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Golfdom

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Marketing Molecules

Is It Time For An Irrigation Upgrade?

The FQPA

Read It. Live It. Love It.
Here's how to get one more year out of that old mower in these budget-conscious times

BY FRANK H. ANDORKA JR., MANAGING EDITOR

The general manager is riding you hard to keep expenses down and not make any unnecessary purchases before the end of the year. Then you visit your aging mowers in the maintenance building and wonder how you’re going to get one more year out of them before you have to buy new equipment.

Fear not. Golfdom went to the experts and asked them what they suggest superintendents do to coax one more year out of an aging mower. Here are some of their suggestions:

- **Follow the maintenance schedule in the owner’s manual.**
  If you haven’t already been doing this, anything else you do will probably be fruitless, says Stan Kinkead, president of National Mower.

  “If superintendents are just now thinking about how to prolong the life of their mowers, it’s probably a little late,” Kinkead says. “This is an issue they should be worried about from the beginning.”

  Adhering to the preventative maintenance schedule will prevent a complete breakdown of the machine that will force superintendents to purchase a new one, says Joe Zvanut, a spokesman for Jacobsen.

  “It’s cheaper to maintain the machine from the beginning than purchase a new one,” Zvanut says. “Make sure you know what needs to be replaced when and do it. A well-maintained machine is the best way to get maximum use out of it.”

  As part of following a preventative maintenance schedule, superintendents should create daily checklists for their mechanics to do before the machines go out on the course, says Carlos Calderon, services marketing manager for The Toro Co.

  Once you’ve done all the scheduled preventative maintenance, there are other steps you can take to squeeze one more year out of your machine.

- **Keep track of the maintenance you do.**
  Good records can let you know when a machine might be getting near a scheduled maintenance time, which is particularly important when it comes to maintaining older mowers, Zvanut says.

  “There are actually computer programs that will let you keep track from your desktop of how many hours a machine has logged,” Zvanut says. “These procedures are standard in the trucking industry, and we’re seeing more superintendents moving in that direction.”

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A Greener Future

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- Wash the machine.

Jeff Chapin, category product manager for the golf and sports turf division at John Deere, says keeping a machine clean helps prevent rust and corrosion, and lets you see potential problems like the beginning of rust and leaking hoses.

"You want to spot problems as soon as possible before they become so big that you have to replace an expensive part," Chapin says. "Keeping the machine clean will make the process easier."

- Don't scrimp on spending money for quality oils and greases.

Kinkead says some superintendents don't purchase the proper oils and greases for their machines because they say the products are too expensive. That's a big mistake.

"More expensive oils and lubricants cost more because they're better," Kinkead says. "It proves the old adage, 'You get what you pay for.' Using the proper oils, no matter what the cost, will prevent the damage that using inferior oils can cause."

- Consider getting a professional inspection from the manufacturer for your machines.

Calderon says superintendents should consider having mower company mechanics periodically do inspections of their older machines. At Toro, such an inspection leads to a customized maintenance schedule.

"We can tell you what parts will need to be replaced on your specific machine," Calderon says. "It helps you plan more effectively when you might need to make purchases."

- Switch from relief grinding to flat grinding to get one more year out of the reel.

If your mechanic is relief grinding the reels to keep the blades sharp, changing the method to flat-grinding will extend the life of the reels, Kinkead says.

"It's a simple change in procedure, and it will allow you to coax one more year out of the cutting units," Kinkead says. "It's not something a lot of people think about."

Deere's Chapin says keeping the blades sharp is one of the best ways to keep the old machine running.

"Dull blades cause the hydraulic equipment to work much harder than they would if the blades were sharp," Chapin says. "The mechanic should make sure to bring the blades back to factory specifications every time he sharpens them."

Chapin also suggests that superintendents send their mechanics to dealer-sponsored training sessions so they can keep up on the latest recommendations to keep mowers running. "It's a good place to learn all you need to know about getting the maximum life out of every piece of turf equipment you own."

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PRODUCTS & SERVICES

Tall fescue blend

Turf-Seed introduces new certified Southern Gold Plus, which features all the advantages of Southern Gold, a certified, premium tall fescue blend developed for the South. It is resistant to drought, heat, wear and has excellent tolerance to diseases like brown patch, according to the company.

Southern Gold Plus also has 10 percent Midnight Kentucky Bluegrass added, which gives it even better brown-patch resistance and improved resistance to both heat and drought. Southern Gold Plus is a dark-green, low-growing turf that stays green and healthy year-round even in the hot southern climate. For more information, contact 800-247-6910 or www.turfseed.com.

More time for more points

Syngenta Professional Products announced that superintendents now have more time to earn GreenPartners points and redeem those points for a variety of incentives. Joe DiPaola, Syngenta’s golf market manager, said the company has extended the lifetime value of GreenPartners points earned after Jan. 1, 2000, from three years to five years from the original date of purchase. That gives members two extra years to add points to those they already have earned, and also to redeem points for laptops, equipment, GCSAA travel and seminars or other items. For more information, contact www.syngenta.com.

Insecticide

FMC offers TalstarOne multi-insecticide. The primary product feature of TalstarOne is its ability to provide fast knockdown and long-lasting control of even the toughest turf, ornamental and common household insect pests including chinch bugs, mole crickets, leaf-feeding caterpillars, mites, mosquitoes and fire ants. TalstarOne multi-insecticide will replace Talstar®F insecticide/miticide. For more information, contact 800-321 1362 or www.talstar-one.com.

Fungicide

Sipcam Agro USA offers Echo Propiconazole EC Turf Fungicide Co-Pack. This new fungicide product combines Echo 720 and Propiconazole EC in an innovative dual-chambered container. It provides extended control of dollar spot and brown patch, as well as several other turfgrass diseases. By co-packaging the multisite contact properties of chlorothalonil and the systemic control of propiconazole, Sipcam Agro offers turfgrass professionals with a tank mix in a jug. For more information, contact 800-295-0733 or www.sipcamagrousa.com.

FMC's Tank mixable fungicides

Signature Fungicide now may be tank-mixed with Bayleton fungicide to provide broad-spectrum disease protection on turf, according to Bayer. The Environmental Protection Agency recently approved an amendment to the Signature label allowing approved use of the tank mixture. A true systemic fungicide, Signature moves throughout the plant, controlling diseases such as Pythium, anthracnose and bentgrass deadspot, as well as summer disease. It also activates the plant’s natural immune system to ward off further diseases. Bayleton controls brown patch and gray leaf spot, as well as dollar spot, which will complement the diseases Signature controls and offer an effective tank mix against diseases. Together, the fungicides will tackle most of the difficult diseases turf managers encounter, according to Bayer. For more information, contact 201-307-9700 or www.bayerprocentral.com.

Web site

The professional seed division of The Scotts Co. has a new Web site – www.scottsproseed.com. Superintendents, architects, builders and other turf professionals will now have easy access to printable specification sheets on more than 55 turf seed varieties and 20 blends and mixes. In addition, the site provides useful information on the 12 different genetic types of Kentucky bluegrass available and categorizes each Kentucky bluegrass variety by its type.

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FMC offers TalstarOne multi-insecticide. The primary product feature of TalstarOne is its ability to provide fast knockdown and long-lasting control of even the toughest turf, ornamental and common household insect pests including chinch bugs, mole crickets, leaf-feeding caterpillars, mites, mosquitoes and fire ants. TalstarOne multi-insecticide will replace Talstar®F insecticide/miticide. For more information, contact 800-321 1362 or www.talstar-one.com.
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A golfer is ready to tee off when another golfer in the adjacent fairway hits him square in the face with his golf ball.

"Idiot! Your ball hit me in the eye! I'm going to sue you for five million dollars!"

"I said 'fore!'" the other golfer protests.

"I'll take it!"

Golfdom's JOKE of the month

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PLASMA AND HIGH DEFINITION MODELS WILL CHANGE

THE WAY YOU LOOK AT THE WORLD OF TELEVISION

BY MARK LUCE

The confusion comes, of course, when people start talking about high-definition televisions and plasma in the same sentence. High-definition televisions are those that possess a wider screen, contain vastly higher resolutions (780 pixels or 1,080 pixels as opposed to 240 pixels on a standard TV), which means far more picture definition. In short, HDTVs are the compact disc player to the standard television's turntable.

Before you rush out to buy one, however, prepare for some serious sticker shock. The low end of HDTVs will run about $1,000 to $1,500. The middle range goes from $1,800 to $3,000 and tends to pack more screen size per price. The high end goes up, up and up. The I-am-king model is the Pioneer Elite Pro 1000, a 50-inch monster that looks, frankly, like reality. When I plopped down in a chair at Kief's Audio Video in my hometown to scope out the Elite Pro, it was so realistic I ducked when a pass came in my direction during the football game I was watching.

A word of warning about shopping for the things. Big-box chains, despite the promises of huge discounts off of list prices, are simply not the place to buy electronics. For better service, more knowledgeable staff and higher quality components, shop at an independent electronics store. It may seem more expensive, but remember that the money you think you may have saved was, most likely, an illusion.

And as you watch your new plasma or HDTV, you'll have to keep reminding yourself that the picture you see is only television.

Mark Luce a free-lance writer based in Kansas City, Mo., was sure Trent Green's pass was headed his way. He would have caught it, too.
The Articulator by Lastec and the racecar share many of the same qualities. Both are sleek, fast, and born in Indianapolis.

Both have unmatched maneuverability, though the Articulator is superior on berms — far better, in fact, than any other mower in the world. Both also feature a low center of gravity, with superb engineering. Of course, the racecar can hit speeds of up to 230 mph. But for mowing roughs, the Articulator gives you the speed you need, with a reasonable price tag to boot. So before buying your next rough mower, take the Articulator for a test drive.

To contact your local dealer:
317.808.0811

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