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Got Gusto?
Tom Alex does, and he's brought plenty of it to his job as superintendent of Orlando's Grand Cypress Resort.
By Anthony Pioppi

The Apprentices
For three turf students, an internship at the site of this year's U.S. Open... well... it just doesn't get much better than that.
By Larry Aylward

OSHA Is Watching You
Golf courses inspected by the Occupational Safety and Health Administration could face multiple citations, time-consuming probes and fines.
By Barbara Mulhern

Get a Grip
When it comes to handheld equipment, safety is an absolute. Less clear is whether to fix the ol' blower or purchase a new one.
By Thomas Skernivitz

66

74
cover story
BY THOMAS SKERNIVITZ

He has spent almost his entire life living and working at his famous brother's country club, and Jerry Palmer couldn't be happier.

About the cover
Doug Oster, the picture editor for the Pittsburgh Post-Gazette, made the short drive to Latrobe (Pa.) Country Club, where he photographed Jerry Palmer overlooking the par-3 10th hole.

On the Trail of Gray Leaf Spot
Rutgers breeds naturally resistant varieties to combat turf disease.
By Anthony Pioppi

News with a hook
12 It'll Cost You to Keep It Green

TurfGrass Trends
Golfdom's practical research digest for turf managers this month discusses nitrogen uptake and leaching on greens, among other topics. See pages 49-64.
Ki can tell you it works. Long-tonged tools will go the way of metal spikes. The greens (at Medinah) were absolutely stunning. I felt I was glimpsing the future.  

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**Mitch Cook, Director of Golf**  
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**Desert Highlands Country Club, Scottsdale AZ**  
**Phil Shoemaker, Superintendent**  
“The GreenFix System has definitely helped our A4 greens recover faster. Ball marks on the 15th green have dropped from 2400 to 400 in 3 months.”  

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**Golfweek Magazine - 9/18/04**  
**Article by James Achenbach**  
“I can tell you it works. Long-tonged tools will go the way of metal spikes. The greens (at Medinah) were absolutely stunning. I felt I was glimpsing the future.”  

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Paul Jett knows what it's like to be New England Patriots quarterback Tom Brady. Well, sort of.

Jett has never been sacked by a hoard of 300-pound defensive linemen, but the certified superintendent of Pinehurst No. 2 has been besieged by a hoard of reporters in preparation for a major sporting event. Jett's course hosted the U.S. Open in 1996 and hosts the prestigious tournament again later this month. In getting Pinehurst prepped for such an event, Jett, like Brady preparing for the Super Bowl, knows what it's like to field question after question from reporter after reporter. It can be a grind.

"I was a rookie at it [in 1996]," says Jett, who turns 41 in July. "It was pretty overwhelming at times. But it has been easier to deal with this time around."

Jett realizes that part of his job, especially at a high-profile course such as Pinehurst, is dealing effectively with the press. He must treat reporters with dignity, even when fielding the same inane question for the umpteenth time. He can't go Barry Bonds on them.

Even if you're a superintendent at a low-budget municipal course, you never know when the media might come calling. Someone, like me, might be calling you to talk turf. Or maybe one of your town's newspaper reporters calls you to talk the golf business.

My advice to you is to welcome reporters with open arms. Don't be afraid to talk to the media. There's nothing to fear. Most reporters are not trying to deceive you or use you for information.

In fact, there are several good reasons to speak with the media. They include:

- You can obtain positive media attention, which can benefit your course and impress members and golfers. I've had superintendents tell me how impressed members were that they were featured in local newspapers or magazines.
- Being quoted in a magazine or newspaper or being interviewed on TV can be good exposure, which can be good for your career. In fact, the media could make you out to be an "authority" on golf course maintenance and management. Yeah, you have to live up to the title, but what's so bad about that label?
- You can put your profession on the map.

Let's face it, a lot of people still think of Carl Spackler and "Caddyshack" when they think of golf course superintendents. I know you're tired of hearing that, but it's true. So when the media comes calling, it's your chance to spread the word about the professionalism of your industry.

It could be your 15 minutes of fame. In 2001, John Szklinski, superintendent of Southern Hills Country Club in Tulsa, Okla., was featured in "GQ" magazine, among other publications. Szklinski received the attention because Southern Hills hosted the U.S. Open that year.

Even though you shouldn't be afraid to talk to the media, you should always be careful of what you say. Think of John Rocker, the Atlanta Braves' former closer, whose infamous interview with "Sports Illustrated" several years ago not only made him look like a fool but got him in a heap of trouble.

Remember that a lot of reporters consider everything — even the small talk that comes with the "real" interview — on the record. So if you tell them about that stupid thing you did 10 years ago and got away with it, there's a chance it could end up in print.

It's OK to plead the Fifth if you don't want to answer a question. But you have to remember how playing that card might make you appear. Think of Mark McGwire testifying about steroid use in baseball before Congress recently. Big Mac said little and ended up severely diminishing his rep.

Back to Paul Jett. I've interviewed him several times the past few years. He's good with the media because he knows how to gain a reporter's respect. Jett can be polite, humorous and firm in his answers. He also knows when to keep quiet. Jett is straightforward, which is what dealing with the media is all about.
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The state of Louisiana is becoming known as much for its fine golf courses as its world-famous cuisine. That status shouldn’t change, as several new golf courses and redeveloped facilities are underway. Under construction or nearly complete are Greystone Golf & Country Club in Baton Rouge; Château Mirage Golf Club in Lafayette; L’Auberge du Lac Resort in Lake Charles; and Atchafalaya Golf Course in Patterson. A noteworthy remodel will take place at City Park Golf Course in Baton Rouge, a $4.6 million project that will add recreational facilities in and around the 77-year-old layout. For details on these and other golf projects around the U.S., visit www.golfconstructionnews.com.

COURTESY OF: Construction news.com

Rolling, Rolling

The United States Golf Association’s classification of green speed:

<table>
<thead>
<tr>
<th>Membership Play</th>
<th>Tournament Play</th>
</tr>
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<tbody>
<tr>
<td>Fast</td>
<td>Fast</td>
</tr>
<tr>
<td>more than 8'6&quot;</td>
<td>more than 9'6&quot;</td>
</tr>
<tr>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>7'6&quot;</td>
<td>8'6&quot;</td>
</tr>
<tr>
<td>Slow</td>
<td>Slow</td>
</tr>
<tr>
<td>less than 7'6&quot;</td>
<td>less than 8'6&quot;</td>
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</tbody>
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Got Integrity?

In their new book, "Integrity Works: Strategies for Becoming a Trusted, Respected and Admired Leader" (Gibbs Smith, 2005), authors Dana Telford and Adrian Gostick analyze leaders and successful people in all walks of life who demonstrate integrity. The authors say you know you’ve got integrity when:

1. You know that little things count.
2. You find the white when others see gray.
3. You mess up, you fess up.
4. You create a culture of trust.
5. You keep your word.
6. You care about the greater good.
7. You’re honest but modest.
8. You act like you’re being watched.
9. You hire integrity.
10. You stay the course.

The percentages below represent the difference in number of rounds played in February 2005 compared to the number of rounds played in February 2004.

<table>
<thead>
<tr>
<th>REGION</th>
<th>FEB.</th>
<th>Y.T.D.</th>
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<tr>
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<td>-65.9%</td>
<td>-32.6%</td>
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<tr>
<td>Middle Atlantic NY, PA, NJ</td>
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<td>-23.4%</td>
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<td>East North Central MI, OH, IN, IL, WI</td>
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<td>-40.5%</td>
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<td>West North Central ND, MN, SD, NE, KS, IA, MO</td>
<td>48.9%</td>
<td>10.9%</td>
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<tr>
<td>South Atlantic WV, DE, MD, VA, NC, SC, GA</td>
<td>2.3%</td>
<td>1.8%</td>
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<td>Florida</td>
<td>0%</td>
<td>-0.6%</td>
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<tr>
<td>East South Central KY, TN, AL, MS</td>
<td>1.6%</td>
<td>4.5%</td>
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<tr>
<td>West South Central OK, AR, LA</td>
<td>4.8%</td>
<td>-1.2%</td>
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<tr>
<td>Texas</td>
<td>1.8%</td>
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<td>Mountain MT, ID, WY, NV, UT, CO, AZ, NM</td>
<td>-1.1%</td>
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<td>Pacific WA, OR, AK, HI</td>
<td>-5.9%</td>
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</tr>
<tr>
<td>California</td>
<td>-11.9%</td>
<td>-17.4%</td>
</tr>
</tbody>
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TOTAL UNITED STATES | -1.0% | -3.5% |

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