Flat, intensively patterned drainage designs are the best way to collect and remove excess water from greens. “Flat” provides an extensive collection area that is out of reach of maintenance tools. “Intensively patterned” provides fast drainage response while inhibiting the migration of soil particles.

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The Numbers That Shape Your Business

Football Scores Big
How About Golf?

Percentage of Americans who are fans of these sports:
- NFL: 67%
- Major League Baseball: 59%
- College football: 56%
- NBA: 51%
- Figure skating: 50%
- College basketball: 47%
- NASCAR: 45%
- Pro Golf: 40%

ESPN

Golf Rounds Played

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

<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>80.2%</td>
<td>-6.8%</td>
</tr>
<tr>
<td>Middle Atlantic (NY, PA, NJ)</td>
<td>81.8%</td>
<td>-9.3%</td>
</tr>
<tr>
<td>East North Central (MI, OH, IN, IL, WI)</td>
<td>75.2%</td>
<td>-1.2%</td>
</tr>
<tr>
<td>West North Central (ND, MN, SD, NE, KS, IA, MO)</td>
<td>-35.1%</td>
<td>1.6%</td>
</tr>
<tr>
<td>South Atlantic (WV, DE, MD, VA, NC, SC, GA)</td>
<td>5.3%</td>
<td>-2.8%</td>
</tr>
<tr>
<td>Florida</td>
<td>5.8%</td>
<td>2.4%</td>
</tr>
<tr>
<td>East South Central (KY, TN, AL, MS)</td>
<td>10.1%</td>
<td>1.1%</td>
</tr>
<tr>
<td>West South Central (OK, AR, LA)</td>
<td>10.8%</td>
<td>-1.2%</td>
</tr>
<tr>
<td>Texas</td>
<td>10.1%</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Mountain (MT, ID, WY, NV, UT, CO, AZ, NM)</td>
<td>-12.4%</td>
<td>-2.7%</td>
</tr>
<tr>
<td>Pacific (WA, OR, AK, HI)</td>
<td>-3.8%</td>
<td>-2%</td>
</tr>
<tr>
<td>California</td>
<td>-3.7%</td>
<td>-3.2%</td>
</tr>
<tr>
<td><strong>TOTAL UNITED STATES</strong></td>
<td>2.4%</td>
<td>-2.6%</td>
</tr>
</tbody>
</table>

Golf Industry Show 2005

Did You Know...
... that 45 percent of superintendents play golf at least once a week and 24 percent play at least once a month?
... 54 percent of superintendents serve as consultants (paid or unpaid) for athletic facilities or grounds other than their golf courses?

On to Orlando

Attendance for the GCSAA Conference and Show in San Diego was 19,317, up 1,153 from last year's total of 18,164 in Atlanta. We asked superintendents recently if they planned to attend next year's show in Orlando, which will combine with the National Golf Course Owners Association to form the first Golf Industry Show. Here's what they had to say:

- You bet: 61%
- I plan to, but the budget will decide: 27%
- Not likely: 6%
- Can't get away from work then: 0%
- Don't know: 7%

* BASED ON 101 RESPONSES

Golfdom's Big Picture is brought to you in partnership with Toro®
Introducing the Toro ProCore 648.

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They asked for it in their first-ever “listening session,” and they got it—lots of suggestions to improve the National Turfgrass Evaluation Program (NTEP). The “listeners” seeking feedback on the NTEP program were NTEP Policy Committee members and Executive Director Kevin Morris.

In a classic example of “be careful about what you ask for, you might get it,” the audience of 52 people, most of them either seed marketers or turf trial sites across the United States and Canada, where species and their many suggestions to either broaden NTEP’s varieties (the tall fescue trials have more than 170 entries) are evaluated and their characteristics compared one against the others. Green industry professionals use the NTEP results to select the most appropriate turf for the sites they establish and maintain.

The question that everyone left the room with was: How many of these suggestions can (or should) NTEP implement? The suggestions offered at the two-hour session held during the GCSAA Conference and Show in February will give NTEP policy members a lot to talk about when they next convene in June, especially since most of the audience seemed pleased with the program in general, and nobody suggested wholesale changes.

The NTEP, of course, is North America’s unbiased source for information about turfgrass performance.

This information is compiled from trial sites across the United States and Canada, where species and their many varieties (the tall fescue trials have more than 170 entries) are evaluated and their characteristics compared one against the others. Green industry professionals use the NTEP results to select the most appropriate turfs for the sites they establish and maintain.

The rating process drew its fair share of comment at the meeting. Evaluators at each location rate give each individual trial entry numerical ratings in categories such as color, spring greenup and density, among others. The ratings are based on visual inspection, which is admittedly subjective.

Several in the audience also sug-
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Paul Knulty, CGCS
Superintendent
The Oak Club of Genoa
Genoa, Ill
Turf type: Mix of blue grass and rye grass tees and fairways; Bentgrass greens

Raise the bar. Call 1-800-545-9525 or visit www.turffacts.com for more information or to locate a BASF distributor in your area.
Off The Fringe

Before You Grab a Cup

How many cups of coffee do you drink at the maintenance facility in the morning? You might be fooling yourself if you think coffee helps you perform better out on the golf course, according to a recent study. Men who work alone may increase their stress levels by taking a coffee break in the belief that it will help them perform faster. But men who work in teams could feel less stressed after enjoying a sharp intake of caffeine, but this may make them less effective, according to a study by the University of Bristol in the United Kingdom. Existing theories suggest that caffeine consumption can trigger stress, but there is also evidence that it boosts confidence and makes people better able to perform various tasks. The Bristol research tried to reconcile these different perspectives. The research was sparked by an anecdote from a man taking part in a stress-management workshop, describing a trip to the United States with his small business team. During the trip, coffee was freely available, and the team overindulged. Within days, stress levels had escalated, and they believed that the extra caffeine had disrupted relationships. Aiming to test this theory, the Bristol researchers found that caffeine did indeed heighten feelings of stress while performing stressful tasks, but unexpectedly this happened especially in men. However, the effects of caffeine on performance were likely to depend on the type of task and whether participants were working alone or in teams.

"The commonplace tea or coffee break might backfire in business situations," a researcher said. "Far from reducing stress, it might actually make things worse."

Quotable

"Don't make any cracks about our accents. Remember, we're the ones speaking English, and you're the ones with the accents."

— Stephen Bernhard, president of the British company Bernhard and Co., which makes mower-sharpening machines, talking to members of the American press at the GCSAA Conference and Show.

"I've never been to an event where there's been so many positive comments about the location."

— GCSAA CEO Steve Mona on San Diego, the site of this year's GCSAA Conference and Show.

Princess 77 Provided Cimarrón Golf Course with the Cost Effective Solution for Their Renovation Project

Cimarrón Golf Course needed to renovate their fairways to a bermudagrass variety equal in quality to Tifway 419 but couldn't afford to shut down for the renovation. Princess 77 hybrid bermudagrass from seed was the answer.

"We have seen great seedling vigor in Princess 77 over-seeded into ryegrass fairways" reports Mario. "We had full coverage in eight weeks and never shut down for the renovation. Our fairways look great and we are thrilled with the ease of handling seed as opposed to sod." Princess 77 also helped Cimarrón achieve an environmental goal of cutting their water usage for the year. Mark Goulet, Head Golf Professional for Cimarrón says "We expect to achieve a larger water savings next year by increasing the amount of Princess 77 on our course."

Available in seed and sod.

PRINCESS-77


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Cascade™ Plus moves water throughout the root zone.

Even in over-saturated or dry root zones, Cascade Plus effectively moves water throughout the turf profile resulting in better playability. In fact, university tests prove that the unique chemistry of Cascade Plus consistently delivers long-lasting improvements in root mass, water efficiency, and turf color and quality. So whether you’re contending with hydrophobic soils, localized dry spot, or super-saturated turf, remember that Cascade Plus is the water management tool of choice of superintendents everywhere.

For more information about Cascade Plus or any of our best-of-class turf products, call 800-323-6280 or visit our website at www.precisionlab.com
Jay Morrish has had enough. After 40 years in the golf course design business and more than 100 courses to his credit, he's getting out at the end of the year — and not because he wants to.

"I've had all the fun I can stand," he says, the sarcasm oozing through the phone lines all the way from Texas to Connecticut. "It's a mess. It really is. I'm disgusted with it."

What's taken the fun out of work for Morrish, 67, is the length the golf ball is flying these days, not just off the clubs of pros, but all golfers who regularly hit it more than 300 yards. Morrish isn't some hack who has been stamping out mundane work in his more than 40-year career. He is an accomplished designer with such well-regarded layouts to his credit as The Stone Canyon Club in Oro Valley, Ariz., and two he drew up with Tom Weiskopf, The Rim in Payson, Ariz., and Double Eagle Golf Club in Galena, Ohio. The pair also created Loch Lomond in Scotland, the first American architects ever to build there. Morrish also partnered with Jack Nicklaus from 1973 to 1983.

The quick and best and correct answer to Morrish's dilemma is for the USGA to push back the golf ball. You know it. Morrish knows it, and the USGA surely knows it.

"It would be so simple to slow down the golf ball," Morrish says. "Let them keep playing with their clubs that look like they have mailboxes tied onto them."

No chance.

Morrish is concerned that the classic courses are being put out to pasture by technology. He seethes at the Titleist ads that mock architects and their desire to preserve those designs.

Somewhere Wally Uihlein is chuckling. Like the chairman and CEO of Acushnet, Titleist's parent company, cares what Morrish thinks.

"We're all in this together. I hope the tour will decide this is not good for the game," Morrish says, but knows better.

He tells a story of watching Phil Mickelson on television as he recalled his round: driver, nine-iron; driver, wedge;
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Never underestimate a golfer's appreciation for superior turf.
Continued from page 18
three-wood, nine-iron. No long-iron ap-
proaches. All short clubs. Ridiculous.
“The only hope is if people get bo-
ed watching it on TV,” Morrish says.
As a result of the “advancements,”
Morrish has thrown his hands up in the
air. He is at a loss on how to design in a
way to defend against the long hitters
without building 7,700-yard layouts.
How awful for someone so talented
to realize the skill and artistry that made
him such a sought-after architect is now
somehow out of date and irrelevant.
The simplest of tasks have become
impossible to achieve for him, like an
accomplished guitarist not knowing
where to place his fingers to play a basic
chord. “I don’t have a clue on where to
put a fairway bunker,” Morrish says.
Sad.
Morrish says he has one way to at
least make a stand against length, and
that is building six par 3s into every
layout (course owners who want a tra-
ditional par-72 layout scoff as his
idea), which allows him to exert con-
trol to some extent. He did it years ago
at a course in Flagstaff, Ariz., called
Forest Highlands Golf Club to com-
battle the length golf balls fly because of
the elevation.
Given his druthers, Morrish would
design one-shotters beginning at about
250 yards and working their way down
in increments of 15 yards or so.
“I can at least make you hit six differ-
ent clubs during a round of golf,” he said.
“The test use to be you had to hit
14 clubs during a round. Not any more.”
The other accomplishment of six
par 3s is that it allows for players of
different levels to be using the same
club into greens. A midhandicapper
playing from the middle tees could be
using the same club as a lower handi-
cap at the back tee markers.
Morrish has some business left before
he goes. There are three courses in the
works with his name on them. They will
be his last. His partner, son Carter, will
carry on what will then be a one-man
business after his father departs.
Morrish intends to travel when he re-
tires. Yeah, he knows that sounds crazy
— someone who has spent the better
part of 40 years on the road, wanting to
travel. But now, he says, he is going to
travel how and where he wants.
Driving through rural West Texas is
high on his list, as is visiting New Eng-
land to see the leaves in the fall. If he
heads up this way, where I live, I hope
we can get together and visit some of the
classic courses.
Maybe we’ll stop into the Titleist
headquarters so Uihlein can look us in the
eye and tell us technology isn’t ruining the
game. Maybe Morrish and I will look
him in the eye and tell him he’s a liar.

Pioppi is a contributing editor for Golfdom.