When it comes to your greens, it's all about the color

It's not easy keeping all your greens, well, green. Turf Food granular fertilizers not only feed the turf, but also improve the life of the soil at the same time. So you get greener greens, tees and fairways and overall healthier turf... and a lot more.

- Outstanding and consistent color response
- Improved turf density and root mass

University of Wisconsin research tells the story.

Turf Food is part of The Roots® Challenge

The Roots Challenge provides season-long turf management solutions using Roots products to attain the healthiest turf possible – even in the most stressful conditions.

Your distributor representative, Roots territory manager and technical field staff will work with you to select the best program, monitor the applications and gauge the program effectiveness throughout the season.

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...Our Name Says It All

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Brent Palich, superintendent of Sand Ridge Golf Club, says he’s completely comfortable using biological and organic fertilizers.

Continued from page 60

the products because of their improved delivery systems, Middleton adds. “You can see the results of these products within two or three weeks,” he says.

It can be concurred that the longer a company has been around, the more its products will be trusted and used. “The good products work,” Simmons says. “I wouldn’t be here 20 years later if my products didn’t work.”

Archer says Milorganite, which has been around since 1926, has a long-standing name in the biological and organic product segment. The challenge for Milorganite is to keep its old product exciting, especially when several companies are marketing newer products.

Roots is marketing the fact that it’s owned by Novozymes Biologicals, a Denmark-based biotech company that specializes in enzymes and microorganisms. Novozymes, which purchased Roots in 2002, is a well-respected $1.1 billion company, although it’s not widely known in the Green Industry.

“We couldn’t have a better parent company anywhere in the world,” Sedivy says. “It’s what’s behind the Novozymes name, which is an expectation to provide products and services which represent that name.”

Word of mouth among users can also increase or cease a product’s use. In Floratine’s case, it was the former. Byrnes says virtually all of the company’s growth during its first four years came from satisfied superintendents who told their peers about Floratine’s products.

Byrnes says a big breakthrough for the company occurred in 1995 when he was able to assist Paul R. Latshaw, who was the superintendent of Congressional Country Club at the time, with the use of his company’s products. Latshaw was preparing the course for the Senior Open and had soil problems. He tried Floratine’s products as part of his turf management program and was impressed. Having Latshaw, one of the top superintendents in the business, tout your products ... well, you couldn’t ask for much better marketing.

Superintendents are also more apt to try a biological and organic fertilizer if a company doesn’t promise the world with a product’s result. Simmons says his company would never sell a straight organic program to superintendents as a total solution to any turf problem. The idea is to sell superintendents organic products to work in harmony with conventional products, he says.

“That’s a great balance,” Simmons says, noting that his company doesn’t aim to compete with inorganic suppliers. “It’s how [superintendents] marry the two technologies to get the best of both worlds.”

Simmons says most all biological products have to work with other products to be successful. “There’s no silver bullet in the biological world, and there’s no silver bullet in the chemical world,” he says. “It’s about building a good program.”

Gary Grigg, vice president and agronomist for Grigg Brothers, says his company has tried to capture the best of both worlds — organic and inorganic — with its latest product, GreenSpec, which came out last year. The homogeneous product is engineered using the company’s proprietary protein technology to deliver long-lasting color response and efficient nutrient delivery.

Grigg says he and others at the company scouted the performance of the biological and organic segment for several years and decided that a “bridge” product was the best way to enter the market.

Another assumption associated with biological and organic fertilizers is that they’re too expensive. “People think we’re only for the guys with the $1 million budgets,” says Todd Settle, North America sales manager for Roots Plant Care Group. That is not true, Settle adds, noting that Roots sells its products to nine-hole municipal courses as well.

Middleton says most biological and organic fertilizers are cost-effective and offer a good bang for the buck. Hogan watches his maintenance budget bucks carefully, but he’s not afraid to spend money on biological and organic fertilizers if he knows they’ll help the turf.

“Cost is an issue, but if something is working for you, then it’s not an issue,” he says. “Then you can justify using it.”
After 40 Years of Experience, Turfco® is the #1 Brand of Top Dressers and Material Handlers.

The Widespin™ 1530 is a good example of the reason why:

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Biocontrols are the use of living organisms to control pest populations. By definition, biological control agents of insect pests are known as predators, parasitoids and pathogens, while those of weeds include insects and pathogens. Biological control agents of pathogens are often referred to as antagonists.

In turf we have observed both successes and failures that mimic the history of biocontrol agents in various other cropping systems. Although biocontrol agents for turf are rather limited, considerable research interest is building for developing these types of control products.

It is relevant at this time to look at biocontrol agents in a historical perspective and examine the challenges facing the development of these pest controls. Biocontrol agents date back to 200 A.D., when the Chinese were the first to use natural enemies to control pests, specifically those on citrus. Ants and the usefulness of ladybird beetles for controlling date palm pests and aphids respectively were identified in 1200 A.D. These early attempts of releasing natural enemies were rather haphazard with no scientific approach that continued for hundreds of years.

In the United States, interest arose in biocontrols when large crop plantings or farming began to occur in 1850. Initially these larger farms were pest free, but within a few years farmers saw their crops destroyed by massive hordes of alien pests. Given that classical synthetic pesticides were not invented yet, considerable effort was spent on finding natural enemies. Biocontrol interest peaked from 1930 to 1940 when 57 different natural enemies were established in various places around the world.

After World War II, biocontrols fell in popularity because of the development of relatively cheap and effective synthetic chemicals for the control of pests. However, attitudes began to shift in the 1950s. The development of pest resistance changed how researchers looked at controlling pests. In 1959, Dr. Vern Stern at the University of California Riverside conceived the idea of economic injury levels and economic threshold, which led to integrated control practices and away from scheduled pesticide applications. This idea became the basis for Integrated Pest Management (IPM). A second catalyst for change was Rachel Carson’s book, “Silent Spring,” which attacked the presence of synthetic pesticides in the environment. As an alternative pest control strategy and as a component of IPM, biocontrol development interest increased substantially through the 1970s and early 1980s.

In 1983, Frank Howarth published a landmark paper, “Classical Biological Control: Panacea or Pandora’s Box?” which changed the government’s perception of biocontrol agents. In his paper based on work in Hawaii, Howarth laid out the non-target effects that biocontrol agents could have. He concluded that classical biocontrol of insect pests significantly contributed to the extinction of desirable species.

Although some of Howarth’s claims of species extinction were unjustified, the impact of biocontrols on non-target pests became a concern. Several studies including those published recently in Science pointed to the need to look at the risks biocontrols have on non-target native species and what long-term effect they may have on the ecological system. The concern exists that long-term or permanent changes in ecosystems occur through the introduction of foreign agents.

Optimism remains high for discovering biocontrol agents that will help reduce pest pressure in turfgrass systems. In this current environment of heightened enthusiasm for the discovery of biocontrol agents, we need to be reminded that success depends on understanding the complexity of the turfgrass system and the ramifications outside of simply controlling a pest.

Ph.D. Karl Danneberger, Golfdom’s science editor and a turfgrass professor at The Ohio State University, can be reached at danneberger.1@osu.edu.
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• Provides unprecedented dollar spot control in virtually every major turf species, and in every region of the United States.

• When used according to label, controls dollar spot for up to 28 days.

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Save now on Emerald® fungicide: a completely different class of fungicide chemistry for dollar spot control. Both the mode and site of action of Emerald differ from any other fungicide used to control dollar spot, making it an effective resistance management tool and an unmatched value for you.

EMERALD FIRST: Making Emerald your first fungicide application in the spring, prior to the appearance of dollar spot, will give you peace of mind and get your turf off to a healthy start.

Research shows that Emerald provides excellent dollar spot control in every region of the country, including yours. And Emerald controls dollar spot in most major turf species, including:

- Creeping Bentgrass
- Colonial Bentgrass
- Perennial Ryegrass
- Annual Ryegrass
- Kentucky Bluegrass
- Common Bermudagrass
- Hybrid Bermudagrass
- Annual Bluegrass
- St. Augustinegrass
- Tall Fescue
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These are great prices. But remember: making purchasing decisions based solely on price is not good business — not when the condition of your turf can make or break your reputation. You need solutions that deliver effective control for maximum efficiency of labor and resources, saving you money in the long run. You need BASF.
Control More. Spend Less.

Get big savings on Insignia® fungicide and control key diseases up to 28 days, reducing your labor and materials costs. The broad spectrum of turf diseases Insignia controls includes:

- Anthracnose
- Pink Snow Mold
- Bentgrass Dead Spot
- Powdery Mildew
- Brown Patch
- Pythium Blight
- Fairy Ring
- Rapid Blight
- Fusarium Patch
- Red Thread
- Gray Leaf Spot
- Rust
- Gray Snow Mold
- Summer Patch
- Leaf Spot
- Take-All Path
- Melting Out
- Pink Patch
- Plus Dollar Spot suppression

Insignia may be used on 12 turf species:

- Creeping Bentgrass
- Colonial Bentgrass
- Common Bermudagrass
- Hybrid Bermudagrass
- Annual Bluegrass
- Kentucky Bluegrass
- Annual Ryegrass
- Perennial Ryegrass
- St. Augustinegrass
- Tall Fescue
- Bahiagrass
- Zoysiagrass

Visit www.turffacts.com for more information or call 1-800-545-9525 for a distributor near you.

Another Insignia Success:

Each year, Paul Miller's work is seen by thousands who watch the PGA Champions' Fleet Boston Classic at Nashawtuc Country Club in Concord, Mass. And while his work has produced beautiful results, it hasn't been easy. For the past six years, Miller and his crew have been battling a tough enemy: fairy ring.

Miller tried many fungicides without success, including ProStar®, Bayleton® and Heritage®, as well as adding wetting agents to help transport the fungicide to the plant roots.

"I had 75 to 80 percent fairy ring control with ProStar," he said, "but with high rates (4.5 ounces per 1000 square feet) it was expensive and I felt that I was overusing it."

Working with his distributor and BASF, Miller decided to participate in a 2003 research program to test a new product: Insignia® fungicide.

"There are leaders and there are followers," he said, "When no one else was doing this research and we were continually fighting the disease, I decided that we had to do something proactive."

The label on Insignia suggests 28-day application intervals for fairy ring, but with almost 100 percent control between his first two applications, Miller decided to test the fungicide's length of control at the third application, waiting 40 days to make the third application.

"I seemed to have the same results — almost complete control — even with an extended time between applications," Miller said. "I was tickled with that, especially because Insignia is used at a much lower rate than ProStar."

Miller plans to continue to use Insignia, rotating it with ProStar, to avoid resistance issues. He also plans to spray the product to provide broader control for other diseases like brown patch.

"We've tried different methods and products. Without question, this was the best," said Miller.

Want to become another Insignia success? Now's the time to try it, because now's the time to buy it!
BETTER! HURRY! Time Is Running Out, Buy Now And Save!


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$304.67
2.4 lb package

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- Offers economical, effective control of nine key turf diseases in cool- and warm-season turfgrasses.
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- Effectively prevents and cures key turfgrass diseases, including brown spot and dollar spot, in cool- and warm-season grasses.

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- Controls nearly 20 key diseases in turfgrass, including dollar spot, brown spot, anthracnose, take-all patch, leaf spot, and pink and gray snow molds.

Always read and follow label directions.

For more information, go to www.turffacts.com or call 1-800-545-9525 for a distributor near you.
Want to make a name for yourself? Stamp it on your club’s shirts, caps and everything else inside the golf shop

BY BRUCE ALLAR

The first place to look for ways to improve golf shop sales might be right there on your shoulder. Or on your chest. It’s your club’s logo, and it has the power to stimulate business — or dampen it. “I think that’s the only edge you have over a discounter,” says Joe Rehor, director of golf for the five Bethpage State Park municipal courses on Long Island. He beats the major golf discount chains by offering three different logos on a variety of products — one for the famous Bethpage Black course, one for the 2002 U.S. Open (which it hosted) and a third for the upcoming 2009 Open. “I have nothing in the shop that doesn’t have a logo on it, except for shoes,” he says.

At the Cardinal Club, a University of Louisville-affiliated private course in Simpsonville, Ky., an insignia highlighted by a red cardinal evokes the mascot of the college’s sports teams and draws souvenir collectors to the golf shop’s merchandise. Head Pro Chris Hamburger recognizes the value of this logo appeal. “If you have it, it’s a wonderful thing,” he says, “and we’re fortunate here, with being tied to the university, that we do have that appeal. “That’s your brand. You sell that brand.”

Hamburger and John Sobecki, the general manager, have introduced variations on the original logo, which features a large black “C” interlocked with a large red “C” (the school’s colors) and the head of a cardinal, with “Cardinal Club” embroidered beneath it. At times they’ll order items that feature only the insignia with no underlying words. Other times, they’ll have manufacturers move the logo to different spots on the clothing. “With 400 members, if you look in their closets they’ve got one of everything,” Sobecki says. “You have to try to change it up a little bit. We’re actually looking at doing another logo for next spring.”

There has also been some discussion of introducing a members-only logo, which guests would not be allowed to purchase. Hamburger previously worked at nearby Valhalla Golf Club, which has hosted two PGA Championships.

THE CARDINAL CLUB uses seasonality as a merchandising tactic in its promotions.

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Resolve to Show Members That They're Important

BY HEIDI VOSS

With the New Year come resolutions. We all make them. They usually involve some way to make us better. Working out, eating fewer carbs, spending more time with loved ones and less time at work. They are all good things, and we tend to be model citizens for at least the first two weeks of the New Year.

I know that when I talk with members they are also in tune to these resolutions. That is why it is the responsibility of the club to help to reinforce their resolutions. This can be done in many ways.

The club may want to first look at its menu. Are you serving items that enable the members to eat at the club several times a week and stick to their diets? With low-carb competing with low-fat, this can sometimes be tricky. Is the menu changed often to incorporate fresh foods and encourage members to dine on a regular basis without growing weary of the menu items? Is your club all about graciously accepting the special requests of members? A few months ago I was at a club in Las Vegas, and I ordered onion rings with my sandwich. Without batting an eye the waiter took my order and politely left the table. Then my lunch companion whispered to me, “Well this should be interesting.” The club did not have onion rings on its menu. Ten minutes later my sandwich arrived with some gorgeous homemade onion rings. This type of personal service without a hassle makes club membership valuable.

In addition to granting special requests, many clubs are starting to offer cooking classes that teach members how to incorporate healthy foods into their cooking at home. We obviously have a penchant for cooking classes or Emeril, Bobby Flay and — my husband’s personal favorite — Rachael Ray would not be household names. Get your chef out of the back kitchen and get them involved with the members.

Next, take a look at your facility. Do you offer a fitness facility and is it up to par? You may need to consider a revamp of tired equipment, or consulting with a fitness expert at how to better arrange your fitness facility to maximum usage. If you don’t offer a fitness facility, do you have a ladies’ walking group that meets at the club? Some clubs in the mountains that offer golf, alpine and fitness are taking to the outdoors for mountain hikes, snowshoeing, rock climbing, mountain biking, kayaking and many other activities in which members can participate as a group outside of the club. All it takes to make this type of thing work is someone to properly organize the event and encourage attendance.

Some clubs utilize an activities coordinator to do this. Others ask members to host events. If a member is hosting the event, he or she is more apt to call his or her friends to guarantee that it will be well attended. You have to determine how many events you would like to have at the club, how often, and who will be responsible for the success of each event. I have found that an event management form that outlines the day, items needed, the anticipated budget for the event, and the status of its completion is a big help in ensuring a great event. Find out what activities interest your members and then mold the club around those things. If your club has a card room that is sitting empty five days a week, why not get a contract with a Pilates instructor for one or two days and welcome members to bring their mats and stretch together? The club can offer a few complimentary classes to get the members interested, and then charge a nominal fee to cover the instructor once the members are hooked.

So add to your New Year’s resolutions by resolving that you will make your club more valuable, more active all year round and more fun for your entire membership. Then try to stick with it for longer than the first two weeks of January.

Heidi Voss is the president of Bauer Voss Consulting, a club marketing consulting company. She specializes in new development, conversions from public to private and member buyouts. For more information, visit www.bauervossconsulting.com.