Multi-Flow is the most effective golf course drainage system on the market today. Combining extended surface area with unobstructed, enclosed flow channels results in superior drainage performance. And, its narrow shape makes it fast and easy to install.

You might expect an advanced system like this to break your budget. But due to reduced installation costs, a completed Multi-Flow system will save you as much as half the money you would spend on a less effective and less durable system.

Whether it is installed flat in your greens or vertically in your fairways, you can’t buy or build a better golf course drainage system.

It’s all about water!
Have Mercy

Everyone needs to feel compassion. So next time one of your crew members is having a bad day — even if the worker is 20 years younger than you and speaks a different language — show that person you care by asking what’s troubling him or her. Try to help people with their problems as much as you can.

Befriend Them

Just because you’re the boss doesn’t mean you have to detach yourself from your workers’ private lives. Know their names. Better yet, know their children’s names, and ask them how their children are doing.

The key is that you have to earn their trust and respect by building your integrity. And this is one of those building jobs that’s never finished.

Appreciate Them

Don’t treat workers like robots. Tell them and show them how much you care about their efforts. Gather them round at the end of the work week and tell them that you’re proud of them for doing a good job. Maybe you can show your gratitude by presenting them with $25 or $50 gift certificates to local stores or restaurants.

It’s vital to let them feel appreciated.

Want to add a rule to The Eight Rules for Being Cool? Send an e-mail to Larry Aylward at laylward@advanstar.com.
Cutless® and Primo MAXX® Tank-mix Program

The whole is greater than the sum of its parts

Cutless and Primo MAXX tank-mix (4 oz. and 5 oz. per acre)

As a turf growth regulator, Cutless not only slows the growth rate of turfgrass, but also provides darker green color, improved turf density, less clippings and reduction in scalping.

Primo MAXX® plant growth regulator has been widely accepted as providing excellent turf enhancement benefits including better turf color, improved turf density and stress reduction.

But together—as a tank-mix using half rates of each product—the results will be even better than Cutless or Primo MAXX applied alone at their full rates. Research and demonstration trials conducted this year revealed that Cutless and Primo MAXX tank-mixes provided superior turf density, better dark green color without initial bronzing or off-color, more uniform growth regulation, less scalping and better overall turf quality than either product alone.

See for yourself that the “whole is greater than the sum of its parts”... try the Cutless and Primo MAXX tank-mix on your course.

For more information about Cutless turf growth regulator, call 1-800-419-7779 or visit our web site at www.sepro.com.

The key tank-mix benefits:
- Superior dark green turf color
- Greater turf density
- Better overall turf quality
- More uniform growth regulation
- Reduction or elimination of bronzing (initial off-color)
- Reduction in scalping

Available in 8 lb. case or new 30 lb. SuperPak

For the golf course superintendent who wants unsurpassed turf playability and quality, the Cutless and Primo MAXX tank-mix provides the ultimate turf color, density and playability—in addition to the basic turf growth regulator benefits achieved by either product alone.
Gas prices have soared the past few months. We asked superintendents: How has the price increase in gas affected your maintenance operation?

Big time. My maintenance budget is in flux 7%

It's hurting us. We've had to cut back in other areas 18%

Somewhat, but we're getting by 55%

Not at all. The price can rise to $3 a gallon for all I care. 20%

Based on 137 responses

The percentages below represent the difference in number of rounds played in the month of March 2004 compared to the number of rounds played during March 2003.

<table>
<thead>
<tr>
<th>REGION</th>
<th>MARCH</th>
<th>Y.T.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England ME, VT, NH, MA, RI, CT</td>
<td>34.1%</td>
<td>50.8%</td>
</tr>
<tr>
<td>Middle Atlantic NY, PA, NJ</td>
<td>9.7%</td>
<td>16.2%</td>
</tr>
<tr>
<td>East North Central MI, OH, IN, IL, WI</td>
<td>6.6%</td>
<td>10%</td>
</tr>
<tr>
<td>West North Central ND, MN, SD, NE, KS, IA, MO</td>
<td>-8.6%</td>
<td>-9.5%</td>
</tr>
<tr>
<td>South Atlantic WV, DE, MD, VA, NC, SC, GA</td>
<td>11.3%</td>
<td>7.3%</td>
</tr>
<tr>
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<td>9.2%</td>
<td>5.6%</td>
</tr>
<tr>
<td>East South Central KY, TN, AL, MS</td>
<td>.7%</td>
<td>5.3%</td>
</tr>
<tr>
<td>West South Central OK, AR, LA</td>
<td>-7%</td>
<td>2.7%</td>
</tr>
<tr>
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<td>-1.4%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Mountain MT, ID, WY, NV, UT, CO, AZ, NM</td>
<td>8.4%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Pacific WA, OR, AK, HI</td>
<td>5.1%</td>
<td>-1.3%</td>
</tr>
<tr>
<td>California</td>
<td>.4%</td>
<td>-2.9%</td>
</tr>
<tr>
<td>TOTAL UNITED STATES</td>
<td>6.5%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Watch Out for the Sizzling Sun

That summer sun feels good, doesn't it? But remember: No matter where you tend turf – from Washington to Florida – make sure to lather on the sunscreen to help prevent skin cancer time.

The May issue of the Mayo Clinic Health Letter offers tips on sunscreen use:

- Buy adequate protection – Choose a sunscreen with a sun protection factor (SPF) of at least 15. Many dermatologists recommend an SPF of 30.
- Be sure it protects against ultraviolet (UV) A and B rays.
- Prepare – Apply sunscreen 30 minutes before you go outside. Use it even on cloudy days. UV rays can penetrate cloud cover.
- Apply thickly and thoroughly to all exposed skin.
The Toro® Reelmaster. Year after year, it makes any number of favorable impressions. The optimized cutting unit, alone, has been known to turn heads with its tournament quality cut and clipping dispersion. For others, the beauty lies in its durability, and Toro’s proven support. Either way, the Toro Reelmaster line continues to redefine the game. For a closer look, visit toro.com.
Core golfers on the rise
A new National Golf Foundation (NGF) study shows a 5 percent increase in the number of "core golfers," defined as golfers more than 18 years old who play at least eight rounds of golf per year.

The organization's Golf Participation in the U.S., 2004 report indicates that the number of core golfers grew from 12.6 million in 2002 to 13.2 million in 2003.

The news was also positive for overall golf participation, which rose 3.3 percent to 37.9 million golf participants in 2003, the NGF reports. Women and children comprise the two groups showing the largest increases in participation in recent years, and the NGF says both groups still have room to expand.

But the core golfer numbers are the most important ones to look at to gauge the health of the industry, says Joe Beditz, president and CEO of the NGF. "We track all golf participation segments, but it's the core golfers that we keep the closest eye on," Beditz says. "Core golfers are the bedrock of golf demand."

Fake course shelved
Remember the story out of Colorado last year about the golf course that was to be the nation's first artificial-surface, 18-hole championship course? Depending on your view, the course either sounded real cool or real dumb.

Well, it's neither right now. That's because the brakes have been put on the Echo Basin Golf Club because of a lack of money, according to a news report. The planned housing subdivision, needed for construction for the course, has not been approved. Therefore, the first phase of the subdivision can't proceed as planned, the Cortez Journal recently reported.

TourTurf, the popular cryogenic fiber turf, Briefs continue on page 18

The Fictitious Life of a Superintendent
SCOTT SIMPSON SAYS HIS BOOK, THOUGH, IS A REFLECTION ON HIM AND OTHERS IN THE INDUSTRY

By Robin Sutell
Steve Hunter's story is one of life, loss and love and the affect the profession known as golf course management has on all of the above.

Jaded and battle-scarred, thrice married and divorced, this veteran superintendent knows the ropes and isn't afraid to tell it like it is. Or rather, Hunter's creator, first-time author and golf course industry consultant Scott Simpson, isn't bashful about baring the naked truth about life behind the greens.

Simpson, founder of Sunlinx, a Colorado Springs-based golf course management and consulting firm, realized that most golf lovers, who typically believe they would find a personal Nirvana by working at a golf course and playing free golf, have no clue what life in the golf industry is really like.

"Over the years, I have been inundated with questions from folks interested in getting into the business," Simpson says, adding that he wanted to provide folks with a genuine, behind-the-scenes view of life in the golf course management industry without sounding like a text book. "Outsiders not in the industry don't have the feel for the pitfalls. It's a noble profession, but it isn't for everyone. The prevailing number of golfers and their spouses think, 'What a great environment. What a great career.' "

Simpson, who has managed golf courses since 1987, embarked upon educating the golf-loving public about the hazards of working in the industry. In doing so, he strived to address some basic underlying truths in a humorous manner. His novel, Behind the #$%*5 Green, and its protagonist, Steve Hunter, were born.

"Golf is an awful lot of fun, but being in the business side isn't always fun. It's work, and work isn't fun," Simpson says. "That's why they call it work."

Continued on page 22
Get a head start.

Get a head start in the demanding race your turf faces from May through September. Pre-stress conditioning and complete True Foliar™ nutrition are essential to starting strong. To make sure your turf looks great as soon as the race begins, trust the Emerald Isle True Foliar™ Nutrition Programs from Milliken.

For your best turf ever!

Emerald Isle Solutions™
The Weather Will Get Wacky, But Not That Wacky

And you thought the weather has been wild the past few years, what with buckets of rain, the driest of droughts, and stifling heat and humidity. Last month, thanks to the release of The Day After Tomorrow, the latest disaster movie (speaking of which, it didn’t get very good reviews) that depicts giant storms and plummeting temperatures on earth, people started talking about the weather more than they already do. They wanted to know if the wild weather that happened in the film could happen on earth.

The goods news is the National Center for Atmospheric Research (NCAR) says it’s impossible for an ice age to strike within days, as happens in the movie. The bad news is NCAR warns that climate change may have significant consequences for society in coming decades. Here’s why:

- Humans affect global climate through emissions of carbon dioxide, methane and other gases that trap sunlight in the atmosphere and warm the planet.
- Many greenhouse gases emitted from the burning of fossil fuels and other sources remain in the atmosphere for decades or even centuries.
- Researchers at NCAR and other institutions have found that global temperatures are likely to rise by 3.1 to 8.9 degrees Fahrenheit between 1990 and 2100. Such an increase in temperatures may spur droughts, extreme storms and related events, including wildfires, vegetation changes and a rise in sea levels.

However, as dramatic as real-world climate change is likely to be, it would differ from the climate change depicted in The Day After Tomorrow in several important ways. For example, temperatures in New York City plummet from sweltering to freezing in a matter of hours in the film. (Think the green committee would blame that on you?) In reality, scientists say that temperatures in parts of the world could drop, but not nearly as rapidly or dramatically as portrayed in the movie.

— Newswise and Larry Aylward

Quotable

“I think there’s a lot of internal strife in the USGA. One person wants one thing, another person wants another. They duck and hide until they go on TV, when they say everything is fine.”

— Frank Hannigan, former USGA executive director, on the controversy surrounding the course setup at last month’s U.S. Open, held at Shinnecock Hills Golf Club (Newsday).

“Unless you live the business for a time, I don’t think you really understand it.”

— John Burns, certified superintendent of The Gauntlet at Curtis Park in Fredricksburg, Va., on comprehending the nuances of the profession.
Lower the hurdles.

Clear the tough hurdles in the demanding race your turf faces from May through September - heat, drought, humidity, disease, low mowing heights, and compaction.

To ensure your turf is physiologically fit enough to be stress tolerant and disease-resistant, trust the Emerald Isle True Follar™ Nutrition Programs from Milliken.

For your best turf ever!

Emerald Isle Solutions™

For more information and your free copy of Keeping It Green II please visit www.millikenturf.com or call 1-800-845-8502
What's Mona's Handicap?

One might think that Steve Mona, as CEO of the GCSAA, plays golf about four times a week.
One might also think that Mona, because he plays such frequent golf, could hold his own with the pros.

But that's not exactly the way things are. Mona doesn't play that much golf. In fact, he's lucky to play once a week. Mona says he plays 15 rounds to 20 rounds a year.

"In the golf business, the saying is, 'The closer you are to the game, the less you play.' As I continued to advance in my career, I played less golf," Mona says.

The golf he does play is business golf, Mona adds, although he's starting to play more golf with his children.

Because Mona doesn't play as much golf as one might think, his handicap has gone up over the years. But make no mistake: Mona is a good golfer with a handicap around 12. He doesn't find himself in the drink and the woods as much as the average golfer.

"My lowest handicap was a round a 6," he says. "I was in the single digits for a lot of years."

Here's betting that one day Mona will be back in the single digits — when he retires from his career and has more time on his hands. — Larry Hyward, Editor

Bayer Backs Assistant Education

COMPANY PLANS MORE EVENTS AROUND THE COUNTRY

By Frank H. Andorka Jr., Managing Editor

With all of the educational opportunities available to superintendents around the country, who had time to put on an educational program targeted at assistants? Well, Bayer Environmental Science did.

In March, the company hosted a program called the Future Superintendents Academy for North Carolina assistants at its research facility in Clayton, N.C. Forty assistants attended, inspiring the company to try and do other such events around the country. Bayer and Toro distributor Smith Turf and Irrigation Co co-hosted the two-day seminar.

"We look at these people as the future of the industry," said Trey Warnock, a Bayer sales representative. "We felt it should be part of our mission to prepare them for the day when they're ready to be superintendents."

The educational program consisted of presentations from USGA Southeast Regional Director Patrick O'Brien on topdressing, a panel of local professors talking about turf diseases (and solutions), as well as a presentation on the ins and outs of leasing machinery.

As an added bonus, the two hosts surprised the assistants and paid a year's membership for the attendees to the Carolinas GCSA at a cost of $25 per membership.

"We really believe the Carolinas GCSA is a great organization that does a lot of good for the superintendent profession," Warnock said. "It will help these assistants get involved in the educational programs it offers and may inspire them to get more involved."