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Visit us at GCSAA Booth #2537
Into the Deep South

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ashes to become a cosmopolitan city with an international reputation. In fact, foreign business people rank Atlanta the best American city in which to do business. No place in America created more jobs than the 6,126 square miles that is home to the Atlanta metro area in the 1990s. The place houses more than 4 million people, its airport is the busiest in the world, and the good folks there love golf, the Braves, real estate and food — and they manage to bundle it all together with trademark Southern charm.

Although the boom in Atlanta has brought about some of the worst traffic in the country, it has also carried with it an influx of good cuisine, an embarrassment of cultural riches and more than a cartful of shopping opportunities for folks of all stripes.

Arrival and transportation
Atlanta’s William B. Hartsfield International Airport is gargantuan and busy. In 2001, more than 75.9 million folks passed through the place, and the airport features one of the most advanced security screening systems in the world. It’s about a 30-minute to 45-minute — depending on the traffic — cab ride downtown. If you ride solo, it’s a flat rate of $25, but if you double ($26) or triple up ($30), you’ll save bucks.

Once settled in near the Georgia World Congress Center, cab rides within the downtown district are a flat $6 ($1 extra for each passenger). Or you may opt for the clean, easy-to-use subway called the MARTA, which runs $1.75. And no, your eyes do not deceive you — there are 100 streets in Atlanta containing the name Peachtree.

Crash course on the neighborhoods
Buckhead: It can get rowdy at night with the partying crowd downtown (intersection of Peachtree and Paces Ferry Roads), but it’s a clean, safe, ritzy area with outstanding eats — including Chops (70 West Paces, 404-262-2675) for steak and the Atlanta Fish Market (265 Pharr Road, 404-262-3165) for seafood.

Little Five Points: This area is Atlanta’s answer to Greenwich Village. Young and edgy, it’s filled with taverns, second-hand shops and music venues. It’s also home to the Jimmy Carter Presidential Center and Library (441 Freedom Pkwy., 404-331-3942) To blend in, refer to the neighborhood as “L5P” Virginia Highland: It’s quieter than Buckhead or L5P, but still hip. It contains lots of art galleries, quirky shops and Blind Willies Tavern (828 N. Highland Ave. NE, 404-873-2583), the place to hear deep-fried Southern Blues. Also home to Fernbank Natural History Museum (767 Clifton Road, NE), which has an amazing collection of dinosaur bones.

Midtown: This is the spot for latenight clubbing, and home to the enormous and beautiful Piedmont Park, and the equally grand Woodruff Arts Center (1280 Peachtree St. NE, 404-733-4200), which features the High Museum of Art.

Groovy things happening on GCSAA weekend
Atlanta has been buzzing about Paris in the Age of Impressionism, a blockbuster show at the High Museum of Art (1280 Peachtree St., NE) that features an impressive array of artwork from Cézanne to Monet. Get tickets in advance at 404-733-5000.

While the Atlanta Hawks aren’t exactly swishing their way to the playoffs, they are playing the youthful, exciting Golden State Warriors on Feb. 11.

Make sure you check out the High Museum, which is currently hosting an exhibit featuring the Parisian impressionists from Cézanne to Monet.

You’d better not drink Pepsi products in the city that boasts the Coke Museum, which traces the history of the soft drink from its beginning until today.
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Roots Turf Food 15-3-8

Nutritional Facts
Amount per app: 5 lbs./1,000 s.f.
Applications per Year: 4
Nutrients delivered in total year per 1,000 sq. ft.

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Continued from page 52

the Philips Center (1 CNN Center). Score tickets at 404-827-3865. The Philips Center hockey tenants, the Atlanta Thrashers, take on Jaromir Jagr and the Washington Capitals on Feb. 12 and have a marquee match-up with the Detroit Red Wings on Feb. 15. Tickets are available at 404-584-PUCK.

If your spouse is along, you would do well to nab the tickets remaining for Grammy-winning singer Diane Reeves’ celebration of Sarah Vaughn, Feb. 14-15 at The Atlanta Symphony Orchestra (1280 Peachtree Street, NE). Get tickets at 404-733-5000.

**Fabulous food**

Ken Mangum, director of golf courses & grounds at the Atlanta Athletic Club, likes to dine in the bustle of Buckhead. For kicking back and scooping a sporting event, Mangum recommends Three Dollar Café (3002 Peachtree Road NW, 404-266-8667), a casual, lively place that offers some of the best wings in the city.

While the food may be exotic (including veal meatloaf with wild mushrooms and celery mashed potatoes and homemade potato chips with warm Maytag blue cheese), The Buckhead

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Traveling Music

Here's a small, but significant sampling of albums by Georgian musicians. As you can see, it isn't all country. But it is distinctive enough to make a great convention soundtrack.

**James Brown, Live at the Apollo** — The Godfather of Soul and hardest-working man in show business grew up in his aunt’s brothel in nearby Augusta.

**Atlanta Rhythm Section, Very Best of Atlanta Rhythm Section** — It doesn’t take an “Imaginary Lover” to figure out that this “Champagne Jam” band has got oodles of “Georgia Rhythm.”

**R.E.M., Lies Rich Pageant** — This is jangly college pop from the masters of jangly college pop.

**Outkast, Stankonia** — The original purveyors of the “Dirty South” sound, this Atlanta duo turned hip-hop on its head with intelligent & sometimes raw lyrics and a thumping beat.

**Buckner and Garcia, Pac-Man Fever** — Yes, this one-hit wonder band still lives and works in Atlanta.

**Charlie Daniels Band, The Devil Went Down to Georgia** — We just couldn’t overlook this classic single.

**Vicki Lawrence, The Night the Lights Went Out in Georgia** — Some 70s swank to soothe the soul.

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When you need a ride in a busy city, it’s a welcome sight. But when it shows up on your course where it doesn’t belong, there’s nothing worse than seeing yellow. Why not choose our preemergence herbicide instead? Dimension™ specialty herbicide never stains and always delivers long-lasting...
Diner (3073 Piedmont Road, 404-262-3336) has all the charms of a casual joint and doesn’t have a dress code.

For a bit more tony dining, Mangum recommends the Southwestern cuisine and Prickly Pear Margaritas of Nava (3060 Peachtree Road, 404-240-1984); the bustle and seafood of The Atlanta Fish Market (265 Pharr Road, 404-262-3165); the steaks at the luxurious splendor of Bones (3130 Piedmont Road, 404-237-2663); the nice views of the Chattahoochee River and the nicer New American cuisine of Canoe (4199 West Paces Ferry Road SE, 770-432-2663); the gargantuan portions of Italian bliss at Maggiano’s (3368 Peachtree Road NE, 404-816-9650); and the Brazilian, upscale carnivore haven of Fogo de Chao (3101 Piedmont Road, 404-995-9982).

Locals such as the Atlanta-Journal Constitution’s book editor Teresa Weaver swear by Chef Eddie Hernandez’s flavorful Southwestern cuisine at The Sundown Café (2165 Cheshire Bridge Road, 404-321-1118). It’s tucked in a boring strip mall, but with items such as The Memphis (barbecued pork & jalapeno slaw on a taco), a variety of chowders and a seafood burrito jammed with shrimp and crawfish, who cares about the décor. It’s fast, cheap and casual dress is encouraged. Weaver also

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Image: The Fernbank Natural History Museum (left) boasts an impressive collection of dinosaur bones.

Image: The state capital (below) of Georgia has risen from the ashes left by Union General William T. Sherman.
Into the Deep South

Continued from page 55 recommends Baraonda (710 Peachtree St. at Third Street, 404-879-9962), a casual-hip Euro bistro that she says serves the best Neapolitan pizza in town. Weaver also loves the wine list and upscale American cuisine of the new One Midtown Kitchen (559 Dutch Valley Road NE, 404-892-4111).

Please keep in mind, Atlanta is a food-mad town, and restaurant-hopping remains a social sport. Making your reservations before you even leave for the convention is a good idea.

What to avoid

There is not much in the mega-shopping complex known as Underground Atlanta that you wouldn't find at any mall in the country. It's routinely stuffed with tourists. Remember, you are a professional.

As in all large urban areas, crime is a threat in Atlanta. The key if you don't know the city is to stay on the main thoroughfares of the districts you are visiting. If you stray, you could find serious trouble — quickly. Downtown after dark is not a place to make new friends and stand around gawking at the architecture. Buckhead does attract some unsavory characters, so watch yourself late at night, especially if you are leaving a bar. Midtown, too, can be very dicey in the wee hours.

Be smart — don't flash a wad of cash, know where you are going and take cabs. Instead of showing your wallet in your back pocket, just put your ID, money and plastic in a clip and use your front pocket. And remember, don't wear your show badges out on the town because they scream "Mug me" by identifying you as an out-of-towner.

Literary Atlanta

We perused our libraries in search of a few titles of local interest, as Atlanta was home to Margaret Mitchell and Martin Luther King Jr. Nobel-Prize-winning former-president Jimmy Carter still lives and works in Atlanta.

Margaret Mitchell.
Gone with the Wind

Jimmy Carter.
Keeping Faith: Memories of a President

Brinkley, Douglas.
The Unfinished Presidency: Jimmy Carter's Journey Beyond the White House

Martin Luther King Jr.
Letter from a Birmingham Jail

Taylor Branch.
Parting the Waters, America in the King Years, 1954-63
(won the Pulitzer Prize)

Tom Wolfe.
A Man in Full

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New at the Show

Here are some products you'll want to see as you're walking the aisles of the Atlanta Convention Center

BY FRANK H. ANDORKA JR., MANAGING EDITOR

Well, we have straight from GCSAA CEO Steve Mona's mouth — attendance at next month's show in Atlanta will likely be lower than last year's in Orlando, which was crippled by the effect the Sept. 11 attacks had on the travel and tourism industry.

Mona says the sluggish economy will suppress turnout, and the uncertainty about Atlanta's weather in February may deter some from attending the show. (For the record, we wonder if anyone is asking inside the walls of the GCSAA headquarters why the association chose Atlanta as a spot when even its CEO thinks it's a bad place to hold a conference. But we digress.)

Still, a smaller turnout will have one advantage for those who do attend: Superintendents won't have to fight their way through maddening crowds to pick up their annual Pursell Technologies green basketballs.

The other advantage, of course, is that superintendents who want to see the latest products will have plenty of room to do so. Here are some of the products that people will be rolling out at this year's GCSAA Conference and Show:

Mower designs
National Mower's 8400 hydrostatic triplex mower tackles the most difficult hills, slopes, banks and edges with ease, according to the company. The 8400 includes power steering for extra control while trimming difficult areas or negotiating tight corners. The company will also highlight its I-Stripe mower, a 22-inch walk-behind rotary mower with a powered rear roller for creating the classic striped finish. For more information, visit National Mower at booth 4046, call 651-646-4079 or visit its Web site at www.nationalmower.com.

Superintendent Tool
Par Aide introduces its Superintendent Tool. This 12-function, stainless steel multitool was created with superintendents in mind. In addition to the tools you would normally find in similar products (pliers, knife, saw, screwdrivers, bottle opener and ruler), the tool also contains four specialty tools for superintendents, including a handy ball-mark repair tool, a wire brush, an Allen wrench and a sand/dirt scraper (used to clean area on greens around newly cut cups). For more information, visit Par Aide at booth 3237, call 888-893-2433 or visit its Web site at www.paralde.com.

Golf Accessories
Standard Golf Co. introduces its new Seed and Soil Bottle Rack, designed to help superintendents solve the problem of keeping seed-and-soil bottles ready for use to fix divots. The new bottle rack holds up to 30 bottles and can be easily transported for use between the ninth and 10th greens to encourage golfers to exchange empty bottles, according to the company. It will also introduce the Heavy Duty Irrigation Head Trimmer, along with a host of accessories made from environmentally friendly recycled rubber. For more information, visit Standard Golf at booth 2537, call 319-266-2638 or visit its Web site at www.standardgolf.com.

Fungicide products
BASF is ready to talk about its new Emerald fungicide, which is currently under review by the U.S. Environmental Protection Agency and is not yet commercially available. It will also introduce a new version of its Pendulum herbicide, called Pendulum AquaCap. It features a patented microencapsulation technology that develops better performance of its pendimethalin product. For more information, visit BASF at booth 1917, call 800-545-9525 or visit its Web site at www.turffacts.com.

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Water issues got you puzzled?
We've got the perfect fit.

Water management. It's an integral piece of the overall picture. But have you thought about how important that piece really is? You know that water is vital for plant growth and plays an important role in carrying fertilizers and pesticides into the rootzone. But how to get it there uniformly? That's where Aquatrols can help. We provide a range of surfactant products tailored to work together to meet the specific needs of your turf. No need to be puzzled – we've got the missing pieces.
GCSAA Product Preview

Continued from page 58

Topdressing equipment

Turco will introduce the multifunctional WideSpin 1530 Truck Mounted Broadcast Top Dresser. The WideSpin 1530 combines a light topdresser with technology that consistently delivers heavy applications at unprecedented widths. With a few adjustments, the WideSpin 1530 can switch from heavy to light topdressing in minutes with no attachments and no hydraulic connections, according to the company. For more information, visit Turco at booth 4046 or visit its Web site at www.turco.com.

Chemical compounds

Lesco Turf & Ornamental delivers the proven effectiveness of propiconazole at a value-oriented price with its Spectator fungicide. This new systemic product from Lesco provides preventive and curative control of 19 turfgrass diseases. The company will also feature its 18 Plus Fungicide, which is a locally systematic action for enhanced uptake and even distribution and also provides a 14-day residual. For more information, visit Lesco at booth 2235, call 800-321-5325 or visit its Web site at www.lesco.com.

Spraying units

Dakota Pest & Equipment will show off its new portable syringing unit, the GreenWave. This high-precision, metered syringing unit features a Dosamatic Advantage injector, with flow rates from .25 gallons per minute to 30 gallons per minute, making it ideal for syringing or other spot chemical treatments, according to the company. The 100-foot, 1-inch hose stores easily on a Reelcraft reel and connects quickly to any irrigation system head. This self-contained unit also features an 8-gallon reservoir for liquid chemicals and is mounted on a base that expands from 42 inches to 66.5 inches to ensure a snug fit on the back of most utility vehicles. For more information, visit Dakota Pest & Equipment at booth 4157 or call 800-477-8415 or visit its Web site at www.dakotapest.com.

Water coolers

Great Lakes Golf Course Products plans to introduce what it describes as the longest-lasting and most maintenance-free water cooler enclosure in the industry. Constructed of 98-percent high-density polyethylene, this unit reduces unnecessary maintenance expenses, freeing up valuable time for golf course personnel to perform other important tasks. This high-grade recycled plastic offers several advantages over other forms of recycled plastic because it never has to be painted. It also resists chips, peeling, discoloration, rust, rot and cracks. It also is vandal/graffiti-resistant and insect-proof, according to the company. For more information, visit Great Lakes Golf Products at booth 4019, call 800-505-7926 or visit its Web site at www.glprim.net.

New surfactants

Precision Laboratories is introducing Award, a soil surfactant designed for use by superintendents to manage water in both constructed and native soil profiles. Award contains ingredients that optimize soil water management and playability, according to the company. In particular, the product influences deep infiltration of water into and through the root zone and maximizes the efficiency of water and allows turf to dry more easily, the company says. Award also prevents and treats soil hydrophobicity. The formulation and application interval offers predictable performance throughout the growing season and is applied at rates of 8 ounces per 1,000 square feet every 60 to 90 days. Award is available in liquid form, with a planned release of a granular product in the summer. For more information, visit Precision Laboratories at booth 823, call 800-323-6280 or visit its Web site at www.precisionlab.com.

Verticutter Blades

The Toro Co. will feature an improved greens-mower verticutter using the dynaBLADE, which has carbide tips. Toro’s Helmut Ullrich says the carbide blade is superior in performance to traditional blades because it doesn’t wear and dull as fast as other blades. The dynaBLADE also removes more thatch than traditional blades and cuts very cleanly, Ullrich adds. It is an excellent tool for managing greens, especially the new cultivars. The company will also introduce e-Train for its SitePro® central controller software, the first module of its new computer-based training program. For more information, visit Toro at booth 2747, call 952-888-8801 or visit its Web site at www.toro.com.

Closed-case rotors

Rain Bird’s will highlight its newest closed-case, valve-in-head rotor — the Eagle 1100. It provides an easy solution for quick coupler system upgrades and is designed for larger single-row or double-row irrigation systems with sizable spacing, the company says. Company representatives will also be available to discuss Rain Bird Financial Solutions, its new financing program that offers customers flexible payment options and terms, and its Wireless Rotor, which the company says is the industry’s first rotor to communicate from a central control, handheld unit or satellite controller without the use of underground wiring. For more information, visit Rain Bird at booth 747, call 626-812-3600 or visit its Web site at www.rainbird.com.

Poa annua control

Cropchem will debut its Nature’s Best Plus Turf Restore for Poa annua control at the show. The bacterial culture in the product weakens the Poa plants, which allows bentgrass and bermudagrass plants to compete more effectively, according to the company. For more information, visit Cropchem at booth 3982 or call 877-450-7298.