Relationships that last for 12 years are something special. Just ask Brian Darrock.

As superintendent of Fairbanks Ranch Country Club in Rancho Santa Fe, California and a 2003 Keeper of the Green, Brian has relied on Floratine products for over a decade to keep his greens as pristine as the club's coastal setting.

To combat the ever-present salt in the water and soil, he applies CalpHlex. When his turf is stressed during hot weather, Brian turns to Astron. And for strong, consistent growth, Brian uses a program based on a variety of Floratine products, including FG-20, Renaissance and Maxiplex.

"When I started as a superintendent, I used a lot of different products to formulate my own recipe for healthy greens but had limited success. I tried Floratine for a couple of months and had great results. I've been a Floratine customer ever since," he says.

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Floratine and its associates are dedicated to the success of turfgrass managers. We strive to provide environmentally conscientious, integrated turfgrass solutions through uncompromising quality and value in products, technical assistance, and customer focus.

We are invested in the success of the Keepers of the Green.
The Ugly Truth About Phytotoxicity

It's not a big problem, but it can turn your beautiful golf course into a wasteland of brown turf if it happens. Experts offer common-sense tips to avoid the problem.

By Frank H. Andorka Jr.

Real-Life Solutions

Righting A Wrong

It was a bad idea to grass the new fairways at Apache Stronghold in Arizona with a cool-season mixture of turfgrass. So it's back to bermuda to get the award-winning course back on track.

By Shane Sharp

Dry Measures

Superintendents must manage the agronomics and politics that come with drought restrictions.

By Larry Aylward

On the Horizon

Basic manufacturers plan to bring new fungicides to market soon and to continue their R&D efforts.

By Peter Blais
Show Business
We came, we saw and we conquered. Now we're filing our report on what went down at the Big Show in Atlanta.

By the Golfdom Staff

Getting It Straight
Nufarm manufactures the post-patent glyphosate herbicide B2J, company does not manufacture Prosecutor, a private-label herbicide distributed by LESCO. These errors were made in a chart accompanying the "Generics Generate Competition" article in the February issue (page 42).
Events

SEMINARS & CONFERENCES

APRIL

15 Central California GCSA Monthly Meeting
Paso Robles, Calif.
www.californiagcsa.org

17 Western North Carolina Turfgrass Association and Carolinas GCSA’s Educational Seminar
Hickory, N.C.
www.cgcsa.org

15 Central California GCSA Monthly Meeting
Naples, Fla.
www.cgcsa.org

23 GCSA of New England Monthly Meeting
Chatham, Mass.
www.cgcsa.org

24-26 Hydro Turf Planters Association’s Annual Conference
Bay St. Louis, Miss.
www.htpa.org

28 USGA Regional Meeting
Honolulu
www.usga.org

29 Maine GCSA Monthly Meeting
Arundel, Maine
www.mgcsa.com

MAY

2 GCSAA Seminar: Golf Course Drainage – Application and Design
Orlando
www.gcsaa.org

2-6 American Society of Irrigation Consultants Annual Conference
Ashville, N.C.
www.asic.org

2-6 Oregon GCSA Annual Meeting
Agate Beach, Ore.
www.gcso.org

5-7 Urban Wildlife National Conference
Nebraska City, Neb.
www.arborday.org

5 Low Country GCSA Monthly Meeting
Hilton Head, S.C.
www.cgcsa.org

6 Golf Course Managers of Cape Cod Monthly Meeting
Hilton Head, S.C.
www.cgcsa.org

10 Florida GCSA Annual Meeting
St. Petersburg, Fla.
www.cgcsa.org

12-15 Second International Conference on Irrigation and Drainage
Phoenix
www.uscid.org

13 Central Texas GCSA Monthly Meeting
Spring Branch, Texas
www.ctgcsa.org

16 Cactus and Pine GCSA Affiliate Meeting
Scottsdale, Ariz.
www.cactusandpine.com

17-21 American Society of Golf Course Architects Annual Conference
Pittsburgh
www.golfdesign.org

18-20 California GCSA Annual Meeting and Golf Championship
Monterey, Calif.
www.californiagcsa.org

19 Minnesota GCSA Monthly Meeting
Houston, Minn.
www.mgcsa.org

20 Palmetto GCSA Monthly Meeting
Pawleys Island, S.C.
www.cgcsa.org

21 Gulf Coast GCSA Monthly Meeting
Pensacola, Fla.
www.cgcsa.org

Let us know about your events. Send information to Frank Andorka at 7500 Old Oak Blvd., Cleveland, OH 44130. Fax information to 440-891-2675 or e-mail to fandorka@advanstar.com.
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We've Got Mail
LETTERS FROM THE FIELD

American Golf Fires Back
We were disturbed by the misinformation and negative conclusions in Shane Sharp's article about American Golf Corp. ('American Golf at the Turn,' January). We hope American Golf's customers, club members and employees will dismiss Sharp's unwarranted criticism and cavalier inferences.

By Sharp's own admission, he has little experience playing our courses. More importantly, he mentioned no unpleasant experiences of his own. It may surprise him to know that more than 12 million rounds are played at our courses annually. Certainly, the "dozens of e-mails" he has received in the past year don't resemble the "majority of the golfing population" he contends are dissatisfied [with our service].

To make a case against American Golf based on such meager and unreliable evidence is as unfair as it is irresponsible, especially given that Sharp has no direct experience to substantiate it. American Golf greatly values guest and member feedback and actively solicits it through annual surveys, customer satisfaction programs and comment cards. The high level of dissatisfaction that Sharp premises would hardly be ignored by a company that strives to exceed the needs and expectations of its guests, members and landlords.

Sharp points to positive features of American Golf in his article -- that the company employs more superintendents than any other golf-based corporation in the world, it invests a great deal in education for its superintendents and that a number of American Golf-operated courses are in excellent condition. What he neglected to discover was that American Golf makes a great effort creating a career path for superintendents and assistants. In light of these facts, it is disconcerting that Sharp would choose to draw only unfavorable conclusions. This is a disservice to our company and your readers.

Craig Kniffen
Executive Vice President,
Maintenance and Construction
American Golf Corp.
Frisco, Texas

Thanks for the Jump-Start
I've been carrying around the equivalent of a 5-pound bag of fertilizer for the last five years. Sounds strange? In layman's terms, the "bag" is my stomach.

After reading a Golfdom article about getting into shape ("Getting Into Shape, September 2002), I realized that a lot of the things in the article were about me. I was sluggish at work, had no energy and no idea where to turn.

I then decided that diet and exercise had to be a part of my life if I was to continue to have a long life. I had been on blood pressure medicine for the past year.

I started to exercise and eat healthier. I'm happy to say that I've gotten rid of almost 30 pounds in two months. I went to the GCSAA conference in Atlanta and never gained a pound. I wore clothes that I had not had on in three years. I worked out every day in the hotel. To my surprise, there were a number of superintendents doing the same. I have a tremendous amount of energy every day, and I hope to attain my goal of losing 50 pounds by the end of the golf season.

Thanks for giving me the jump-start that I needed.

Rick Tegtmeyer
Certified Superintendent, Elmcrest CC
Cedar Rapids, Iowa

Got something to say? 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.
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A FEW WORDS FROM THE PUBLISHER

Longtime readers may recall that I annually return from the GCSAA Conference & Show with indecipherable notes jotted on napkins, business cards, my forearm, etc. This year's big event in Atlanta was no exception. But with the help of that brilliant guy from A Beautiful Mind, I was able to decode my pile of useless scribbles into the following insightful (not) and in-depth (hardly) report on the 2003 show.

Atlanta didn't stink
OK, let's just say it at the top: My fears that Atlanta would be a lousy site for the show were largely unfounded. The convention center was good, the hotels were closer than expected and the bus system actually worked well. Nobody was mugged. Even the weather cooperated.

It was as if the ghost of Scarlett O'Hara hovered over the event to ensure that our visit to Tara would be as pleasant as peach pie and we all would want to come back again reeeaaaal soon. Well, frankly Scarlett, we don't think so.

Great expectations
Exhibitors — the folks who pay the light bill for the association by ponying up for expensive booths — left the show pretty much happy. Most told me the show exceeded their expectations. Despite the lowest total attendance in years, suppliers felt that quality attendees made up for weaker traffic.

Staff of greatness
Big-time kudos to the GCSAA staff members for putting something extra into the management of the show. They knew this show would be under a microscope given last year's logistical problems (picture 1,000 angry people standing in line for badges) and concerns about the site and economy. But the execution was flawless and by week's end staff members sported weary smiles that seemed to say, "Whew! We dodged a bullet."

Know when to fold 'em
The GCSAA board bagged the planned vote for putting something extra into the management of the show. They knew this show would be under a microscope given last year's logistical problems (picture 1,000 angry people standing in line for badges) and concerns about the site and economy. But the execution was flawless and by week's end staff members sported weary smiles that seemed to say, "Whew! We dodged a bullet."

Jots & Scribbles
From Atlanta

BY PAT JONES

Despite the lowest total attendance in years, suppliers felt that quality attendees made up for weaker traffic.

Speaking of location
With all the talk of moving, I've been asked several times lately why GCSAA ended up in Lawrence to begin with. Well, ironically, the man who helped attract them to Kansas passed away recently. Back in 1972, Bob Billings — a visionary Lawrence developer and civic booster extraordinaire — made it affordable for the association to construct the previous headquarters next to his new Alvamar GC. Say what you will about the shortcomings of Lawrence, but Mr. Billings was a truly great man who was a great booster of the association. Our condolences and best wishes to Bev and his family as well as to certified superintendent Dick Stuntz and the whole team at Alvamar.

The final word
The relatively low attendance but overall success of GCSAA/Atlanta is reflective of the state of our chunk of this happy little industry. Sure, there are rough spots along the way, but the core of the market remains strong. Now it's on to San Diego in 2004. Great city, great weather, great golf courses ... does that combo equal a great conference and show? Stay tuned.

Jones can be reached at 440-891-3126 or pjones@advanstar.com.
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The percentages below represent the difference in number of rounds played in the month of December 2002 compared to the number of rounds played December 2001.

<table>
<thead>
<tr>
<th>REGION</th>
<th>DECEMBER</th>
<th>Y.T.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England ME, VT, NH, MA, RI, CT</td>
<td>-38.7%</td>
<td>1.7%</td>
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<tr>
<td>Middle Atlantic NY, PA, NJ</td>
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<td>4.3%</td>
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<td>East North Central MI, OH, IN, IL, WI</td>
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<td>West North Central ND, MN, SD, NE, KS, IA, MO</td>
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<td>7.2%</td>
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<td>South Atlantic WV, VA, DE, MD, NC, SC, GA, FL</td>
<td>-21.5%</td>
<td>2.2%</td>
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<tr>
<td>Florida</td>
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<td>2.1%</td>
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<tr>
<td>South Atlantic without FL</td>
<td>-39.5%</td>
<td>5.3%</td>
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<tr>
<td>East South Central KY, TN, AL, MS</td>
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<td>4.8%</td>
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<tr>
<td>West South Central OK, AR, LA, TX</td>
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<td>1.8%</td>
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<tr>
<td>West South Central without TX</td>
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<td>Texas</td>
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<td>Mountain MT, ID, WY, NV, UT, CO, AZ, NM</td>
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<td>1%</td>
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<tr>
<td>Pacific WA, OR, AK, HI, CA</td>
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<td>Pacific without CA</td>
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<td>3.2%</td>
</tr>
<tr>
<td>California</td>
<td>6.2%</td>
<td>1.5%</td>
</tr>
<tr>
<td>TOTAL UNITED STATES</td>
<td>-10.7%</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

Golf Rounds Played

Major Slow Down

Movin’ Out?
A new Golfdom online poll reveals that most superintendents are against the GCSAA moving its current headquarters in Lawrence, Kan., to a more “golf-centric” location.

Anatomy of a Golfer

1 in 10 kids who are not exposed to golf at all become long-term adult golfers

3 in 10 kids who are only exposed to golf loosely (i.e., tagging along with a relative as they play golf) become long-term adult golfers

6 in 10 kids who are introduced to golf in a structured junior golf program become long-term adult golfers