

Circle No. 101
WE GUARANTEE TALSTAR® INSECTICIDES WORK.

OF COURSE, THERE'S NO LIVING PROOF.

THE TALSTAR® MONEY-BACK GUARANTEE.

When you use Talstar® insecticides, we'll guarantee long-lasting performance against a broad spectrum of insects, or your money back. That's because Talstar® insecticides have the longest proven residual in the industry, providing up to 6 months control of target pests.

The active ingredient, bifenthrin, is the only biphenyl pyrethroid available in the industry. And since bifenthrin contains no alpha-cyano group, Talstar® insecticides won't cause the skin or throat irritation experienced with other pyrethroids.

Talstar® insecticides can solve your toughest insect problems. In and around buildings, on lawns and ornamentals, even on golf courses, Talstar® insecticides control a broad spectrum of insects and mites.

The water-based flowable and the granular formulations can both be safely applied to sensitive turf and ornamentals without damage or burning. Plus, they're easy to handle and are odor-free at label rates.

Find out more about our new money-back guarantee for Talstar® GC Granular Insecticide, Talstar® GC Flowable Insecticide/Miticide, Talstar® PL Granular Insecticide and Talstar® Lawn & Tree Flowable Insecticide/Miticide.*

Contact your FMC authorized distributor or call 1-800-321-1FMC.

©1999 FMC Corporation. The FMC® logo and Talstar® are registered trademarks of FMC Corporation.

*See Program Guidelines for details.
Great Expectations
Battling the dreaded "Augusta National Syndrome."
By Shane Sharp

Invasion of the Grubs
Control of these root-eating monsters depends on careful observation and precise timing.
By Frank H. Andorka Jr.

Do Tell
If you don't tell golfers what you do, chances are they'll never know.
By Frank H. Andorka Jr.

Give Peace a Chance
They're supposed to scorn each other, but these superintendents and pros strive to get along for the betterment of their careers and courses.
By Larry Aylward

Fipronil vs. the Mole Crickets
You can take out these nasty critters with both new and tried-and-true insecticides. But you must constantly map and monitor their activity.
By Larry Aylward
cover story

Proven strategies for communicating with today's golfers. Check out our three-part account beginning on page 20.

The Floating Lab
The buoyed green at Coeur d'Alene Resort is a heck of a hazard — and an excellent testing tool for environmentally sensitive course management.

Environmental Ecstasy
Roaring Fork's flora and fauna control pests — naturally
By James E. Guyette

About the cover
Cleveland photographer Neil Gloger had the unenviable task of creating and photographing those golfers who want Augusta-like at the public course down the street — and nothing less. You know who they are.
New ways of doing business are taking shape at Golfsat.

It's happening, in part, through the use of cutting edge technology. But the driving force behind Golfsat isn't our technology, it's you — the golf course superintendent.

We invite you to visit www.Golfsat.com today to see what we've been up to lately, and to take part in shaping the future of the communication network of golf course superintendents.
U.S Chemical is your source for prefabricated, hazardous material containment buildings. Centralize all your turf care products in one safe and secure location.

- Call for FREE site evaluation!
- Select models in stock.
- FREE brochure!

**Call 1 800 233-1480**

**Turbo Turf Hydro Seeding Systems**

Need to repair cart damage, redo a tee, or reseed areas damaged by sun or bugs? Pull a Turbo Turf Hydro Seeding System right up to the job site and seed in seconds. Once you have it, you'll find a million other uses, from watering your flowers to washing off your parking lot. This Honda-powered, 100 gallon seeder sells for $2195. It seeds 1300 square feet per load. Want to redo some holes, add 9, or build a course? Check out Turbo Turf's larger units. Visit the most informative hydro seeding site on the web at www.turboturf.com or call for a free videotape.

**Turbo Technologies, Inc.**
1500 First Avenue • Beaver Falls, PA 15010
800-822-3437
www.turboturf.com

**Golfdom**

**EDITORIAL STAFF**

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pat Jones</td>
<td>Editor/Publisher</td>
<td><a href="mailto:pjones@advanstar.com">pjones@advanstar.com</a></td>
</tr>
<tr>
<td>Larry Aylward</td>
<td>Managing Editor</td>
<td><a href="mailto:laylward@advanstar.com">laylward@advanstar.com</a></td>
</tr>
<tr>
<td>Frank H. Andorka Jr.</td>
<td>Associate Editor</td>
<td><a href="mailto:fandorka@advanstar.com">fandorka@advanstar.com</a></td>
</tr>
<tr>
<td>Geoff Shackelford</td>
<td>Contributing Editor</td>
<td><a href="mailto:geoffshac@aol.com">geoffshac@aol.com</a></td>
</tr>
<tr>
<td>Joel Jackson</td>
<td>Contributing Editor</td>
<td><a href="mailto:flrnm@aol.com">flrnm@aol.com</a></td>
</tr>
<tr>
<td>Dr. Karl Danneberger</td>
<td>Chief Science Editor</td>
<td><a href="mailto:danneberger.1@osu.edu">danneberger.1@osu.edu</a></td>
</tr>
<tr>
<td>Lisa Lehman</td>
<td>Art Director</td>
<td><a href="mailto:lehman@advanstar.com">lehman@advanstar.com</a></td>
</tr>
<tr>
<td>Lisa Bodnar</td>
<td>Sr. Graphic Designer</td>
<td><a href="mailto:bodnar@advanstar.com">bodnar@advanstar.com</a></td>
</tr>
<tr>
<td>Mike Klemme</td>
<td>Chief Photo Editor</td>
<td><a href="mailto:golftoto@ionet.net">golftoto@ionet.net</a></td>
</tr>
<tr>
<td>Sue Gibson</td>
<td>Executive Editor</td>
<td><a href="mailto:agibson@advanstar.com">agibson@advanstar.com</a></td>
</tr>
<tr>
<td>Vernon Henry</td>
<td>Group Editor</td>
<td><a href="mailto:vhenry@advanstar.com">vhenry@advanstar.com</a></td>
</tr>
</tbody>
</table>

**GOLDDOM ADVISORY STAFF**

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Baidy</td>
<td>CGCS, Turning Stone GC</td>
<td></td>
</tr>
<tr>
<td>Jan Beljan</td>
<td>ASGCA, Fazio Design</td>
<td></td>
</tr>
<tr>
<td>Jerry Coldiron</td>
<td>CGCS, Lassing Poine GC</td>
<td></td>
</tr>
<tr>
<td>Darren Davis</td>
<td>CILO FLORIDA GC</td>
<td></td>
</tr>
<tr>
<td>Kevin DeRoo</td>
<td>Bartlett Hills GC</td>
<td></td>
</tr>
<tr>
<td>George Frye Jr.</td>
<td>Ocean Course at Kiawah</td>
<td></td>
</tr>
<tr>
<td>Bob Graunke</td>
<td>CGCS, Tideswater GC &amp; Plantation</td>
<td></td>
</tr>
<tr>
<td>Steve Hammon</td>
<td>Traverse City &amp; CC</td>
<td></td>
</tr>
<tr>
<td>Alan Hess</td>
<td>CGCS, Golf Partners Management Ltd.</td>
<td></td>
</tr>
<tr>
<td>Sean Hoolahan</td>
<td>CGCS, Wildhorse Resort</td>
<td></td>
</tr>
<tr>
<td>Jim Huston</td>
<td>CGCS, Woodbridge &amp; CC</td>
<td></td>
</tr>
<tr>
<td>Rod Johnson</td>
<td>CGCS, Pine Hills CC</td>
<td></td>
</tr>
<tr>
<td>Tom Kastler</td>
<td>Club at Runaway Bay</td>
<td></td>
</tr>
<tr>
<td>Bob Lehmann</td>
<td>ASGCA, Lohmann Golf Design</td>
<td></td>
</tr>
<tr>
<td>Walter Matlison</td>
<td>CGCS, Widgicreek GC</td>
<td></td>
</tr>
<tr>
<td>Bill Montague</td>
<td>CGCS, MG, Oakwood Club</td>
<td></td>
</tr>
<tr>
<td>Jim Nicol</td>
<td>CGCS, Hazelton National GC</td>
<td></td>
</tr>
<tr>
<td>Doug Petersan</td>
<td>CGCS, CC of Austin</td>
<td></td>
</tr>
<tr>
<td>Mike Rothenberg</td>
<td>CGCS, Sharon Heights &amp; CC</td>
<td></td>
</tr>
<tr>
<td>Ken Sakai</td>
<td>Golf Pacific Management Group</td>
<td></td>
</tr>
<tr>
<td>Dave Wilber</td>
<td>Agronomist, Sacramento, Calif</td>
<td></td>
</tr>
<tr>
<td>Randy Zilke</td>
<td>CGCS, E.H. Griffith Inc.</td>
<td></td>
</tr>
</tbody>
</table>

**ASSOCIATIONS**

- American Society of Golf Course Architects 221 N. LASALLE ST, CHICAGO 60601; 312-972-7096; WWW.GOLFDISIGN.ORG
- Golf Course Superintendents Association of America 1421 RESEARCH PARK DR, LAWRENCE, KS 66049-3859; 800-472-7878; WWW.GCSAA.ORG
- Independent Turf and Ornamental Distributors Association 29250 SEELEY ROAD, NOR, MI 48376; 248-476-6457
- National Golf Course Owners Association 2070 BEN SAVERY BLVD, STE 1B, MOUNT PLEASANT, SC 29464; 843-881-9896; WWW.NGCOA.ORG
- National Golf Foundation 1150 SOUTH U.S. HIGHWAY ONE, SUITE 401, JUPITER, FL 33477
- Responsible Industry for a Sound Environment 1156 15TH ST, NW, SUITE 400, WASHINGTON, DC; 202-872-3850; WWW.PESTFACTS.ORG
- United States Golf Association P.O. BOX 708, FAR HILLS, NJ 07931; 908-234-2300; WWW.USGAA.ORG

**TIME'S UP! Avoid costly fines**

**Golfdom**

www.golfdom.com
Introducing ProPendi™ from Scotts®,
the leader in golf course pendimethalin products since 1986.

Scotts® brings you better formulations of proven pre-emergent weed control and legendary Scotts timed-release fertilizer performance — ProPendi™. ProPendi’s smaller, more uniform particle size means easy application, unmatched coverage and flexible use rates. Also, superior formulation provides better pendimethalin adherence to the particles, less dust and better delivery of herbicide to the turf. The result? Better pre-emergent control of the toughest, most common grassy weeds, plus excellent green-up with minimal surge. Go ahead. Compare it to any other popular brand. You’ll see that there’s no comparison at all. Contact your Scotts distributor today. Or call toll-free 1-800-543-0006.

Here’s a no-brainer for you: Which one will give you better, more effective weed control coverage?
**MAY**

13 Rules 2000 Workshop  
Minneapolis  
Contact 612-927-4643

18 Recycled Water For Turf & Landscape Irrigation  
Davis, Calif.  
Contact 510-639-1271

18-21 National Club Association Annual Meeting  
Washington  
Contact 202-822-9822

25-28 Computer Irrigation Installation with HDPE Piping  
Ames, Iowa  
Contact 515-294-3126

**JUNE**

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

**JULY**

16-18 Texas Turfgrass Summer Conference  
Galveston, Texas  
Contact 409-690-2201

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

**AUGUST**

9 Ohio Turfgrass Foundation/Ohio State University Research Field Day  
Columbus, Ohio  
Contact 888-683-3445

14-17 Turfgrass 2000  
Gainesville, Fla.  
Contact 800-882-6721

15 Cornell Field Day  
Ithaca, N.Y.  
Contact 607-255-1792

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

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

14-17 Turfgrass 2000  
Gainesville, Fla.  
Contact 800-882-6721

**OCTOBER**

4-5 Turfgrass Landscape and Equipment Expo  
Costa Mesa, Calif.  
Contact 800-500-7282

16-19 Golf Course Builders Association of America  
Summer Meeting  
Louisville, Ky.  
Contact 512-927-4643

**NOVEMBER**

4-7 11th Annual Green Industry Expo  
Indianapolis  
Contact 770-283-2019

14-16 The NYSTA Turf and Grounds Exposition  
Syracuse, N.Y.  
Contact 518-783-1229

28-30 North Central Turfgrass Expo  
St. Charles, Ill.  
Contact 312-201-0101

**DECEMBER**

3-4 Michigan Golf Course Owners Association Annual Conference  
Location: TBD  
Contact 517-482-4312

4-6 Texas Turfgrass Annual Conference & Show  
San Antonio  
Contact 409-690-2201

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

Let us know about your events. Send information to Frank Andorka at 7500 Old Oak Blvd., Cleveland, 44130. Fax information to 440-891-2675 or e-mail to fandorka@advanstar.com.
For Tough Turf Tasks.

For more than 30 years, Kubota has been building diesel-powered equipment to handle tough turf and landscaping projects. Kubota's M-Series utility tractors, from 47-90 net engine horsepower, offer a user-friendly design and an ergonomically engineered operator platform for comfort and ease of operation. These tractors are powered by quiet Kubota E-TVCS diesel engines. Cab models provide a zone of operator comfort and all-weather protection.

Kubota Grand L-Ten Series from 30 to 46 net engine horsepower offer a variety of transmission choices – fully synchronized main and shuttle transmission (FST), clutchless glide shift transmissions (GST), and the new “Feather-Step” HST.

The F60 front mower gives you turf-hugging traction and turf-saving turns with Auto-Assist 4WD and a dual-acting, over-running clutch. This reduces scuffing and skidding to help protect your turf. Mow more acres in less time with the F60's 60" or 72" side- or rear-discharge mower. When you have tough turf and landscaping jobs to get done, get Kubota.

For more information, please contact:

KUBOTA TRACTOR CORPORATION
P.O. Box 2992, Dept. GD, Torrance, CA 90509-2992
Toll Free 1-888-4 KUBOTA, ext. 411 (1-888-458-2682, ext. 411) • kubota.com
Financing available through Kubota Credit Corporation.

Circle No 111
A guy walks into the golf shop after his round and says, “The greens were fabulous today.” The pro smiles and says, “Thanks.” Another guy walks in 10 minutes later and says, “The greens stunk today.” Same pro says, “You’re right, that lousy superintendent has to go.”

The moral of the story is that communicating with golfers is an uphill battle. Nine times out of ten, superintendents don’t have the training, the visibility, the time or the support from management to truly educate golfers about maintenance.

And even if you do have a knack for schmoozing, a fancy office in the clubhouse and a pro who worships you, there’s still one more teeny, tiny obstacle to overcome: Golfers just don’t care.

Elves in the night
Sorry to break it to you, but the average golfer would be just as happy thinking that the course was maintained by magical elves who work at night and disappear at dawn. Face it, the typical player shows up, smacks the pill around for five hours and heads to the 19th hole without giving you a second thought. (Unless, God forbid, they have to wait on the tee for two endless minutes while that damn kid hoses down the green and screws up their putt for a 50-cent skin.)

Like Pete Townshend of the Who, golfers ask, “Why should I care?”

The answer is that they have no reason to care unless you give them one. In highfalutin’ marketing lingo, it’s called the Value Proposition (i.e., “Buy this toothpaste and beautiful women will flock to you”). In finance, it’s called Return On Investment (i.e., “Pays for itself in 38 seconds”). In simplest terms, it’s the answer to the question, “What’s in it for me?”

Carrots and sticks
Your mission (should you choose to accept it) is to give them a compelling, selfish and profitable reason to listen to you and, hopefully, change their behavior as a result. It’s like trying to get a reluctant mule up a hill it doesn’t want to climb — you have to use carrots and sticks.

For example, a sign saying “Please Repair Ballmarks” ain’t gonna do it. A sign saying, “Unrepaired Ballmarks Cost $20,000 to Fix Last Year” is a pretty good carrot. Slapping a $25 fine on someone who doesn’t repair a ballmark is an excellent stick.

The image thing
But even if you change their behavior and they fix every divot and rake every bunker, they still might not recognize you as a professional deserving of their respect. How can you gain the image you crave?

Well, GCSAA is taking care of that, right? The association’s big public relations initiative will win over even the most critical or apathetic of your players and they’ll soon be sending you nice handwritten thank-you notes and inviting you to their son’s wedding, right?

Well, I have more bad news for you. The National’s well-intentioned (but sometimes quirky) PR initiative may enlighten a few folks for a while, but a true campaign requires more than just a handful of ads in golf magazines or the occasional TV spot. It requires lots of repetition of the right message to the right people. And, if you don’t keep repeating the message, people forget fast.

Unfortunately, that kind of sustained, frequent advertising and media relations effort requires a lot more money than GCSAA can responsibly commit to the program — even with the generous support of our good friends at John Deere.

A national campaign is a nice idea that helps a bit, but it simply cannot replace what you can do for yourself. It’s up to you to educate golfers. It’s up to you to earn their respect. It’s up to you to make them care.

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