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Some Ways We Can Help the Poor

BY LARRY AYLWARD

There are many events your course can hold to raise money for the needy.

A lot of people want to help the needy, but they don't know what to do. They think they have to spend a lot of time and energy — something everybody seems to be short on these days — to oversee a fund-raiser, which is not the case.

I'm just scratching the surface with ideas to raise money. I'd love to hear your thoughts on the matter, and I'll gladly pass them on to our readers. Please drop me an e-mail at laylward@advanstar.com and we'll publish your ideas on how to help the poor in an upcoming issue.

Aylward, editor of Golfdom, can be reached at 440-891-2770 or laylward@advanstar.com.
Can you really see a difference in anti-transpirants? The photo above shows that Transfilm (left) remains emulsified while leading competitive products have separated 48 hours after mixing. Separation can cause spray tank problems as well as uneven coverage. Transfilm's stable emulsion provides even coverage that resists cracking and peeling. For complete test details, see our web site at www.pbigordon.com.

Uniform Emulsion... Uniform Protection!

In the landscape or on the golf course, loss of trees, shrubs and turf from winter desiccation is costly. Protect plants from dry cold winds with late fall applications of Transfilm® Anti-transpirant. Transfilm's stable emulsion provides a durable "overcoat" that resists cracking and peeling.

Whether you're protecting fall transplants or golf greens, it's the best winter protection possible.

And Transfilm's protection is so strong it can even protect plants from snow and ice melt products.

Transfilm lengthens effectiveness of fungicides and repellents by reducing the chances of the active compound removed by irrigation, rain or wind.
Golf Rounds Played

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

<table>
<thead>
<tr>
<th>REGION</th>
<th>JULY</th>
<th>Y.T.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England ME, VT, NH, MA, RI, CT</td>
<td>-4.4%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Middle Atlantic NY, PA, NJ</td>
<td>-7.3%</td>
<td>2.9%</td>
</tr>
<tr>
<td>East North Central MI, OH, IN, IL, WI</td>
<td>2.4%</td>
<td>-1.8%</td>
</tr>
<tr>
<td>West North Central ND, MN, SD, NE, KS, IA, MO</td>
<td>2.6%</td>
<td>-1.3%</td>
</tr>
<tr>
<td>South Atlantic WV, DE, MD, VA, NC, SC, GA</td>
<td>-4%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Florida</td>
<td>-3.8%</td>
<td>2.9%</td>
</tr>
<tr>
<td>East South Central KY, TN, AL, MS</td>
<td>5.4%</td>
<td>3.9%</td>
</tr>
<tr>
<td>West South Central OK, AR, LA</td>
<td>6.9%</td>
<td>-4.4%</td>
</tr>
<tr>
<td>Texas</td>
<td>-3.8%</td>
<td>-3.4%</td>
</tr>
<tr>
<td>Mountain MT, ID, WY, NV, UT, CO, AZ, NM</td>
<td>2.6%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Pacific WA, OR, AK, HI</td>
<td>-2%</td>
<td>.6%</td>
</tr>
<tr>
<td>California</td>
<td>-1.3%</td>
<td>-0.7%</td>
</tr>
<tr>
<td>TOTAL UNITED STATES</td>
<td>1.1%</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

GOLF DATATECH

The Skinny on Immigration

- In 2003, legal immigration was lower than in 2002 by 357,905 people.
- In 2003, 36 percent were born in North America, 35 percent were born in Asia and 16 percent of all immigrants were born in Mexico.
- 63 percent of all immigrants intended to reside in six states: California, New York, Texas, Florida, New Jersey and Illinois.
- There were 186,000 removals, an increase of almost 24 percent from the previous year.

DEPARTMENT OF HOMELAND SECURITY'S OFFICE OF IMMIGRATION SERVICES

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Toro. Turning fairways into “wow-look-at-that-ways.”

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.
Long Island courses unite for the environment's sake

Long Island, N.Y., golf courses have united in an attempt to preserve the Peconic Estuary and other local waters. Challenged by the U.S. Environmental Protection Agency, 30 of the 34 golf courses on the east end of Long Island agreed to reduce their use of fertilizers. The voluntary pact is unprecedented among courses from one geographic area in the United States, according to the EPA.

In May 2003, EPA teamed up with the United States Golf Association (USGA), Cornell University, the New York State Department of Environmental Conservation (NYS-DEC), the Suffolk County Health Department, the Peconic Estuary Program’s Citizen’s Advisory Committee and the East End Golf Course Superintendents to create the East End Nitrogen Management Challenge for Golf Courses.

“This is the first time that a large segment of the golf industry in one area has voluntarily come together to reduce fertilizer use and the nitrogen it produces to protect the future of our estuaries,” said EPA Regional Administrator Jane M. Kenny. “The protection and restoration of coastal waters requires everyone to do his or her part, and the golf courses of eastern Long Island are certainly setting a laudable example.”

Each participating course aims to limit its contribution of nitrogen to ground water to 2 milligrams per liter of total nitrogen — less than half the level resulting from typical residential development. To date, the courses that have agreed to participate are: Atlantic Golf Club, Bridgehampton Club Calverton Links, Cedars Golf Club, East Hampton Golf Club, Fox Hill Golf Club, Friar’s Head, Gardiners Bay Country Club, Goat Hill at Shelter Island, and several others.

The talk was about rhythm and rhyme, but it wasn’t Little Richard speaking. It was Jay Rehr, the former maintenance facility mechanic at Augusta National.

Rehr, who now operates his own consulting business, was a featured speaker at Golfdom’s two-day Education at the EXPO, held in conjunction with the International Lawn, Garden & Power Equipment Exposition in September at the Kentucky Exposition Center in Louisville.

The 49-year-old Rehr, who worked at Augusta for more than 16 years but left last spring to begin Grovetown, Ga.-based Turf Equipment Consulting, told attendees of his seminar, “Tips and Tactics in Equipment Maintenance,” how important it is to be organized in their approach to daily equipment maintenance.

“The thing I try to teach people is to get into a rhyme and rhythm of your maintenance — from oil changes and greasing to lapping and grinding,” Rehr said.

The street-sawy Rehr answered many listeners’ questions and also offered sound advice on a variety of issues, from communication with their general managers to using food-grade grease on equipment.

It’s not easy for superintendents and mechanics to convince general managers to pump money into maintenance facilities, Rehr said. “Maintenance facilities are often viewed as black holes,” he added.

Rehr noted that most general managers are probably “number crunchers.” Hence, superintendents and mechanics must show them through examples — not just verbalize to them — how they can save their golf courses money in the long-term by making investments now in certain maintenance endeavors.

“[General managers] love to see formulas where you’re giving money back to them.”

JAY REHR
PRESIDENT,
TURF EQUIPMENT
CONSULTING

Continued on page 19
Hats off to supers. After all, who else has "defy the laws of nature" in their job description?

Hats off to Insignia® fungicide. After all, what else controls key turf diseases up to 28 days?

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Insignia Fungicide

THE FALL FUNGICIDE SALE IS ON NOW! SEE BACK FOR DETAILS.
# Fall Fungicide Sale!

**Pre-Season Savings on the Best from BASF**

<table>
<thead>
<tr>
<th>Package Size</th>
<th>October 1, 2004 - December 31, 2004</th>
<th>January 1, 2005 - March 31, 2005</th>
</tr>
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<tbody>
<tr>
<td>2.4 lb package</td>
<td>$290.16</td>
<td>$296.40</td>
</tr>
<tr>
<td>7.2 lb package</td>
<td>$837.00</td>
<td>$855.00</td>
</tr>
<tr>
<td>.49 lb package only</td>
<td>$166.00</td>
<td>$179.21</td>
</tr>
</tbody>
</table>

For more information, go to [www.turffacts.com](http://www.turffacts.com). Call 1-800-545-9525 for a distributor near you.
Business briefs

Briefs continued from page 16

Jake has new look
Jacobson has undergone a facelift. The Charlotte, N.C.-based company has redesigned its logo and brand identity to reflect its corporate philosophy. Jacobson's new slogan is, "Do more than mow." The company says the words and its updated brand identity represent the culmination of research, logo evolution and a more aggressive corporate philosophy. The initiative, spearheaded by the company's president, Jon Carlson, includes a new logo, dealer support materials, and a Web site redesign that all convey the brand's heritage and innovation in turf equipment, as well as its financial services and customer support.

Greif joins Rain Bird
Chuck Greif is the new business development manager for Rain Bird's golf irrigation business unit. Greif joins Rain Bird after working with John Deere & Co. in various marketing, sales, and manufacturing positions. Most recently, Greif was a vice president for Alfred Karcher, USA.

Tensar acquires N.A. Green
The Tensar Corp. of Atlanta acquired North American Green, an Evansville, Ind.-based manufacturer of rolled erosion-control products. Tensar manufactures foundation systems that provide site development soil reinforcement.

"We are excited about the opportunities being part of a larger company will create for North American Green and our distributors," said Jim Niemeier, president of North American Green.
Paul Albanese wonders whether members truly understand what it means to restore the original design of their golf course.

**RECONCILING THE CLASSIC STYLE OF A COURSE WITH MODERN CONTEXT OF GOLF TAKES EDUCATION**

By Paul Albanese

I’ve been designing and remodeling courses for a long time, so when I visit a private club, I often hear, “We want to restore the golf course to its original design.”

Typically, the golf course was designed in the 1910s or 1920s by an architect that’s now gaining modern-day recognition for being a “master architect.” Designers such as Donald Ross, Perry Maxwell and A.W. Tillinghast all designed courses in the early part of the century, and many of those courses have stood the test of time. But do members truly understand what it means to “restore” the original design of their golf course? Or do they really desire something else?

I find it ironic that, in one breath, club members will tout their course as a “wonderful, unadulterated classic Donald Ross” design and, in the next breath, say, “We love our beautiful tree-lined golf course.” What most club members don’t understand is that the tree-lined design of their present-day golf course is antithetical to its classic design origins. More often than not, through years of well-meaning “beautification” committees, most of the original design features have been obscured. So, although there is genuine desire to restore the original design, there is little understanding of the reality behind its implementation.

This is usually the point when I arrive with old aerial photographs clearly showing the “original” course. At this time there is always a look of surprise on the faces of the leaders, as they did not realize what the original golf course had — or didn’t have. Most of the courses built in the first quarter of the 20th century were designed without trees being contemplated as integral pieces of the design. Old aerial photographs of classic courses clearly show significantly fewer trees than their modern-day counterpart. Subsequently, I will usually state, “If you truly want to restore the original design, you better have a lot of chainsaws.”

In addition to trees, many of the bunkers designed on classic venues were placed to account for golf balls that only flew fractional distances compared to today’s supercharged pellets. Therefore, unless a club forbids the use of modern equipment, many of its original bunkers, if restored, will have no strategic value.

This is usually when the epiphany by the club occurs. When faced with what an actual restoration would entail, there is usually a compromise remodeling idea created. I call this concept a “hybrid restoration,” which entails studying the original design and integrating the style, form and strategy into a modern-day golf context. The men designing courses in the 1920s had a great understanding for golf design and, through analyzing the forms and philosophies of the master architects, it becomes possible to complement their styles with the modern-golf landscapes.

Reconciling the classic style of a course with the modern-day context of golf is a process that takes education and patience. Once members understand the physical evolution of their course through historical documentation and gain an appreciation of the design philosophy employed by the original architect, a successful hybrid remodeling design can be created.

Albanese is principal of Albanese & Lutze Golf Course Architects in Clawson, Mich.

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**Quotable**

“We have always bowed to the U.S. tour, but it’s about time now to pat ourselves on the back and say: ‘We are equal, if not beyond.’ The American team played for their country, but we played for each other. There is a massive difference.”

— European golfer Colin Montgomerie on the Europeans’ easy win over the Americans in the Ryder Cup. Ouch! (Associated Press)

“Tell the cook this is low-grade dog food. I’ve had better food at the ballgame, you know? This steak still has marks from where the jockey was hitting it.”

— Al Czervik, Rodney Dangerfield’s character from “Caddyshack,” reciting one of his great lines from the film. Rest in peace, Rodney.