Introducing one of the most disease-resistant bentgrass varieties you can buy.

Eight years of selection went into the development of Memorial Creeping Bentgrass. It has all the attributes golf course maintenance pros want: outstanding resistance to both dollar spot and brown patch, medium to fine leaf texture, very good wear tolerance with good ball mark recovery, quick establishment and good spring green-up with attractive medium green color. Memorial is an excellent performer at low mowing heights for both greens and tees, and for use in fairways.

Not only will buying Memorial improve your course, it will help people in the golf maintenance profession. For every 25-pound bucket of Memorial Creeping Bentgrass seed you purchase, Scotts® will donate $5 to the Wee One Foundation, established in memory of Wayne Otto, CGSC. For more information on the benevolent work accomplished in his honor, visit www.weeone.org.

For more information on Memorial Creeping Bentgrass, contact your Scotts/Landmark Seed distributor, call 1-800-268-2379 or visit www.scottsporseed.com.
Welcome, Women
Golf courses must focus on several variables — from improved customer service to proper course setup — to attract more female players. Part three of Golfdom's "Growing the Game" series.
By Larry Aylward

Goosen Won't Loosen Up
Retief says he'll don his game face for People vs. the Pros.
By Larry Aylward

Gettig It Straight
A story in the July issue, "Get in the Know," misspelled Tommy Tanaka's name and gave his wrong title. Tanaka is marketing manager for Norcross, Ga.-based Red Max.

News with a Hook
14 Less Is More
18 LESCO Admits Mistake

To Blog or Not to Blog
Web logging has its benefits. And its drawbacks, too
By Geoff Shackelford
For Relief... Experts Recommend SeaDwarf for:

- Low Fertilization
- Sports-Related Wear
- Salt-Affected Areas
- Improved Playability
- Great Looking Turf

For a licensed grower near you:
(772) 460-5575 or www.environmentalturf.com

Golfdom
www.golfdom.com

GOLFDOM ADVISORY STAFF

Jim Barrett, ASIC
JAMES BARRETT ASSOCIATES

Pat Blum
COLONIAL ACRES CC

Joe Boe
WINDERMERE GC

Jerry Coldiron, CGCS
LAッシING POINTE GC

Bill Coore, ASGCA
COORE & CRENSHAW

David Davis, FASIC
DAVID D. DAVIS ASSOCIATES

Tripp Davis
TRIPP DAVIS AND ASSOCIATES

Michelle Frazier-Fehér, CGCS
BOSTON HILLS CC

Charlie Fultz
SHEVALEE GOLF RESORT

John Gurka, CGCS
AURORA CC

Golf Course Builders Association of America
727 "O" STREET, LINCOLN, NE 68508; 402-476-4444; WWW.GCBA.org

National Golf Course Owners Association
291 SEVEN FARMS DRIVE, SECOND FLOOR, CHARLESTON, SC 29492; 843-881-9956; WWW.NGCOA.org

Responsible Industry for a Sound Environment
1156 15TH ST. NW, SUITE 400, WASHINGTON, DC; 202-872-3860; WWW.PESTFACTS.ORG

 Associations
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 68508; 402-476-4444; WWW.GCBA.org

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 68508; 402-476-4444; WWW.GCBA.org

National Golf Course Owners Association
291 SEVEN FARMS DRIVE, SECOND FLOOR, CHARLESTON, SC 29492; 843-881-9956; WWW.NGCOA.org

Responsible Industry for a Sound Environment
1156 15TH ST. NW, SUITE 400, WASHINGTON, DC; 202-872-3860; WWW.PESTFACTS.ORG

ASSOCIATIONS
NO SINGLE BENTGRASS DOES IT ALL
A creeping bentgrass that performs well at putting green height may get puffy on tees and fairways — or collars. That’s why you need choices, and Turf Merchants has those quality selections.

WE DRAW ON SEVERAL BENTGRASS BREEDERS AND SEED PRODUCERS
There are as many opinions on what constitutes a quality bent as there are uses and locations, so we draw from some of the best breeders and Oregon growers to produce our time-proven, top-performing varieties.

WINTER OVERSEEDING BENTGRASSES NEEDN’T COST A FORTUNE
As creeping bentgrass gains favor over Poa trivialis for winter overseeding the tighter new bermudagrass cultivars, we have quality choices that needn’t cost an arm, a leg, and that new greens mower you’ve budgeted for.

THE BOTTOM LINE IS SIMPLE — YOU NOW HAVE SEVERAL CHOICES
If you can’t sort them out, we have people who can help you select which bentgrass best fits your specific needs.

Choose to call Turf Merchants today!
800.421.1735

give us a look: www.turfmerchants.com
FF III™
The next generation granular snow mold fungicide!

• THREE ACTIVE INGREDIENTS
• ONE CONVENIENT PRODUCT
• AVAILABLE THIS SEASON

Using a granular fungicide can reduce or even eliminate the difficulties of a cold weather spray application.

Test plot treated with FF III
Untreated test plot

Contact your Andersons Golf Products distributor or territory manager, or call Customer Service at 800-253-5296

www.AndersonsGolfProducts.com

Golfdom

BUSINESS STAFF
Patrick Roberts PUBLISHER 216-706-3736
proberts@questex.com
Jen Oaklief ADMIN. COORDINATOR 216-706-9751
joaklief@questex.com
Natalie Lepien PRODUCTION MANAGER 216-706-8836
nlepien@questex.com
Rhonda Sande PRODUCTION DIRECTOR 216-279-8821
rsande@questex.com
Jessica Bergren CIRCULATION MANAGER 216-279-8858
jborgren@questex.com

ADVERTISING STAFF
CLEVELAND HEADQUARTERS
600 SUPERIOR AVENUE, EAST, SUITE 1100
CLEVELAND, OH 44114

Kevin Stoltman ASSOCIATE PUBLISHER
216-706-5740 FAX: 216-706-3712
kstoltman@questex.com

George Casey NATIONAL ACCOUNT MANAGER
216-706-9752 FAX: 216-706-3712
gcasey@questex.com

Dave Huismann REGIONAL SALES MANAGER
732-493-4951 FAX: 732-493-4951
dhuismann@questex.com

Brian Oleinski ACCOUNT EXECUTIVE, CLASSIFIED
216-706-3757 FAX: 216-706-3712
bolesinski@questex.com

MARKETING SERVICES
Reprints 800-290-5460 ext. 100
golfdom@reprintbuyer.com

Marsha Gustafson CIRC. LIST RENTAL 216-706-3772
marshagustafson@questex.com

Subscriber, Customer Service 866-344-1315; 615-377-3322
guester@sunbeltfs.com

Books, Directories, Current Issues, Back Issues, Photocopies,
Microfiche, Film Copies, CD-Rom 866-344-1315; 615-377-3322

CORPORATE
QUESTEX MEDIA
Kerry C. Gumas PRESIDENT & CEO
Tom Caridi EXECUTIVE VICE PRESIDENT & CFO
Robert S. Ingraham EXECUTIVE VICE PRESIDENT – TRAVEL & BEAUTY GROUP
Tony D'Avino VICE PRESIDENT & GENERAL MANAGER – INDUSTRIAL & SPECIALTY GROUP
Don Rosenberg VICE PRESIDENT & GENERAL MANAGER - HOME ENTERTAINMENT GROUP
Bob Rybak VICE PRESIDENT, PUBLISHING OPERATIONS
Diane Evans-Negron VICE PRESIDENT, HUMAN RESOURCES

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. Questex Media 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 Questex Media to make your contact information available to third parties for marketing purposes, simply call toll-free 866-344-1315 between the hours of 8:30 a.m. and 5 p.m. CT and a customer service representative will assist you in removing your name from Questex Media’s lists. Outside the United States, please phone 615-377-3322.

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. Questex Media 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 Questex Media to make your contact information available to third parties for marketing purposes, simply call toll-free 866-344-1315 between the hours of 8:30 a.m. and 5 p.m. CT and a customer service representative will assist you in removing your name from Questex Media's lists. Outside the United States, please phone 615-377-3322.

NEW RodentRid
FAST ACTING Bait For Control Of Outdoor Rodent Pests

✓ Voles
✓ Pocket Gophers
✓ Ground Squirrels

WORLD LEADER IN RODENT CONTROL TECHNOLOGY
Madison, WI 53704 U.S.A. | www.bellfish.com

Available from your Bell Distributor
Look closely. When you apply BASF products, you benefit from the resources of the world's leading chemical company. You get years of testing by the best scientific minds in the industry. You get the experience and expertise of knowledgeable tech and sales reps ready to help meet your needs. Best of all, you get solutions designed to maximize results and minimize labor while delivering better turf. And that's a value even your golfers can see.

Find out more: turffacts.com
Find a distributor: 800-545-9525

BASF Means Better Value...Which Means Better TURF™

(And everybody loves better turf.)
We’ve Got Mail

**LETTERS FROM THE FIELD**

**Illegal Immigrants**

Editor’s note: Larry Aylward’s June Pin High column, “Walking With Illegal Immigrants,” provoked much response. Here are some of the letters we received.

I empathize with the fact that illegal immigrants are trying to establish a better life for themselves and their families and that many are genuinely good people with a good work ethic. This does not take away from the fact that in many instances they are costing our citizens taxpayer dollars in an already stressed system. As for the “meager $8 an hour,” that is the starting wage in this area and actually went up after Hurricane Ivan.

An immigrant making $10 per hour without taxes, 40 hours per week, makes $20,800 per year. Many work more hours per week, which puts them in the range of some of our teachers, who have to pay FICA, Medicare and taxes. There are laws in place to allow immigrants to get a green card and to attain citizenship. I understand that the process is rigorous and trying, but it would help them to achieve the goal of a better life. If we allow these immigrants to become part of our system, we are only going to accelerate the failure of our system. I have paid into the Social Security system since I was 16 years old. I recognize that it will not provide for me later in life, but I surely don’t want part of it going to someone who hasn’t paid into it.

Our medical system is not in a good state. Insurance costs are rising and becoming one of the primary thoughts of citizens when they are seeking employment. Yet our emergency rooms are not allowed to turn away an illegal immigrant for treatment. These costs will not go away, and the legal citizens will have to pay it with increases in the cost of their visits or insurance. If a child is born from an illegal on our soil, he or she automatically becomes a citizen, which makes it easier for the parent to become a citizen. Ultimately, both sides of this conflict will have long-lasting effects, but we should support the laws that are already in place, not waste tax dollars writing new ones.

William Herring, Superintendent, Perdido Bay Golf Club, Perdido, Fla.

Thank you for touching on such a hot topic as it pertains to our industry. I could not have said it any better. I would like to think there are millions of American citizens that feel this way.

Cory Flotta, Superintendent, Corte Bella Country Club, Sun City West, Ariz.

I’m sorry, but these people have broken U.S. law. Can we allow the whole world to come here without going through proper channels?

Why will Americans not do this work? Because we are a welfare nation and they don’t need to work. How long before the illegals who become legal jump on this “bandwagon?” Write your congressman about this; I have.

Finally, when all of these people become the majority, where you and your family be in society? I hope you don’t need a hint. I support the laws of our land. Without them we are doomed.

Charles H. Drawdy Sr., Honorary Executive Board Member, South Carolina Golf Association, Hampton, S.C.

Our government needs to get a handle on the illegal immigrants; they are illegal and every one should be sent back to their appropriate country and then come into the United States the correct and legal way. I would be a criminal in their country if I tried to live and work there. I don’t think we should let them legalize while they are here. Our county and government have enough financial struggles with its own citizens and programs.

Do you agree that illegal immigrants should get a U.S. driver’s license and get Social Security benefits for the years they have worked here illegally as well? I have plenty of people who want to work for $8 an hour and show up on time at 5:30 a.m. I turn people away for jobs every week.

Steve Hammen, Superintendent, Traverse City (Mich.) Golf & Country Club

**Water Management**

The column “Time to Water Down This Label” (Pin High, May) caused me to put into words my frustration with the golf industry. Hoover Pumping Systems is the largest supplier of irrigation pumping stations in Florida. We manufacture, install and service stations that are designed for the Florida climate and have the lowest cost of operation compared with our competition.

For the past three years we have sold a remote water management system that has helped numerous irrigation contractors, developers and end users track and control their water usage. Our first customer was having his water turned off daily by the water purveyor until, with the help of our system, he was able to realign his zone sizes and make better use of the water he is allotted. I believe the water crisis in the golf industry is made worse by the belief that water management systems have to be expensive and complicated to operate.

Hoover Pumping Systems is not a big player in the golf market. We install two to three systems each year, mainly on old courses looking for replacement stations. We would like to become a bigger factor in the new golf course market in Florida, and have contacted the small fraternity of golf course irrigation designers to acquaint them with our company and its products and services. We have told them about our advantages, including lower energy and service costs, as well as describing the remote water management system detailed above. The response has been disappointing. The same designers that have no problem specifying our products for large residential projects will not use the same system for a golf course.

They give no technical reason, only that since we are not one of the big national companies, we cannot be a player. I believe that the golf industry is highly conservative with the risks of changing and failing being perceived to be extremely high. I will close by quoting the response of one golf course irrigation designer who is very familiar with the merits of our company, “George, I’m too old to learn new tricks.”

George Newman, Vice President of Sales, Hoover Pumping Systems

We want to hear from you. You can e-mail your letters to Larry Aylward at laviward@questex.com, or fax to 216-706-3712. Make sure to include your name and phone number for verification. Letters may be edited for length or relevance.
For every inch of your course.

One Source.

Why are more and more courses in North America choosing One Source for their maintenance needs? There are plenty of good reasons:

• The ease of doing business with a single source.
• Technical support from your local distributor and their team of agronomists.
• The wide array of high quality products and services.
• The ability to finance all purchases on a single statement.

Everyday, more courses are discovering that One Source makes doing business easier and less stressful. Instead of dealing with a dozen or more suppliers, a superintendent can get answers and solve problems with one phone call. So call us today and find out what these courses already know: it's easier when it's One Source.

www.JohnDeere.com
Lying in a hospital bed recovering from heart surgery last year, Bruce Williams had time to reflect on his life, which is busier than a brigadier general's. But Williams, who loves living in fast-forward, wasn't thinking about pressing the pause button. The Lightning McQueen of the golf course maintenance industry was thinking about getting out of the hospital, gassing up and getting on with it.

"I couldn't wait to get back to the action," Williams said recently, about a year after his surgery.

If you know Williams, the certified superintendent of the Los Angeles Country Club and one of the most visible men in the business, you assume he must have a clone. He is seemingly everywhere — attending this event, doing that speech and playing in so and so's outing in addition to overseeing 36 holes at a top club.

So when you heard the 56-year-old Williams had a seven-way bypass (yes, seven), you figured the stress brought on by his fast and furious lifestyle had finally caught up with him. Maybe you even thought it was a wake-up call for Williams to put his speedy life in park for a while.

While Williams appreciates our concern for his well being, he's not afraid to tell us that we're a bunch of armchair doctors who have misdiagnosed him. Fact is, lying in that hospital bed, one of the things that Williams missed most about his life was the stress of his job.

"That's because I thrive on stress," he said.

Williams is the one who wants the ball when his team is down by a point with 2.1 seconds on the clock. Such a scenario represents a burden, all right, but for guys like Williams it's also a rush.

When Williams returned to work after being out for six weeks — the minimum time his doctor ordered him to take off — he felt anew. How good it felt for him to rise and shine at 4:30 in the morning and get ready for work.

"It was a lot more relaxing for me to be back to see my golf courses and push through the paperwork that had piled up," he said.

It was also good to get back on a plane and jet around the country to give a few speeches.

"Some people have hobbies, such as golfing or fishing," Williams said. "My hobby is volunteer-

Glad to be Back to His Stressful Job

BY LARRY AYLWARD

BRUCE WILLIAMS APPRECIATES OUR CONCERN, BUT HE'S NOT AFRAID TO TELL US WE'RE A BUNCH OF ARMCHAIR DOCTORS WHO HAVE MISDIAGNOSED HIM

ing and participating in industry functions."

Williams enjoys being in front of an audience to wax about his experiences in the business. If you've seen him speak, you know how well he does it. Williams is a gifted speaker who commands your attention. He's direct, confident and knows what he's talking about. The industry is fortunate to have him on the seminar circuit.

"If I can make people's days brighter and better... I think that's why we are put on the earth," Williams says of his pledge to public speaking.

Back to Williams' heart problem. If it wasn't job stress that caused it, then what was it? Well, Williams' father, Bob, had a five-way bypass about 30 years ago, so Bruce believes genetics is a cause. Bruce also admits his cholesterol was too high from eating too many burgers and fries. Back to Williams living his profession in fast-forward. He says he'll keep moving, but he also realizes he must pace himself better. Let's just say that Williams won't be booking any red-eye flights to make it home from an industry function to get to work in the morning.

While Williams insists his health scare wasn't a wake-up call to ground himself, he does believe it was a sign to stop and smell the freshly cut fairways. "It was a wake-up call to have a greater appreciation of the things that surround me," he said, citing his family and, of course, his job.

When I think of Williams' zest for his career, I think of a passage from the book of Ecclesiastes. It reads: "So I saw that there's nothing better for men than that they should be happy in their work, for that is what they are here for. And no one can bring them back to life to enjoy what will be in the future. So let them enjoy it now."

Here's to good health for Williams and all hard-working superintendents.

Contact Larry Aylward at laylward@questex.com.
Don't blame me or curse at me.

Don't jab the flagstick through the center of my heart. For I did not ask to be placed on a patch of unreadable undulation. I do not cause yips. I do not refer to you as Alice and I most certainly didn't wager your hard-earned cash. I also do not influence aeration times any more than I dictate the price of hot dogs at the turn. I am but a simple die-cast aluminum circumference dutifully doing my job for over 50+ years and I have feelings too.

As course superintendent your work is cut out for you. And so are Par Aide products. From the first tee to the last green you can count on us to follow through. For more information on Par Aide products please visit paraide.com.
TIDBIT OF THE MONTH

Rock, Chalk, Golf, Jayhawk

Four new courses recently opened in Kansas. In May the Chuck Ermisch-designed Spring Creek Golf Club in Seneca was completed. The municipal facility will be augmented by 55 homes. In June the Nick Faldo-designed Cottonwood Hills Golf Club in Hutchinson and the Ric Buckton-designed Yucca Ridge Golf Club in Liberal affirmed that the golf boom in the Jayhawk State is for real. Then in July came the debut of Sand Creek Station Golf Course in Newton. The Jeff Brauer design, which stretches 7,359 yards from the tips, is owned by the city and will be bordered by a new community of more than 500 home sites. For details on these and other golf projects around the U.S., visit www.golfconstructionnews.com.

Let There Be Peace... At Work

Tips for negotiating workplace conflicts

- Let people tell their stories.
- When someone seems "locked up," dig for the emotion behind the stone face.
- When people are picking flyspecks out of pepper, come in with a reality check.
- Identify the true impediment.
- Think creatively about ways people can cooperate rather than clash.
- Finally, realize that every conflict can't be solved.


Golf Rounds Played

The percentages below represent the difference in number of rounds played in May 2006 compared to the number of rounds played in May 2005.

<table>
<thead>
<tr>
<th>REGION</th>
<th>MAY</th>
<th>Y.T.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England ME, VT, NH, MA, RI, CT</td>
<td>-8.8%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Middle Atlantic NY, PA, NJ</td>
<td>-6.8%</td>
<td>3.1%</td>
</tr>
<tr>
<td>East North Central MI, OH, IN, IL, WI</td>
<td>-9.0%</td>
<td>0.6%</td>
</tr>
<tr>
<td>West North Central ND, MN, SD, NE, KS, IA, MO</td>
<td>2.8%</td>
<td>2.7%</td>
</tr>
<tr>
<td>South Atlantic WV, DE, MD, VA, NC, SC, GA</td>
<td>0.6%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Florida</td>
<td>0.6%</td>
<td>2.4%</td>
</tr>
<tr>
<td>East South Central KY, TN, AL, MS</td>
<td>-8.5%</td>
<td>-0.1%</td>
</tr>
<tr>
<td>West South Central OK, AR, LA</td>
<td>-3.0%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Texas</td>
<td>-1.7%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Mountain MT, ID, WY, NV, UT, CO, AZ, NM</td>
<td>5.1%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Pacific WA, OR, AK, HI</td>
<td>1.8%</td>
<td>1.2%</td>
</tr>
<tr>
<td>California</td>
<td>-0.1%</td>
<td>2.5%</td>
</tr>
<tr>
<td>TOTAL UNITED STATES</td>
<td>-2.7%</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

SOURCE: GOLF DATATECH

Jobs Americans Don't Want

Regardless of race, education and political affiliation, most people surveyed in a recent poll think immigrants take jobs Americans don't want, not the other way around.

<table>
<thead>
<tr>
<th></th>
<th>Take unwanted jobs</th>
<th>Take jobs from Americans</th>
<th>Both</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>National total</td>
<td>65%</td>
<td>24%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>White</td>
<td>65%</td>
<td>25%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Black</td>
<td>54%</td>
<td>33%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>81%</td>
<td>9%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>College graduate</td>
<td>78%</td>
<td>13%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Some college</td>
<td>66%</td>
<td>23%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>H.S. or less</td>
<td>59%</td>
<td>30%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Republicans</td>
<td>69%</td>
<td>23%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Democrats</td>
<td>62%</td>
<td>27%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Independents</td>
<td>86%</td>
<td>24%</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

SOURCE: PEW HISPANIC RESEARCH CENTER SURVEY RELEASED 3/30/06