Keeping courses looking good and playing well has been our focus for more than 35 years. So it's not surprising that we have continued to improve products like Daconil® fungicide. Syngenta has researched and created our formulation to make Daconil the optimum form of chlorothalonil, even developing Weather Stik®.
so it would stay where you put it. Syngenta understands that good health takes work. To learn more, call the Syngenta Customer Resource Center at 1-866-SYNGENTA or visit us at www.syngentaprofessionalproducts.com.
What Type of Coke Goes Best with Argentinosaurus?
Atlanta offers GIS attendees plenty of variety (except when it comes to soft drinks).
By Mark Luce

GIS Vendors: So Far, So Good
Outside of a few worries, the Golf Industry Show thus far has almost everyone on the trade show floor smiling.
By Thomas Skernivitz

Butting Heads Over Bio: The Sequel
It's time to revisit the biological and organic fertilizer category to see what's happened since 1999.
By Larry Aylward
About the cover
North Carolina illustrator Tom Reis provided these realistic portraits of two of the golf industry’s leaders.

24

Back to Business
Want to make a name for your course in the pro shop? Learn how in our latest edition of the Golfdom Business Record, where Bruce Allar reports on “Going to a Logo.” Also, Heidi Voss gives insight on a New Year’s resolution, and learn almost everything you wanted to know about CMAA leader Jim Singerling. The section begins on PAGE 69 and runs through page 80.
Have you received editorial coverage in Golfdom?

When your company is featured in Golfdom, expecting your customers to read your story isn’t enough... you need Reprints.

800-290-5460 ext. 100
golfdom@reprintbuyer.com

RMS is the authorized provider of custom Reprints, Eprints and NXTprints for Golfdom magazine.

The Only Pro-Active Organic Predictable & Consistent

Other Quality GroPower Products:
- Humus based fertilizer/
  soil conditioner formulations
- 45% Magnesium • 35% Manganese
- Over 48 products to choose from!

GroPower®
Since 1966
(909) 393-3744 • www.gropower.com

Golfdom
www.golfdom.com

EDITORIAL STAFF
Larry Aylward EDITOR IN CHIEF 216-706-3737 laylward@questex.com
Thomas Skernivitz MANAGING EDITOR 216-706-3758 tskernivitz@questex.com
Geoff Shackelford CONTRIBUTING EDITOR 310-451-5877 geoffshackelford@aol.com
Joel Jackson CONTRIBUTING EDITOR 404-248-1971 fljrn@aol.com
Anthony Pioppi CONTRIBUTING EDITOR 805-344-8995 apioppi@earthlink.net
Mark Luce CONTRIBUTING EDITOR 786-841-6044 mluce@earthlink.net
Karl Danneberger SCIENCE EDITOR danneberger.1@osu.edu
Lisa Lehman CORP. CREATIVE DIRECTOR 216-706-3792 ilehman@questex.com
Carrie Parkhill ART DIRECTOR 216-706-3780 cparkhill@questex.com
Mike Klemme PHOTO EDITOR 580-234-8284 mike@golfoto.com
Lyne Brakeman WEB EDITOR 216-706-3753 lbrakeman@questex.com

CLEVELAND HEADQUARTERS
600 SUPERIOR AVENUE EAST
SUITE 1100
CLEVELAND OH 44114

OFFICIAL PUBLICATION OF
American Society of Irrigation Consultants
P.O. 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 Bob
WINDERMERE GC
Jerry Coldiron, CGCS
LASSING POINT GC
Bill Coore, ASGCA
COORE & CRENSHAW
David Davis, FASIC
DAVID D. DAVIS ASSOCIATES
Tripp Davis
TRIPP DAVIS AND ASSOCIATES
Michelle Frazier, CGCS
BOSTON HILLS CC
Charlie Fultz
SHENANDOAH GOLF RESORT
Dean Graves, CGCS
CHEVY CHASE CLUB
John Garke, CGCS
AURORA CC
Steve Hammon
TRAVERSE CITY G&CC
Jim Hustling, CGCS
WOODBRIDGE G&CC
Robby Dillinger, CGCS
MUNIE OUTDOOR SERVICES
Jim Lake, CGCS
BENT CREEK CC
Walter Mattison
(IN MEMORY)
Steve Merkel, CGCS
LANDSCAPES UNLIMITED
Don Naumann, SIERRA PACIFIC TURF
Jim Nicol, CGGS
HAZELTON NATIONAL GC
Steven Numbers
WESTFIELD CC
James Simonini
ROBERT TRENT JONES II
Bobby Weed, ASGCA
WEED GOLF COURSE DESIGN

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 707 "O" STREET, LINCOLN, NE 68508; 402-476-4444; WWW.GCBAA.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 ISTH ST. NW, SUITE 400, WASHINGTON, DC; 202-872-3860; WWW.PESTFACTS.ORG
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.
Now The Best Fertilizer Has The Best Prill

Dust-free and can be used on the tightest new bent varieties.

The new standard of excellence in the organic fertilizer category is EarthWorks Replenish 5-4-5.

Learn more, Call your local EarthWorks distributor or call 1-800-732-8873.
Congratulations to the staffs of *Golfdom & Landscape Management* for winning 17 TOCA (Turf and Ornamental Communicators Association) editorial and design awards at the 2005 TOCA Awards Banquet.
Mona Has the Get-Up-And-Go

BY LARRY AYLWARD

WHEN MONA TELLS HIS PEERS ABOUT HIS LENGTH OF OFFICE, THEY OFTEN OFFER A ONE-WORD RESPONSE - 'WOW'

Mona is not an imposing physical figure and he doesn’t light up a room like the midday sun when he walks into it. Mona’s gleam is more subtle, but its presence can’t be denied.

So what makes Mona tick? It’s simple, really. Mona subscribes to the my-body-is-my-temple-and-I-worship-it philosophy. What he puts in his body and how he treats it has everything to do with his zest for life.

For Mona, proper nutrition begins with what he puts down the ol’ hatch. In the morning, he doesn’t rise and shine and make a beeline to the coffee pot. He avoids the java and other caffeine-laced products like hazards on a golf course.

Mona also doesn’t belly up to the hotel bar to sip a few cold ones after a dinner at an industry function. He has nothing against folks who do, but Mona would rather retire to his hotel room, catch a little SportsCenter on TV and be in rapid eye movement by 11. Oh yeah, he might sip some water, his drink of choice, before bed.

You won’t catch Mona, who weighs a lean 160 pounds, grabbing a Snickers bar on the run. He runs like Jesse Owens from sweets. You might see him picking at a piece of cheesecake at a banquet, but he’s probably plucking the strawberry from its top. Chances are Mona had the chicken or fish — less filling, tastes OK — for his entree at the same banquet. He doesn’t think twice about passing on the more savory but less healthy prime rib.

There’s also a chance Mona exercised before that banquet. When he’s not on the road and is at home in Lawrence, Kan., exercise is routine. And Mona tries to work out when he can while on the road, which is 125 days a year.

Bottom line: When you look good and feel good, life in general tends to feel good. You don’t need Dr. Phil to tell you that.

But it’s not just his own life that Mona is blissful about living. He likes to please others and is as cordial as they come. Mona says his father, Frank, taught him to treat others — all others — with dignity. Frank Mona held a top position with a seasoning manufacturer near where the family lived in northern California when Steve was growing up. When Steve went to work with his dad, he watched how Frank treated the employees. Frank didn’t care if they didn’t have college degrees. He thought they deserved his honor.

Frank’s actions left an impression on Steve. “If I ever get into a position like my dad’s, that’s the way I will treat people,” Steve says he told himself.

He has. Rarely, if ever, do GCSAA members bash him. They may disagree with his decisions, but they do so with respect.

In November, Mona celebrated his 12th anniversary as the GCSAA’s CEO. In case you’re counting, 12 years is an eternity for a person to head a trade association. When Mona tells his peers about his length of office, they often offer a one-word response — “wow.”

Here’s something else that will make you say “wow” with a few exclamation points tacked on. Did you know Mona hasn’t missed a day of work in those 12 years? He says it’s easy to fight off a cold and go to work when you love what you do.

Mona is also wound less tight these days. You may recall that Mona fainted in 2002 during the GCSAA show in Orlando. He was diagnosed with a condition that restricts or stops blood flow between the heart and the brain. The episode made Mona realize that he had to slow down.

What will Mona be doing in another 12 years? He says he’d love to still be with the GCSAA. “I love what I’m doing, and right now I’m enjoying it as much as I ever have,” Mona says.

Like I said, I want what Mona’s having.

Editor in Chief Larry Aylward can be reached at 216-706-3737 or laylward@questex.com.
TALPIRID™ The industry’s first & only proven mole bait.

Moles can be one of the most destructive and costly pests golf superintendents face... indiscriminately damaging greens, fairways and tee boxes. The result of more than 4 years of groundbreaking research, TALPIRID can help regain control where no viable options previously existed.

"Great job---thank you for finally researching and producing a great product that by far, is the best product on the market for mole elimination!!"
- Robert M. Donofrio, Shadow Lake G.C.

"It really does work."
- James Longhi, Longhi's Golf

TALPIRID is easy to apply and economical to use. For more information, contact your Turf & Ornamental distributor or Bell Laboratories directly at talpirid@belllabs.com.
**TIDBIT OF THE MONTH**

**Small State But Big on Golf**

Although geographically diminutive, the commonwealth of Massachusetts enjoys a large presence in the world of golf. The golfing hotbed contains more than 350 courses, with more on the way. Among the most promising is the Rees Jones-designed Golf Club at Cape Cod in North Falmouth, scheduled to open in the spring. Also under construction is Shining Rock Golf Course, part of a 275-acre development in Northbridge. Long-range plans call for a municipal course in Lee that's slated to cost around $5 million. Also in planning is a course at Apple Hill Farm Project in Leominster. And in Westford, work will commence in spring 2005 on the second nine at Butter Brook Golf Club, a Mark Mungean design. For details on these and other golf projects around the United States, visit www.golfconstructionnews.com.

**COURTESY OF:**

**Golf Rounds Played**

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

<table>
<thead>
<tr>
<th>REGION</th>
<th>SEPT.</th>
<th>Y.T.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England (ME, VT, NH, MA, RI, CT)</td>
<td>7.2%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Middle Atlantic (NY, PA, NJ)</td>
<td>8.6%</td>
<td>3.0%</td>
</tr>
<tr>
<td>East North Central (MI, OH, IN, IL, WI)</td>
<td>-4.9%</td>
<td>0.2%</td>
</tr>
<tr>
<td>West North Central (ND, MN, SD, NE, KS, IA, MO)</td>
<td>-2.4%</td>
<td>-0.1%</td>
</tr>
<tr>
<td>South Atlantic (WV, DE, MD, VA, NC, SC, GA)</td>
<td>20.3%</td>
<td>-0.8%</td>
</tr>
<tr>
<td>Florida</td>
<td>46.5%</td>
<td>-0.1%</td>
</tr>
<tr>
<td>East South Central (KY, TN, AL, MS)</td>
<td>-1.0%</td>
<td>-3.0%</td>
</tr>
<tr>
<td>West South Central (OK, AR, LA)</td>
<td>-3.9%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Texas</td>
<td>-3.8%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Mountain (MT, ID, WY, NV, UT, CO, AZ, NM)</td>
<td>7.5%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Pacific (WA, OR, AK, HI)</td>
<td>4.0%</td>
<td>-2.7%</td>
</tr>
<tr>
<td>California</td>
<td>2.2%</td>
<td>-4.3%</td>
</tr>
<tr>
<td><strong>TOTAL UNITED STATES</strong></td>
<td>3.7%</td>
<td>-0.1%</td>
</tr>
</tbody>
</table>

**Under the Weather**

Did your course experience a major outbreak of turf disease in 2005?

- **Yeah**, the course looked horrible for several weeks 11%
- **Yes**, but we were able to get it under control 40%
- **No**, I still have plenty of fungicide left in the tank 48%
- No answer 1%

**SOURCE:** ASKMEN.COM

**GOLFDOM'S BIG PICTURE IS BROUGHT TO YOU IN PARTNERSHIP WITH**

![TORO](image)