When your reputation rests on the speed of your greens, compromise is something you don’t accept.

It’s why Kurt Thuemmel, superintendent of Walnut Hills Country Club in East Lansing, Michigan and recently named Keeper of the Green, uses Floratine.

His weekly program includes Floratine solutions that help his course maintain a smooth growth curve. Kurt uses Maxiplex and CalpHlex to increase the availability of stored soil nutrients, while helping him gain more control — for healthier turf and lightning-fast greens. "We have reduced our nutrient inputs," says Kurt. It is "ultimate control."

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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.*
Kurt Thuemmel
Idaho superintendent discovers how beneficial it was to chart his course by GPS. It wasn't as complex and expensive as he thought it would be, either.

By Larry Aylward
cover story
By Larry Aylward
His father is hailed as one of the greatest superintendents ever, but Paul B. Latshaw (center) has made a name for himself in the business.

About the cover
Newton, Mass.-based photographer Mary Corcoran followed Paul B. Latshaw around Oak Hill CC last month to freeze-frame him preparing for the PGA Championship.

Getting It Straight
A product writeup on foliar products in the July issue (page 79) should have been listed as belonging to Milliken Turf Products, not Milorganite.

A product listed in the June issue (page 90) from Wood Bay Enterprises should have been referred to as the GreensIRON 3000 turf roller.

News with a hook
12 Extreme Measures
14 Protection Plants

TurfGrass Trends
This month, Golfdom's practical research digest for turf managers discusses how to control mound-building ants, and other topics. Pages 37-52.

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It's a Whole New Ball Game in Golf

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At Opposite Ends of the Spectrum

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Thanks for Helping, Greg Norman

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New(fangled) Revenue Streams

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All About Glyphosate – And Getting the Most Out of It

84 Out of Bounds
Hiking

72 Making the Most of the Money
New turfgrass cultivars forced Ridgeway CC to replace its 30-year old irrigation system, using creative financing to fund the job.
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<table>
<thead>
<tr>
<th>Control</th>
<th>Treated with NaEx</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sodium</td>
<td>0.20%</td>
</tr>
<tr>
<td>Nitrogen</td>
<td>3.08%</td>
</tr>
<tr>
<td>Phosphorus</td>
<td>0.31%</td>
</tr>
<tr>
<td>Potassium</td>
<td>1.80%</td>
</tr>
<tr>
<td>Calcium</td>
<td>0.75%</td>
</tr>
<tr>
<td>Chlorides</td>
<td>16010ppm</td>
</tr>
<tr>
<td>Iron</td>
<td>92ppm</td>
</tr>
</tbody>
</table>

More Information at www.NaEx.us

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Even though I’m not a huge baseball fan, I found myself strangely compelled to watch the Major League All-Star game last month. It certainly wasn’t because I cared about any of the overpaid, steroid-munching monsters disguised as players. And it definitely had nothing to do with harboring any warm, fuzzy feelings about a sport that vacuums $300 out of my wallet every time I take my family to a game.

So why did I watch? The answer is that I was sucked in by the hype. The money-grubbers who run MLB decided to boost TV ratings for the once-meaningless All-Star exhibition by linking it with home-field advantage in the World Series ... and good old Fox Sports had a heyday with it. The network hammered us with the “This Time it Matters” promos and commercials so relentlessly that even a baseball-hater like me had no choice but to tune in. Now that’s marketing.

The connection between this weird little experience and our business clicked in my head a few days later during a phone chat with Mike Klemme, our chief photo editor and arguably one of the greatest golf photographers in the world. Mike visits hundreds of the best facilities around the globe to capture their most beautiful holes in the best possible light. He also works closely with courses on brochures, scorecards, yardage books and other ways of using his images to “sell” their facilities.

We were talking about the general economic state of the industry and what he was seeing in his visits to courses. Basically, he said it’s tough out there, but that well-run facilities are starting to get aggressive. “They finally understand that they have to market or die.”

In any other business, this would seem pretty basic, but it’s a bit of a revolution for golf. Historically, courses have relied on the “Field of Dreams” marketing plan: If we build it, they will come. Advertising, promotions, public relations and other such sales tools were somehow distasteful for many. It was as if the gentlemanly game of golf shouldn’t have to stoop to such low tactics.

There’s no room for that attitude anymore. This is the most competitive golf market in history as the industry pays the price for overbuilding, bad financing decisions and the glut in ego-driven $20 million showcase courses that simply can’t attract play at $180 a round. “Market or Die” should become a buzz word for all but the most exclusive top-end clubs — and even a few of them could use help as waiting lists dwindle and memberships die off.

Here in Cleveland, I’m seeing specific examples of this every day. More and more midscale daily-fee courses and even a few high-end semiprivates are taking to the newspapers and airwaves with ads touting recent renovations, faster play, combo packages that include fees, food and fun extras and, increasingly, great course conditions.

So, the crux of the problem for courses — generating more rounds and revenue through marketing — is also the beginning of an opportunity for superintendents. The time has never been better for you to think about your role in “selling” the course and the benefits that may hold for you. For example, have you brainstormed with management about the key differentiators in your maintenance or design that could become highlight points for a marketing campaign? Have you considered changes in your programs that could help enhance your facility’s reputation and revenues? Good examples could include widening fairways, adding yardage markers or lowering the cut of rough to speed play.

In short, there has never been a better time for superintendents to put on their marketing hats. Not only can it help with the short- and long-term economic success at your place, it can also be a rewarding way to grow your skills and remake your image within your facility. This is your chance to be an All-Star.

And this time, it definitely matters.

Pat Jones can be reached at 440-891-3126 or pjones@advanstar.com
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The Numbers That Shape Your Business

Golf Rounds Played

The percentages below represent the difference in number of rounds played in April 2003 compared to the number of rounds played in April 2002.

<table>
<thead>
<tr>
<th>REGION</th>
<th>APRIL</th>
<th>Y.T.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England (ME, VT, NH, MA, RI, CT)</td>
<td>-23.2%</td>
<td>-27.3%</td>
</tr>
<tr>
<td>Middle Atlantic (NY, PA, NJ)</td>
<td>-9.2%</td>
<td>-16.8%</td>
</tr>
<tr>
<td>East North Central (MI, OH, IN, IL, WI)</td>
<td>9.9%</td>
<td>4.3%</td>
</tr>
<tr>
<td>West North Central (ND, MN, SD, NE, KS, IA, MO)</td>
<td>11.5%</td>
<td>15.2%</td>
</tr>
<tr>
<td>South Atlantic (WV, VA, DE, MD, NC, SC, GA, FL)</td>
<td>-5.5%</td>
<td>-5.1%</td>
</tr>
<tr>
<td>Florida</td>
<td>4.3%</td>
<td>3.7%</td>
</tr>
<tr>
<td>East South Central (KY, TN, AL, MS)</td>
<td>-9.7%</td>
<td>-3%</td>
</tr>
<tr>
<td>West South Central (OK, AR, LA, TX)</td>
<td>2.4%</td>
<td>-2%</td>
</tr>
<tr>
<td>Texas</td>
<td>2.8%</td>
<td>-7%</td>
</tr>
<tr>
<td>Mountain (MT, ID, WY, NV, UT, CO, AZ, NM)</td>
<td>-3%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Pacific (WA, OR, AK, HI, CA)</td>
<td>-4.2%</td>
<td>1%</td>
</tr>
<tr>
<td>California</td>
<td>-7%</td>
<td>-1.6%</td>
</tr>
<tr>
<td>TOTAL UNITED STATES</td>
<td>-2.4%</td>
<td>-2%</td>
</tr>
</tbody>
</table>

GOLF DATATECH

What Course Do You Want to Play?

Thirty-three percent of golf’s best customers (those who play more than 25 rounds annually and/or live in a household that spends more than $1,000 annually on golf fees and equipment) now use the Internet for travel planning. The top sources of information they used in choosing the destinations of their most recent golf trips were:

- Word of mouth 49%
- Internet 33%
- Golf-related magazine 29%

Source: National Golf Foundation

Mechanics Rule

If you’re a golf course maintenance mechanic and you’re feeling unappreciated by your superintendent, get a load of this recent online study by Golfdom. We recently asked the question: What’s the most important tool a superintendent can have in his shop?

- A competent mechanic 75%
- Ear plugs to block out golfers’ complaints 11%
- A top-notch greens mower 10%
- Plant growth regulators 4%

Based on 193 respondents

ME HATE IT WHEN...

According to a recent survey by the National Golf Foundation for the GCSAA, golfers noted these course condition problems as the most irksome:

1. Unrepaired ball marks on greens
2. Poor bunker conditions
3. Recently aerified greens
4. Poorly conditioned tees
5. Limited drinking water on course

Source: National Golf Foundation