One of the few turf pests new ARENA® can’t control.
Season-long control of grubs plus control of chinch bugs, webworms and other damaging insect pests.

New ARENA® Insecticide from Arvesta may not solve all of your pest problems, but it sure takes care of the key ones.

Along with exceptional season-long control of white grubs, ARENA stops chinch bugs, sod webworms and billbugs dead in their tracks. Plus, it offers suppression of cutworms and mole crickets.

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This year, ask your turf products supplier for the new standard in broad-spectrum insect control — ARENA Insecticide from Arvesta. To learn more, visit www.arvesta.us/arena or call 1-866-761-9397 toll free.
Budget Blight
Although soaring gas prices will certainly affect the bottom line in 2006, it's been pythium this summer that has sapped the coffers throughout much of the country.
By Thomas Skernivitz

On the Range
How much a golf course should spend to provide a worthy practice range depends on myriad factors, including geography, labor rates and climate.
By Shane Sharp

Budget Busters
Superintendent offers "Top 10 Opportunities You Can Create For Yourself While Working Within a Tighter Budget."
By Ron Furlong

It's the Stuff That Dreams Are Made Of
Superintendents gear up for chance to play Crenshaw, Leonard — and win $100,000 — in BASF's People vs. The Pros.
By Larry Aylward
Sizzling
If you're planning your 2006 budget, you might be able to use these products. Check them out starting on page 103.

cover story
Are you caught up in the numbers game? Golfdom hopes to offer some financial direction in its second-annual Budget Guide.

About the cover
After finding this photo collage by Colin Anderson of Brand X Pictures, Golfdom's art director, Carrie Parkhill, did the "balance" of the work, in fine fashion, as always.

50 Company Women
It's still a man's world, but several females have made their professional marks on the corporate side.
By Larry Aylward

74 Brothers in Arms
Michael and Vinnie Iacono aren't just siblings — they're bonded in the wonderful world of golf course maintenance.
By Larry Aylward

80 Home Turf Advantage
Sod growers offer advice on how to manage major projects.
By Thomas Skernivitz

News with a hook
12 What, No Roar?

Getting It Straight
A photograph on page 52 of the July issue of Golfdom should have been identified as the Raven at South Mountain in Phoenix and not Arizona National (formerly the Raven at Sabino Springs).
Ever seen electricity leak all over a green?

Neither have we.

The run-all-day, 2500E Hybrid Greens Mower by John Deere.

It's about advanced technology. And common sense. The 2500E is a hybrid mower that puts power in its proper place. With a choice of a gas or diesel engine, the 2500E powers the reels using a belt-driven alternator. By removing all the hydraulics from the cutting units, we've eliminated 102 potential leak points. And since 90 percent of all hydraulic leaks occur in and around the reels, the possibility of a leak is extremely remote.

Also, the 2500E is battery-free. So the reels get consistent power right from the moment of engagement. Which in turn leads to a consistent cut, all day long. When you factor in lower sound levels and less fuel consumption, the 2500E makes even more sense.

Call your local John Deere distributor for a demonstration today.
Golfdom

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admit it. I have a bit of “Seinfeld” character George Costanza in me, especially when it comes to the short, bald man’s frugal ways. George put the “T” in tight-fisted. If he lent you a quarter today, he expected to be paid back in full tomorrow.

While I’m a cheapskate, I prefer to be labeled economical. My wife jokes that moths fly from my wallet whenever I open it, but I know deep down she’s thankful (most of the time) for the way I am. We’re not in a pile of debt, and we don’t live paycheck to paycheck. We’re saving steadily for retirement and we’ve built up a decent nest egg to fall back on if something goes wrong.

This month *Golfdom* presents its third annual Guide to Successful Budgeting, a three-part package that begins on page 28. While the stories we present offer tips on how to budget for your golf course maintenance operation, I’d like to offer you some tips on how to pinch pennies for your personal savings.

I’m no Charles Schwab, but I take my personal savings seriously because I don’t want to be working when I’m 65. According to a recent study by Prudential Financial, about 70 percent of Americans expect to work into retirement to make up for the shortfall in their savings. Many financial experts say a couple needs about $500,000 to get by comfortably upon retirement.

So when you’re cheap like me — I mean, economical — you’re always thinking about how to save a few nickels. Here’s what I suggest you can do:

► Avoid the stop-at-Starbucks-every-morning-for-a-cup-of-coffee routine. It’s OK to partake in the super-premium French roast on occasion but not for $2.50 a cup daily.

► Pack your lunch when you can. Leftovers were created for a reason and are probably much healthier than the super-sized No. 3 on the fast-food menu.

► Buy a car or truck and keep it for more than four years. My car just turned 5 years old and has 70,000 miles on it. But it runs as well as the Batmobile, except for a few minor squeaks. Here’s to another two years and 30,000 miles.

► Speaking of your vehicle, wash it yourself. Besides, you’ll do a better job than the $12 car wash.

► Don’t feel like you have to outdo your peers when it comes to having the most toys. If your friend and/or co-worker just purchased a 42-inch big screen TV, don’t feel like you need to outdo him by buying a 45-inch model, especially if you can’t afford it. A 32-inch “regular” TV will probably do you just fine.

► Walk the golf course when playing. Who needs a golf car when you have two feet to get around? A round just got cheaper and you burn some calories in the process.

► Don’t order the $35 filet mignon every time you dine out. The $7.99 marinated chicken breast ain’t exactly chopped liver.

► Buy the $50 pair of Nikes, instead of the $120 pair. You don’t really need to be like Mike or LeBron for that kind of cash.

► Pay the bills and credit cards on time every month. If not, you’ll find yourself getting fined more than Randy Moss. While such fiscal demerits are chump change to Moss, they might add up to the cost of the monthly electric bill for you and me.

► While still on the topic of credit cards, pay their balances off in full every month to avoid finance charges. Talk about getting held up without a gun.

One final thought: Don’t think for a minute that I’m the type of guy who hides hoards of cash under my mattress. I like to splurge — on occasion. There’s nothing wrong with taking a nice vacation, going on a shopping spree or spending an enjoyable night out on the town with your wife or significant other.

So, I leave you with two words which you’ve probably heard before: Wise venturing.

Larry Aylward, editor in chief of *Golfdom*, can be reached at laylward@advanstar.com.
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Walking Shoes

Next year Augusta National will play 7,445 yards for The Masters. Seems Augusta Chairman Hootie Johnson wanted more length added to the course 'cause he's tired of players hitting 7-irons on their second shots. Although Augusta's new length will make players' legs ache just thinking about it, its length does not make it the longest course ever for a Major. That distinction belongs to Whistling Straits Golf Course in Sheboygan, Wis., site of last year's PGA Championship. Incidentally, Baltusrol Golf Club's Lower Course measured 7,392 yards for this year's PGA International.

Great or Goofy Greens?

In a Sports Illustrated poll, more than 50 PGA Tour players were asked if the greens at Pinehurst No. 2 are great or goofy. Here's what they said:

Great 85 percent
Goofy 15 percent

One player responded to SI's poll: "Great – when you can get on them."