The fungicide for people who realize there's more to life than applying fungicide.
There's a reason we're the leading broad-spectrum fungicide. We last longer. And when you have as much to do as you do, every day matters. Heritage® works up to 28 days to prevent the four major turfgrass diseases: brown patch, gray leaf spot, take-all patch, and summer patch. Heritage. Just one of the quality products from Syngenta designed for turf. Call 1-800-395-8873 to contact your local Syngenta sales representative and learn more about Heritage.
The golf industry is enduring a difficult time. In this special report, we examine the industry from top to bottom and coast to coast.

**SPECIAL SUPPLEMENT**

**It's Tough Out There, But ...**

Despite a poor performance by the U.S. economy this year, the industry remains cautiously optimistic about 2002.

By Frank H. Andorka Jr.

**The Price Is Not Always Right**

The industry needs affordable golf now more than ever. Who's going to lead the charge?

By Larry Aylward

**What You Spent**


Coming in January:

**Turfgrass Trends**

We're thrilled to announce that *TurfGrass Trends* — the industry's top technical newsletter — will reach most *Golfdom* readers as part of the magazine starting in January. For more information, go to www.golfdom.com.
There's a natural way to add potassium.

QUELANT®-K isn't about getting better, it's about staying healthy.

It provides necessary potassium and L-amino acids so less chemical fertilizer is better utilized. Synthesis of carbohydrates and proteins is enhanced. Nutrients are more easily absorbed. Tolerance to stress is improved.

Turfgrass is better able to stand up to heat, drought, cold, traffic, and disease on its own, so less chemicals are better utilized.

Use QUELANT-K and you're applying naturally occurring compounds with health promoting properties.

Bottom line: You get healthier, more beautiful turfgrass.

Bonus benefit: You spend less on fertilizer and chemicals.

Call toll free 1-800-925-5187!
Contact www.macro-sorb.com
First Tee follies

At the 2001 PGA Merchandise Show, I approached the North Florida representative for The First Tee and offered our facility to him and The First Tee program. I stated that with 36 holes, our facility was perfect for The First Tee. We could get the kids started and then provide a place to play. He stated that with the presence of the LPGA World Headquarters in Daytona Beach, he would love to have a First Tee facility there. He would give me a call and come check me out. I never heard from him.

Upon further research into the program, I found out that The First Tee is looking to build new facilities featuring three holes with a clubhouse. It is not interested in existing facilities. If its goal is to help inner-city youth, then The First Tee program is going about it the wrong way. It if wants to help kids that badly, The First Tee will seek the help of established facilities.

My golf course is in close proximity to the inner-city of Daytona Beach. I have plenty of room for kids to play golf. We are currently working on our own program to accomplish these objectives. It is a shame The First Tee could not be a part of this.

John R. Cameron Jr.
Golf Course Manager
Daytona Beach GC
Daytona Beach, Fla.

Joe O’Brien, senior managing director of operations for The First Tee, responds:

The First Tee does work with existing facilities, and we not only have a three-hole prototype, but we have a six-hole and nine-hole prototypes as well. We have also developed the affiliate program for for-profit facilities that can provide access and programming. If our staff overlooked this opportunity or any other that fits The First Tee concept, we apologize. We certainly intend on following up as we evolve our organization.

Watch the language

I have not been a faithful reader of Golfdom, although I have read some of the past few issues.

When you stoop to using language such as, and I quote, “big-ass printing press,” (Flagstick, October), I’m not impressed with your lack of professionalism and your lack of respect for those whom you would like to read your publication. Maybe you don’t consider it foul language, but as you can see, others do. You certainly didn’t earn any points with me.

If you don’t consider the language such a problem, perhaps that indicates the infiltration of the poor values of today’s society into your publication. I also wonder if your supporting advertisers and associations condone such language.

Brian Holland
Superintendent
Kentucky Dam Village
State Resort Park GC
Gilbertsville, Ky.

Feel like going postal? We want to hear from you. You can e-mail your letters to Frank Andorka at fandorka@advanstar.com, fax to 440-891-2675 or send them via snail-mail to: 7500 Old Oak Blvd., Cleveland, OH 44130. Make sure to include your name and phone number for verification. Letters may be edited for length or relevance.
MACRO-SORB® foliar isn’t about eliminating stress, it’s about handling it.

It delivers specific L-amino acids so less water and fertilizer go further. Nutrients and other beneficials are more easily absorbed. Net photosynthesis is increased.

Turfgrass is better able to tolerate attacks and extremes on its own, so less fertilizers and chemicals are better absorbed. Use MACRO-SORB foliar and you’re applying naturally occurring compounds with health promoting properties.

Bottom line: You get healthier, more beautiful turfgrass.

Bonus benefit: You spend less on fertilizer and chemicals.

Call toll free 1-800-925-5187!

Contact www.macro-sorb.com
**Events**

**SEMINARS & CONFERENCES**

**DECEMBER**

10 GCSAA Seminar: Golf Course Drainage, Application and Design  
Nashville, Tenn.  
Contact 800-472-7878

10 GCSAA Seminar: Managing a Multicultural Workforce  
Atlantic City, N.J.  
Contact 800-472-7878

11 Maine GCSA's Annual Meeting  
Portland, Maine  
Contact 207-781-5881

11 Mid-Atlantic GCSA's Annual Meeting  
Hunt Valley, Md.  
Contact 888-634-8873

11 GCSAA Seminar: Fundamentals of Turfgrass Management II  
Pleasanton, Calif.  
Contact 800-472-7878

11 GCSAA Seminar: Irrigation Water Quality  
Oklahoma City  
Contact 800-472-7878

11 GCSAA Seminar: Advanced Weed Management  
Fond du Lac, Wis.  
Contact 800-472-7878

11 GCSAA Seminar: Management Strategies for the Turfgrass System  
Ellicott City, Md.  
Contact 800-472-7878

12 GCSAA Seminar: Management of Localized Dry Spots and Water Repellant Soils  
Fond du Lac, Wis.  
Contact 800-472-7878

12 GCSAA Seminar: Understanding Biostimulants  
Fond du Lac, Wis.  
Contact 800-472-7878

**JANUARY**

7 GCSAA Seminar: Communication Skills to Get You to the Top and Keep You There  
Portland, Ore.  
Contact 800-472-7878

8 GCSAA Seminar: Effective Soil Water Management for Quality Golf Course Turf  
Kansas City, Mo.  
Contact 800-472-7878

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.
QUELANT®-Ca isn’t about eliminating weakness, it’s about maintaining strength.

It provides needed calcium naturally chelated with L-amino acids. Nutrients are more easily absorbed. Leaf turgidity and quality is maintained. Tolerance to stress and disease is improved.

Turfgrass is better able to thrive in adverse soil or climate conditions on its own, so less fertilizers and chemicals are necessary.

Use QUELANT-Ca and you’re applying naturally occurring compounds with health promoting properties.

Bottom line: You get healthier, more beautiful turfgrass.

Bonus benefit: You spend less on fertilizer and chemicals.

Call toll free 1-800-925-5187!

Contact www.macro-sorb.com
We've got a reason to smile.

We are proud to announce that *Golfdom* magazine was named a winner in the 2001 Folio: Editorial Excellence Awards.

The Folio: Award, one of the highest national honors in publishing, is awarded to magazines that are judged outstanding in achievement of their editorial missions. The final results were announced on Oct. 30 in New York. *Golfdom* was named the top national business-to-business magazine in the Agriculture/Farming category.

Please join us in offering congratulations to our entire editorial team.
There's a natural way to promote healthy growth.

MACRO-SORB®radicular isn’t about feeding, it’s about body building. It delivers essential L-amino acids to enhance root mass production. Nutrient availability and absorption is increased so less fertilizer is better utilized. Net photosynthesis is enhanced. Natural defense mechanisms are activated.

Turfgrass is better able to fight off dollar spot and other diseases on its own, so less fungicide is better utilized.

Use MACRO-SORB radicular and you're applying naturally occurring compounds with health promoting properties.

Bottom line: You get healthier, more beautiful turfgrass.

Bonus benefit: You spend less on fertilizer and chemicals.

Call toll free 1-800-925-5187!

Contact www.macro-sorb.com
It’s a little known fact that Santa Clause is actually a fanatical golfer. Yup, when he’s not making toys or doing personal appearances, St. Nick plays to a four handicap and is a member at Pine Valley and Augusta (which made special exemptions in their membership requirements to allow an elf to join).

The Jolly Old Hacker even has a subscription to Golfdom and makes a point of keeping up with what’s going on in the maintenance and management side of the game. In fact, he dropped by our Global HQ in Cleveland (which is way too close to the North Pole) the other day and gave me an exclusive list of who’s been Naughty and who’s been Nice around the industry this year.

**Naughty:** The marketing gurus at Titleist who hired Monty Python alum John Cleese to portray architects as wacky, anti-technology wing-nuts in a new series of commercials. Cute idea, but designers are right to be concerned about plutonium clubs and kryptonite balls making their creations — and many of the world’s great classic courses — obsolete as championship venues. Titleist gets a lump of coal in its corporate stocking for making fun of a serious issue.

**Nice:** On the upside, the blue plaid jacket worn by Cleese in the spots is actually a little less painful to the eye than the ASGCA’s infamous fire-engine red tartan.

**Naughty:** Green committees that have already pushed the panic button and cut maintenance budgets for next year. To paraphrase a famed political slogan, “It’s the product, stupid!” It sounds cynical, but the downturn in rounds this past year has been no worse than a bad weather year. The science of meteorology is a much more effective predictor of how often people will play than the “science” of economics. Santa says short-sighted types who sacrifice quality for a few bucks will get a lump of coal … and permanent reassignment to the food-and-beverage committee.

**Nice:** Developers and bankers who have reconsidered the need for more $20 million “ego” courses and are taking a harder look at scaled-down facilities that are friendlier to higher handicappers and newcomers to the game.

**Naughty:** Scam artists who annually send out bogus invoices for “cleaning supplies” or “parts” to golf courses and other businesses. Many of these get lost in the shuffle and are paid. These clowns get a lump of coal … upside the back of their heads.

**Nice:** Superintendents who post messages on Internet forums to alert others to these con games.

**Naughty:** Local chapter members who only show up for “golf” meetings (you know who you are). Santa gives you a set of garage sale Northwesterns and forces you to play them for two years.

**Nice:** The handful of dedicated individuals who seem to volunteer year-after-year to lead local associations and advance the profession. A good example: the folks who write and edit chapter newsletters who — despite having full-time jobs — manage to get their publications out every month. Next time you see your chapter editor (or any other volunteer), make sure to say, “Thanks.”

**Naughty:** Osama bin Laden. He’s not technically in our industry, but Santa has a special present for him … a lump of coal glued onto a 5,000-pound “bunker-buster” bomb.

**Nice:** The amazing array of companies, national and local golf associations, clubs and others from around the industry who responded with equipment, goods and cash for the victims of Sept. 11. Is this a great business or what?

By the way, while he was here, Santa dropped off Golfdom’s Christmas present a little early … and it wasn’t a lump of coal. On the contrary, it was a national Folio: Editorial Excellence gold award, one of the most prestigious honors in magazine journalism. I guess the judges didn’t think we were too naughty … which is nice.

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