Whether you are a professional golfer or a professional golf course superintendent, average doesn’t cut it. You want to be the best. That’s why superintendents across the country choose the premium control of Syngenta fungicides. Banner MAXX®, Daconil®, Heritage®, Medallion®, and Subdue MAXX® have made us the number one choice for disease control.

Important: Always read and follow label instructions before using these products. ©2005 Syngenta Professional Products, Greensboro, NC 27419. BannerMAXX®, Daconil®, Heritage®, Medallion®, SubdueMAXX® and the Syngenta logo are trademarks of a Syngenta Group Company.
Mediocre doesn’t cut it for professionals.
Precious to the Last Drop
Nothing on the course is more valuable — and regulated — than water, and superintendents don't want it trickling through their fingers.
By Thomas Skernivitz

In Deep Wastewater
Learning how to deal with effluent and poor-quality water is taking on an increased priority in the golf industry — and for good reason.
By Anthony Pioppi

On the Walk, Er, Run
Golfdom staff members logged a lot of miles in their loafers to bring you this comprehensive Golf Industry Show report.
By the Golfdom Staff

Ol' Reliable
To sustain healthy root growth in greens, superintendents are best off sticking to the essentials of turfgrass management, USGA agronomists say.
By Larry Aylward
cover story
BY THOMAS SKERNIVITZ
AND ANTHONY PIOPPI

If you're eyeing your irrigation more closely these days, you'll want to check out our special report on water management, which begins on page 24.

About the cover
EPIC Creative Communications
Vice President Sandy Schmieder captured this image from The Vintage Club in Indian Wells, Calif. Tom Johnson of Advanstar Communications superimposed a superintendent into the photograph.

Real-Life Solutions
On 'Guard'
Three-dimensional liner protects against bunker washout and erosion.
By Larry Aylward

Gettin' Down to Business
Check out the second edition of the Golfdom Business Record, a special section aimed at industry decision-makers, including owners, general managers, superintendents and distributors. This edition's lead story focuses on financing and refinancing. Also check out columns by Heidi Voss and Jim Black, as well as a profile on James "Bob" Husband of Heritage Golf Group. We'd love to know what you think about about the section, which begins on PAGE 39 and runs through page 48. Contact Larry Aylward, editor in chief, at laylward@advanstar.com or 440-891-2770.
DON'T JUST GROOVE IT
FILL IT

"CALL FOR
YOUR FREE
DEMO TODAY!"

www.gradenusa.com
7309 Capehart Rd.
Richmond, VA 23229
Ph. (804) 249-9950
Fax: (804) 249-9951
Email: michael@gradenusa.com

GRADEN USA, INC.
CONTOR SAND INJECTION

GET TO THE ROOT
OF YOUR SALT PROBLEM!

Just the Facts!
Certified plant tissue analysis of recent research results after just one application of NaEx.

<table>
<thead>
<tr>
<th>Component</th>
<th>Control</th>
<th>Treated w/NaEx</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sodium</td>
<td>0.20%</td>
<td>0.11%</td>
</tr>
<tr>
<td>Nitrogen</td>
<td>3.08%</td>
<td>4.22%</td>
</tr>
<tr>
<td>Phosphorus</td>
<td>0.31%</td>
<td>0.29%</td>
</tr>
<tr>
<td>Potassium</td>
<td>1.80%</td>
<td>1.70%</td>
</tr>
<tr>
<td>Calcium</td>
<td>0.75%</td>
<td>0.77%</td>
</tr>
<tr>
<td>Chlorides</td>
<td>16010ppm</td>
<td>8900ppm</td>
</tr>
<tr>
<td>Iron</td>
<td>92ppm</td>
<td>116ppm</td>
</tr>
</tbody>
</table>

NaEx™ Reduces sodium and chloride levels 40 - 60%
NaEx contains ingredients that sequester salts and renders them unavailable to plants. Improves turf color and vigor while protecting the roots from salts!

www.NaEx.com
866.709.8102 or 863.709.8102
www.poulengerusa.com

Golfdom
www.golfdom.com

EDITORIAL STAFF
Larry Aylward EDITOR IN CHIEF 440-891-2770 laylward@advanstar.com
Thomas Skernivitz MANAGING EDITOR 440-891-2813 tskernivitz@advanstar.com
Geoff Shackelford CONTRIBUTING EDITOR 310-451-5877 geoffshackelford@aol.com
Joel Jackson CONTRIBUTING EDITOR 407-248-1971 flgrn@aol.com
Anthony Pippin CONTRIBUTING EDITOR 866-344-8686 apippin@earthlink.net
Mark Luie CONTRIBUTING EDITOR 785-841-6044 rmluce@earthlink.net
Karl Dannenberger SCIENCE EDITOR danneerberger.1@osu.edu
Lisa Lehman CORP. CREATIVE DIRECTOR 440-891-2785 lehman@advanstar.com
Carrie Parkhill ART DIRECTOR 440-891-3101 cparkhill@advanstar.com
Mike Klemme PHOTO EDITOR 580-234-8284 mike@golfoto.com
Vernon Henry CORP. EDITORIAL DIRECTOR 440-891-2782 vhenry@advanstar.com
Lynne Brakeman WEB EDITOR 440-891-2869 lbrakeman@advanstar.com

CLEVELAND HEADQUARTERS
7500 OLD OAK BLVD.
CLEVELAND, OH 44130-3609

OFFICIAL PUBLICATION OF
American Society of Irrigation Consultants
PO. BOX 426
ROCHESTER, MA 02770; 508-763-8140; WWW.ASIC.ORG

GOLFDOM ADVISORY STAFF
Jim Barrett, ASIC JAMES BARRETT ASSOCIATES
Pat Blum COLONIAL ACRES CC
Joe Boe EAGLE CREEK GC
Jerry Coldiron, CGCS LASSING POINTE GC
Bill Coore COORE & CRENSHAW
David Davis, FASIC DAVID D. DAVIS ASSOCIATES
Tripp Davis TRIPP DAVIS AND ASSOCIATES
Michelle Frazier, CGCS BOSTON HILLS CC
Charlie tumult SHERVALEE GOLF RESORT
Dean Graves, CGCS CHEY CHASE CLUB
John Gurke, CGCS AURORA CC
Steve Hammon TRVERSE CITY G&CC

American Society of Golf Course Architects 125 N. EXECUTIVE DR., SUITE 106, BROOKFIELD, WI 53005; 262-786-5960; WWW.ASGCA.ORG
Golf Course Superintendents Association of America 1421 RESEARCH PARK DR., LAWRENCE, KS 66049-3859; 800-472-7878; WWW.GCSAA.ORG
Golf Course Builders Association of America 727 "O" STREET, LINCOLN, NE 68502; 402-476-4444; WWW.GCBAA.ORG
National Golf Course Owners Association 291 SEVEN FARMS DRIVE, SECOND FLOOR, CHARLESTON, SC 29412; 843-881-9996; WWW.NGCOA.ORG
Responsible Industry for a Sound Environment 1156 15TH ST. NW, SUITE 400, WASHINGTON, DC; 202-872-5860; WWW.PESTFACTS.ORG
Let's cut through all the hype about biostimulants. Fact is, many products marketed as "biostimulants" are little more than expensive, liquid fertilizers, and we've got analyses to prove it. They may make your turf look healthier for a short time, but they aren't going to improve its condition in the long run.

Becker Underwood understands the need for real biostimulants—powerful biological compounds and nutrients that help turf stay healthy, especially during levels of high stress. And we've got the answers: Vigaroot®, Canteen®, BioGain™ and BioGain WSP® + Sprint™. Used together as a complete program, they will positively deliver the performance you want and need. Ask your distributor about the true biostimulants from Becker Underwood.

It's just one more way we answer your needs with honest and effective solutions.

www.beckerunderwood.com

Guoping Yang, Ph.D.
Research & Development
The Only Pro-Active Organic
Predictable & Consistent

Premium Green. Micro-Balance
0-0-10
BLENDED FOR
Golf Courses and
Sportsfields

Other Quality GroPower Products:
Humus based fertilizer/s
soil conditioner formulations
45% Magnesium • 35% Manganese

Over 48 products to choose from!

GRO-POWER
Since 1966
(909) 393-3744 • www.gropower.com

Golfdom
BUSINESS STAFF

Patrick Roberts
PUBLISHER
440-891-2609
proberts@advanstar.com

Mindy Moczulski
ADMIN. COORDINATOR
440-891-2734
mmoczulski@advanstar.com

Jill Hood
PRODUCTION MANAGER
216-723-9129
jhood@advanstar.com

Rhonda Sande
PRODUCTION DIRECTOR
216-723-9536
rsande@advanstar.com

Jessica Borgren
CIRCULATION MANAGER
216-723-9366
jborgren@advanstar.com

ADVERTISING STAFF

CLEVELAND HEADQUARTERS
7500 OLD OAK BLVD.
CLEVELAND, OH 44130-3609

Kevin Stoltman
ASSOCIATE PUBLISHER
440-891-2772 FAX: 440-891-2675
kstoltman@advanstar.com

George Casey
NATIONAL ACCOUNT MANAGER
440-891-3146 FAX: 440-891-2675
gcasey@advanstar.com

Michael Harris
REGIONAL MANAGER
440-891-3118 FAX: 440-829-2665
mharris@advanstar.com

Leslie Montgomery
ACCOUNT EXECUTIVE
440-891-3199 FAX: 440-829-2665
lmontgomery@advanstar.com

MARKETING SERVICES

Linda Barrier
REPRINTS (500 MINIMUM)
440-891-2701
lbarrier@advanstar.com

Danielle Gundling
CIRC. LIST RENTAL
440-891-2655
dgundling@advanstar.com

SUBSCRIBER, CUSTOMER SERVICE
216-723-9477; 888-527-7008

books,Directories,Current issues,Back issues,Photocopies,
Microfiche, Film Copies, CD-Rom
800-569-0008; 216-723-9160

CORPORATE

ADVANSTAR COMMUNICATIONS

Joe Leggia
CEO

David W. Montgomery
VICE PRESIDENT – FINANCE, CFO & SECRETARY

Alexander S. DeBarr
EXECUTIVE VICE PRESIDENT

Annie M. Callarían
EXECUTIVE VICE PRESIDENT

Daniel M. Phillips
EXECUTIVE VICE PRESIDENT

Scott E. Pierce
EXECUTIVE VICE PRESIDENT

Eric I. Lisman
EXECUTIVE VICE PRESIDENT – CORPORATE DEVELOPMENT

Adel D. Hartwick
VICE PRESIDENT, TREASURER & CONTROLLER

Francis Heid
VICE PRESIDENT, PUBLISHING OPERATIONS

Steve Morris
VICE PRESIDENT, MARKET DEVELOPMENT

Rick Treese
VICE PRESIDENT, CHIEF TECHNOLOGY OFFICER

Leah Schwachert
VICE PRESIDENT, HUMAN RESOURCES

Ward D. Hewins
VICE PRESIDENT, GENERAL COUNSEL

Tony D'Avino
GENERAL MANAGER

Golfdom does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content.

Golfdom welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return.

Advanstar Communications provides certain customer contact data (such as customers’ names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call toll-free 888-527-7008 between the hours of 7:30 a.m. and 5 p.m. CT and a customer service representative will assist you in removing your name from Advanstar’s lists. Outside the United States, please phone 218-723-9477.
SECRETS OF KEEPING HAPPY GOLFERS

(make use of legendary Service)

It's really no secret. To keep your golfers happy, all you need to do is maintain perfectly manicured, fast and true greens, plush fairways, immaculate tee boxes and lush roughs. And, by the way, you need to achieve those things whether or not you have Mother Nature on your side.

One thing for certain is that you always have The Andersons on your side. And that means – whatever the conditions – you have the nation's most reliable and responsive turfgrass service organization working to help you win. With the industry's finest distributor network, we're the one constant you can count on.

Making your golfers happy is your job.
Making you happy is ours.

For more information contact us at 1-800-253-5296 or visit our website at www.andersongolfproducts.com

Quality – Service – Technology
We’ve Got Mail

LETTERS FROM THE FIELD

Standout Superintendents

In response to Golfdom’s request to point out veteran superintendents who have made a difference in someone’s life (“Standing the Test of Time,” February 2005, page 42), I have a person I wish to single out.

I had been out of the golf business for 14 years after turf school graduation. After some health problems, I decided with prodding from my wife to re-dedicate myself and pursue my childhood ambition of becoming a superintendent.

After years of non-contact (my fault, not his), I randomly called long-time friend John Yakubisin, certified superintendent at the Rolling Rock Club in Ligonier, Pa. As busy as he is and as high stress a position it is with very high expectations, he unselfishly spent almost a whole day with me.

I learned a valuable lesson in humility and graciousness. He treated me like we were never apart. He gave me an opportunity to come back and get my feet wet, to see if I was really serious about making a career change in mid-life.

I worked three different jobs at different hours and he accommodated my schedule to make it happen. He soon had me involved with chemical applications and the construction of the club’s new nine holes and the subsequent grow-in. John spoon-fed me information that I tried to gather like a huge sponge.

Within two years of my “comeback,” I was working as an assistant superintendent; within six months of that, I was appointed superintendent. I have come full circle, and just last week I completed the certified superintendent exam.

I can never repay this man for taking a chance on me. The lessons I learned about turf and life will stick with me always.

Mike Salvio, Superintendent
Montclair Country Club
Montclair, Va.

I just finished reading the profiles of the six superintendents that stood the test of time. At the end I saw that you were asking your readers if they knew any other superintendents who fell into this category. Two come to mind.

Paul R. Latshaw: While Paul isn’t currently a superintendent, he is very much active in the business as a consultant all over the world. He has mentored many superintendents and worked in some very high-pressure environments. Paul continues to be a valuable source of information for me as I am frequently seeking his advice on a vast array of subjects.

Terry Bonar: Terry, the superintendent of Canterbury Golf Club in Cleveland, personifies what every single one of us as superintendents should hope to be someday. Terry is always the first one to welcome a new superintendent to the area and he is always available for any problem or question you might have. He is a person who loves what he does and I can’t imagine him doing anything else. About three years ago I asked Terry if he was going to retire soon? He had the little twinkle in his eye and chuckle in his throat when he answered, “I don’t think so. Then I would have to buy a truck and pay to play golf.”

Terry Bonar is one of my all-time favorite superintendents.

Matthew G. Shaffer
Director of Golf Course Operations
Merion Golf Club
Ardmore, Pa.

Greg Hansen, the superintendent at Pleasant Valley Country Club in Little Rock, Ark., had a tremendous impact on me when I had the good fortune to be his assistant at Dornick Hills Country Club in Ardmore, Okla., which was the first golf course built by the late Perry Maxwell.

Greg was always seeking methods to enable him to reap the most benefit from his resources. The most profound remark he ever made to me was, “Pleasing the members is easy, but pleasing myself is most difficult.” Greg was always attending to the details, and his dogged determination to be the very best superintendent he could has been a model for my own career.

Rich D. Cope
Superintendent
The University of Texas Golf Club
Austin, Texas

Green Chairman in the Know

After reading Golfdom’s article on Country Club of Orlando green chairman David Shaw (“Green Chairman Is the Real Deal,” February 2005, page 8), I wanted to write to you about my own green chairman, who also happens to be a fellow superintendent.

I am the superintendent at Plymouth Country Club in Plymouth Meeting, Pa., and last year David Harbaugh (superintendent at Wood’s Golf Center) was elected to the board of governors and appointed green chairman. Talk about a superintendent’s dream! Not only does Dave have more than 30 years of experience in the profession, he also knows the difference between our two golf courses (private vs. public) and the expectations I must face from golfers.

Our working relationship has been great this past year in that I have someone on my side who knows the difference between Pga and a mower because of his working experience. Dave appreciates the work of myself and staff because he has been through it.

John Connor, Superintendent
Plymouth Country Club
Plymouth Meeting, Pa.

We want to hear from you. You can e-mail your letters to Golfdom managing editor Thomas Skernivitz at tspernivitz@advantestar.com, fax to 440-891-2675 or send them via snail-mail to: 7500 Old Oak Blvd., Cleveland, OH 44130. Make sure to include your name and phone number for verification. Letters may be edited for length and relevance.
Sealsile1 and Sealsile2000 Keep Your Irrigation Options Open

Option A
Streams, Canals, Rivers, Ponds, Lakes, Wells & Brackish Water

When irrigated with high quality water, Sealsile 1 produces high quality fairways and roughs and Sealsile 2000 produces top-quality greens. Both also thrive on many medium-to-poor-quality water sources. As with other grasses, Paspalum management will vary depending on water quality, rainfall and season.

Option B
Recycled Water, Gray Water and Effluent Water Sources

Recycled water quality varies by location, season and nutrient content. Depending on the uniformity of your source, you may need to monitor water quality daily, weekly or monthly. Both Sealsile 1 and Sealsile 2000 will do quite well with up to four, five and even eighth thousand TDS.

Option C
Even Blended Ocean Water with Aggressive Management

Fresh water is a must during the grow-in phase for both Sealsile varieties, but mature turf can be irrigated with ocean water/fresh water blends for short periods of time. This requires a comprehensive aeration and leaching program to move excess salts downward through the soil profile.

•Excellent Salt Tolerance •Tolerates Gray Water & Effluent
•High Tolerance to Salt Spray, Water Logging and Periodic Inundations
•Low Fertilization and Minimal Pesticide Requirements •Good Rooting in Sandy, Clay or Muck-Type Soils
•Darker Green Color Than Bermudagrass •Excellent Low Light Intensity Tolerance •Excellent Winter Hardiness
•Tree-Shade Tolerance Similar to Bermuda •Can Be Overseeded with Bentgrass-Ryegrass-Alkaligrass Blends
•Recommended pH Levels: 5.5-8.0

For More Information Visit Our Websites

Sealsile1 Certified Seashore Paspalum
www.seaisle1.com

Sealsile2000 Certified Seashore Paspalum for Greens
www.seaisle2000.com
Rick Reilly, one of the great sportswriters of our time, should write this column. But the author of the “Life of Reilly” column on the back page of “Sports Illustrated” has left that duty to me.

Thanks, Rick. But I have no problem admitting that you — the man of a million metaphors — could do it better. I quote Wayne and Garth when I say, “I am not worthy.”

But here I go. I’ll try and write this column to tell what Reilly knows about golf course maintenance and what he thinks about superintendents.

I spoke with Reilly at the Golf Industry Show in Orlando, where he was the guest of honor at a Syngenta Professionals Products get-together. I’m here to tell you that Reilly knows more about the golf course maintenance industry than you might think. While he belongs to a country club, he doesn’t fit the mold of the stereotypical clubber — you know, the 25-handicap who has the gumption to complain that the greens are too slow.

The 47-year-old Reilly doesn’t only hit the ball well — he’s a seven handicap — but he can spot a patch of dollar spot on a green and understand where it came from, why it appeared and what it will take to get rid of it.

Reilly understands the superintendent’s plight. Even more, he’s somewhat fascinated by superintendents’ agronomic prowess.

“I love someone who can look at a divot and figure out exactly what the hell a guy’s golf swing did to create it,” Reilly says. “I think that’s cool.”

Reilly also likes “watching” a good chess match unfold, specifically between a superintendent and a course’s many critters. Reilly belongs to the Country Club of Denver, where he says he has watched the superintendent, Doug Fisher, do battle with a band of pesky foxes. Reilly says Fisher has tried many tricks, including hot sauce, to rid the course of the creatures. Reilly’s observations have led him to believe that it’s never easy for a superintendent to outsmart a fox — or a gopher, a deer or a bear — to protect the course from the destruction that wildlife can cause.

Reilly is also familiar with the trouble that “one tiny creeping seed of Poa annua” can cause superintendents. And then there’s the “P” word, as in “politics.” Reilly realizes there’s more scuttlebutt going on at some country clubs than in an episode of “Desperate Housewives.” “There’s always someone who can get you fired because the peonies didn’t come up right,” he says.

I asked Reilly if he thought superintendents were the unsung heroes at golf courses. He didn’t hesitate to answer yes. “Six out of seven charities use a golf tournament to raise money,” Reilly says. “Somebody has to keep those courses nice. People won’t show up [to play them] if they aren’t nice.”

While on the topic of nice, Reilly believes that golf courses these days are too nice.

“I would say it’s getting out of hand,” Reilly says of the prettiness that’s now attached to maintenance. “St. Andrews is done by the wind, the rain and the sheep. I think we go too far occasionally [in the United States]. I don’t particularly need my first divot framed. I don’t need a mango-scented towel on every tee box. I mean, come on, it’s just golf. It ain’t cancer research.”

Like you, Reilly knows that people on the outside of the industry — who love golf but don’t have an inclination of what you do — are enamored with the profession because you get to spend your days on golf courses.

“Oh, that’s the job I want,” Reilly says. “But [superintendents] are getting facial ticks. It’s a high-pressure job.”

Reilly can’t feel your pain, but he can sympathize with it. Problem is, he’s preaching to the choir in the pages of this magazine when he calls you the unsung heroes of the golf business. Reilly needs to sing your praises in his publication.

What if he wrote a column about the challenges you face? Just think of the impact it would have on the golfers who only have “Caddyshack” to go on when it comes to knowing what you do. My advice to you is to write the writer. Reilly’s e-mail is reilly@siletters.com.

Drop him a line and tell him that he needs to write this column, not me.

Aylward can be reached at laylward@advanstar.com.