Before you can beat crabgrass you have to think like crabgrass.
The smartest way to outwit a weed? One application of easy-to-use Barricade® each fall. Its season-long control of crabgrass is unparalleled. Plus it also controls spurge, knotweed, purslane, and 26 more weeds. Making your job a little easier means we get to know problem weeds like crabgrass inside and out. Perfecting a full ensemble of products to protect your turf, that's what we're here for. Call 1-800-395-8873 to contact your local Syngenta sales representative and learn more about Barricade.
In this issue, *Golfdom* reports on matters affecting the environment, from the evolution of Audubon International to the progress of low-impact pesticides. See the stories in our "On the Environment" section.

**Audubon in Action**
After 10 years, superintendents see advantages in getting with the program.
By Frank H. Andorka Jr.

**Letting Nature Take Its Course**
Two Oregon superintendents are as dedicated to preserving wildlife as they are to providing standout greens.
By Larry Aylward

**The Lowdown on Low-impact Pesticides**
They're environmentally friendly, but they add dollars to the budget.
By Peter Blais

**Tips: Creating A Naturalized Golf Course**
Courses can become habitats for a variety of plants and wildlife.
By Arthur Milberger
Cover Story

BY ROBIN SUTTELL
Skin cancer can kill, so don't think you're immune to it. Here's how to protect yourself from its threat. Part III in our Living Well series.

About the cover
Illustrator Dan Beedy set out to create a cover so bright and intense that you can feel it. You may want to slap on some sunscreen before viewing it.

52 Foliar Fertilizer in the Fold
Superintendent finds that amino acid-based product is just what his course's faltering greens needed.

45 Keep Tabs on Your Controller
Proper monitoring ensures your irrigation system will run at peak efficiency.

48 Jawing with Jack
The Golden Bear says superintendents need to understand playability, and architects need to aim for more than just top-rated tracks.

News with a Hook
14 H-2B Far From Perfect
20 Mike Heacock: What Does CGCS Imply?
Are You Getting Soaked?

Water Availability is diminishing, and getting more expensive every day. These tiny particles can help save you big money on water.

University Tested, Superintendent Approved.

Call toll free 877-994-3494 for a free video, Conserving Water for today, and the future.

Are You Getting Soaked?

Water Availability is diminishing, and getting more expensive every day. These tiny particles can help save you big money on water.

University Tested, Superintendent Approved.

Call toll free 877-994-3494 for a free video, Conserving Water for today, and the future.

The First Ever Liquid Biological Fungicide.

Growth Products offers Companion®, a microbial inoculant containing Bacillus subtilis G603 bacteria. University and field trials have shown it to be 96% effective on root-borne fungal diseases when combined with significantly reduced rates of chemical fungicides (and 30% - 72% alone). It is safe for use on a wide range of plant materials (no risk of phytotoxicity). Companion requires no special handling/storage and has a shelf life of more than two years. It may be used with any irrigation equipment without fear of clogging. Companion has been granted a wide-scale Experimental Use Permit (EUP) by the EPA. Full EPA registration is expected sometime next year.
THERE'S NO RANGE OF CONTROL LIKE THE DRIVE RANGE:

CRABGRASS
FOXTAIL
TORPEDOGRASS
DOLLARWEED
SPEEDWELL
CLOVER
DANDELION
BINDWEED
SIGNALGRASS

Drive® 75 DF postemergent herbicide is the shortest distance between broadleaf and grassy weed control. From crabgrass and foxtail to clover and dandelion, Drive eliminates troublesome weeds in a variety of turf species. In fact, you can even seed or overseed many varieties of turf immediately after application. And Drive keeps weeds under control for 30 to 45 days, in some cases for more than 3 months, with a single application. So join the Drive for turf protection today. Call 1-800-545-9525 or visit www.turffacts.com. Always read and follow label directions.
Events

SEMINARS & CONFERENCES

AUGUST
14–19 Golf Course Builders Association of America’s Summer Meeting
Atlanta
Contact 402-476-4444

15 Ohio Turfgrass Foundation Research Field Day
Columbus, Ohio
Contact 888-683-3445

16 Michigan Golf Course Owners Association’s 8th Annual Golf Outing and Field Day
Augusta, Mich.
Contact 517-482-4312

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

28 GCSAA Seminar: Managing On-the-Job Behavior
Tucson, Ariz.
Contact 480-609-6778

SEPTEMBER
10 Iowa Turfgrass Institute
Burlington, Iowa
Contact 319-286-5596

10 Mississippi Valley GCSA Monthly Meeting
St. Louis
Contact 618-259-3207

13 Intermountain GCSA’s Annual Meeting
Ogden, Utah
Contact 435-259-6674

15–18 Club Managers Association of America’s Annual Leadership/Legislative Conference
Alexandria, Va.
Contact 703-739-9500

23–24 Carolinas GCSA’s Annual Golf Outing and Education
Jefferson, N.C.
Contact 800-476-4272

27 Tuskegee University’s 22nd Annual Career Fair
Tuskegee, Ala.
Contact 334-727-8146

OCTOBER
8 Iowa GCSA State Meeting
Panora, Iowa
Contact 319-286-5596

10 Joint Meeting: GCSA of New England and Golf Course Managers of Cape Cod
Pocasset, Mass.
Contact 508-563-2652

15 Rocky Mountain GCSA’s Annual Meeting
Denver
Contact 888-576-4272

22 Georgia GCSA’s Innovative Superintendent Series
Rome, Ga.
Contact 706-742-2651

29 Georgia GCSA’s Assistant Superintendent Seminar and Tournament
Villa Rica, Ga.
Contact 706-742-2651

NOVEMBER
1 Golf Course Managers Association of Cape Cod’s Annual Meeting
Sandwich, Mass.
Contact 508-693-0578

3–7 Georgia GCSA’s Annual Meeting
St. Simons Island, Ga.
Contact 706-742-2651

5 GCSA of New England’s Nine-Hole Meeting
Amherst, Mass.
Contact 413-253-3520

Let us know about your events. Send information to Frank Andorka at 7500 Old Oak Blvd., Cleveland, 44130. Fax information to 440-891-2875 or e-mail to fandorka@advanstar.com.
You can't cover up poor pre-stress conditioning

Prevent moisture stress before it starts with Cascade™ Plus

Are you painting yourself into a corner with inadequate pre-stress conditioning? Then use Cascade Plus and keep moisture stress from undoing all of your hard work. Cascade Plus moves water deeper and faster into the soil profile for a longer period of time, resulting in larger, healthier root systems that are better able to survive seasonal stress conditions. In fact, independent university research showed that untreated hydrophobic soils required more than twice as much irrigation to reach comparable volumetric water content levels as Cascade Plus treated soil. And a single application regime of Cascade Plus has been proven to reduce the effects of Localized Dry Spot for 4 to 6 months.

Use Cascade Plus and get longer lasting improvements in turf color, quality and stress tolerance. And that means you'll have nothing to cover up.

Call 800-323-6280 for more information, or for a Cascade Plus distributor near you.
Aylward responds: One of the toughest challenges John Szklinski endured at Southern Hills was loss of staff, and I would have been blind not to report it. The reason so many employees quit the demanding Szklinski's staff was because they didn't get along with him or agree with his ways. I was only reporting what Szklinski said about his staff.

The story was not intended to make Bob Randquist look like a poor superintendent. Randquist left Southern Hills because it was time to move on. Management hired Szklinski because they liked his work ethic and enthusiasm. This kind of thing goes on every day in every profession.

Szklinski acknowledges that he does things differently than Randquist, but he has the utmost respect for him. "He's an institution in this industry," Szklinski says.

Fighting Back
Having dealt with vandalism over the last 22 years, I've seen it all. I agree with the article "Vanquish Vandalism" (May) that one of the best preventative methods is hiring students and teachers to work on the course.

The students and teachers I've hired take such pride in the course that they exert peer pressure on their classmates who might vandalize the course. In addition, on the rare occasions when vandalism occurs, the perpetrators usually can't keep their mouths shut and word quickly gets around school. Then the good guys (those students and teachers who work for me) take over to let us know who the vandals are.

I hired the high school athletic director 15 years ago, and he's been with me ever since. His involvement has led me to hire other great teachers and students from the school, many of whom come back season after season.

Jerry Coldiron, CGCS
Beone Links/Lassing Pointe
Florence, Ky.

Where Is GCSAA Taking Us?
You did an excellent job on your editorial about GCSAA's e-commerce initiative (Flagstick, June). Your commentary on GCSAA's e-commerce initiative was articulate, to the point and relevant to today's political agenda. Let's hope the GCSAA reads and understands what you are saying and doesn't put on its blinders because its money-making idea is being pooh-poohed.

Where is the political arm of the GCSAA taking us — and to what end?
John K. MacKenzie Jr., CGCS
North Oaks GC
North Oaks, Min.

I enjoyed your views on the e-commerce pilot program by the GCSAA. You are correct: Distributors do bring value to superintendents. E-commerce has a place in the market, but it will not replace relationships that have been developed for years.

When disease breaks out or irrigation/maintenance equipment needs immediate attention, the relationships between customers and distributors become crucial.

Jeff L. Mobley
T&D Marketing Manager
ProSource One
Memphis, Tenn.

Editor's Update: See this month's Flagstick for an update on GCSAA's e-commerce initiative.

Image Isn't Everything
Thank you for your commentary [Pin High, June] on GCSAA's image campaign. It's important for the GCSAA to pursue its image campaign, but let's keep this in perspective.

First, superintendents maintain golf courses so that people can play a game. This is a simple concept. GCSAA President Tommy Witt's contention — "If there weren't educated superintendents to groom golf courses, the game wouldn't be this popular" — is indicative of an arrogance that is overwhelming this profession. We enhance the game, but to infer that we are responsible for golf's popularity is an extravagant exaggeration.

Secondly, Witt's denigration of other professions is uncalled for. After all, window washers and janitors pay my salary.

Lastly, the ads that you mentioned portrayed the stereotypical "greenkeeper" with tongue-in-cheek. They are parodies, plain and simple.

John S. Cooper, Superintendent
Atwood Homestead GC
Rockford, Ill.

He Likes Mike
I'm pleased to see Michael R. Heacock join Golfdom's editorial staff [Been There, Seen That, June].

I had the pleasure of serving near 10 years alongside Heacock at American Golf Corp, and I have benefited many times from his wise consultation.

He is a premier practitioner and a truly great mind in turfgrass and golf facility management.

Bill Johnson, CGCS
Field Sales Engineer
Firestone Building Products Co.
Carmel, Ind.
You can count on the Replenish Line of Natural Organic Fertilizers for the richest, most complete and cost effective way to provide food to your soil. Call your EarthWorks distributor for dormant feed specials or call us toll free at 1-800-732-8873 and we can arrange delivery. For more information, visit us on the web at www.soilfirst.com.

Fall is an ideal time for the EarthWorks Replenish 5-4-5 or 3-4-3. The soil is still active but the turf is slowing down allowing for carbohydrate build-up and productive microbial stimulation. When you use EarthWorks Replenish Line of Natural Organic Fertilizers you actually help build healthier soil to aid in resisting disease, and reducing drought stress.

You can count on the Replenish Line of Natural Organic Fertilizers for the richest, most complete and cost effective way to provide food to your soil. Call your EarthWorks distributor for dormant feed specials or call us toll free at 1-800-732-8873 and we can arrange delivery. For more information, visit us on the web at www.soilfirst.com.
few weeks back, I walked through the doors of GCSAA’s Headquarters in Lawrence, Kan., with mixed feelings. On one hand, I’d spent nine years working for the association and was excited to see former co-workers and visit my old stomping grounds.

On the other hand, given that Golfdom hasn’t exactly been a cheerleader for the GCSAA, I also felt a little like I was walking into the lion’s den.

But, the lion — in the guise of CEO Steve Mona — was as charming and forthcoming as usual. I emerged from the GCSAA Media Roundtable unscathed, though a bit bemused by the whole affair. The roundtable consisted of a bunch of us golf industry media types listening to Mona and his staff present updates on programs and issues. Here are a few highlights:

- The online “reverse auction” part of the association’s e-commerce pilot program appears to be DOA. It will likely be terminated in light of the firestorm of criticism from manufacturers, distributors and members. “It was the right thing to try it,” Mona said, citing the association’s interest in being on the ground floor of an e-business boom. But, contrary to my suggestion in this column two months ago, he insisted, “We never viewed this as a financial panacea for the organization.” That’s good, because 3 percent of nothing (which is what e-commerce has become in many instances) is still nothing.

- The numbers were a little fuzzy, but Career Development director Kim Heck projects that only about 7 percent of superintendents leave a position because of “involuntary termination” — on par with the national average. In short, despite a pervasive feeling that superintendents are fired with great frequency, statistics suggest job security in the profession is about as good as most — and it’s a hell of a lot better than for dot-commers or steelworkers.

- Later this year, GCSAA will officially announce the formation of a political action committee to build access and awareness among key legislators. The PAC will funnel campaign contributions through local chapters into the coffers of golf-friendly congressional candidates. I think it’s an OK idea in theory, but I wonder where they’ll get the dollars. I quietly asked a few executives of leading industry suppliers whether they’d help fund a GCSAA PAC and they all basically said “no way” (once they’d stopped laughing).

Which, of course, brings us to the central issue: GCSAA’s reliance on industry to fund the lion’s share of its operations. Between the recent departure of several executives, the disharmony caused by the PDI debate and the e-commerce debacle, many key companies are scratching their heads about the association.

If you add in lousy weather this spring and a weakened economy, it becomes even harder for industry to justify supporting the national at the same astonishing levels it has in the past five years.

“Every time they come here to see us, they have their hands out for something new,” says one longtime industry executive who asked not to be identified. “It’s gotten to be kind of comical. We actually take bets on how much dough they’ll ask for.”

The latest funding “opportunity” is the 75th anniversary celebration set for next month. From what leaders at major companies tell me, GCSAA staff have thus far found few takers for donations in the mid five-figure range to underwrite the cost of what the industry perceives to be a “big self-congratulatory party.”

So, the lion of Lawrence, along with his pride — all 120 of them — are facing a new and largely self-inflicted challenge: How can the association continue to implement new programs when the people who pay the bills are beginning to balk? Short of holding a really big bake sale, maybe its time to slow down, take stock and listen carefully to what members — and industry — are saying.

Pat Jones is the publisher/editorial director of Golfdom. He can be reached at 440-891-3126 or pjones@advanstar.com