Why did so many superintendents join the Revolution this year?

A comprehensive irrigation regime study conducted on A-1 creeping bentgrass at the University of Arkansas in 2004-2005 verified what thousands of golf course superintendents across the country experienced last year. Revolution helps you improve turf quality and maintain playability on putting greens and other turf areas under stress conditions, while using less water.

- Uniform moisture, even across slopes
- Consistency of turf conditions
- Drier, firmer putting surfaces
- Less hand watering
- Easier to re-wet after drydown
- Quicker recovery from stress

Isn't it time you joined the Revolution?
Editor's note: This column is a parody. So please feel free to laugh — out loud.

Bushwood Country Club Board of Governors Meeting Notes
The Judge Elihu Smails Conference Room
Aug. 8, 2006

Meeting called to order by Chairman Daniel E. Noonan at 6:04 p.m.

Board discusses replacing retiring Superintendent Sandy McFiddish with Carl Spackler, a topic previously tabled at the March, April, May, June and July meetings.

Vice Chairwoman Crane repeats her concerns that Spackler is not right for the job because he leers at female members. Dr. Beeper says he believes Spackler is ready for the job after serving 32 years as McFiddish's assistant. Beeper also wants it on the record that Spackler is a talented agronomist, having developed his own bentgrass variety.

Noncongenial discussion ensued.

The board votes 4-3 to offer Spackler the position, pending completion of contract negotiations to be handled by General Manager Chuck Schick. Staff members welcomed into The Judge Smails Conference Room. Spackler is asked to step away from the hors'd oeuvres table to hear a special declaration.

Chairman Noonan announces the board's decision. Spackler thanks the committee. His speech is indecipherable.

Green Committee Report
Green Committee Chairman Spaulding Smails reports the greens are rolling only at 11 feet to 12 feet, according to the Stimpmeter bequeathed to him by his late grandfather Judge Smails.

Outgoing Superintendent McFiddish reports he has been doing his best to get the greens to 13 feet, but repeats his concerns that such speeds might expose the putting surfaces to disease during the warm summer months.

Spackler reports he has been developing a roller in the wee hours of the night in the maintenance shed. Dr. Larry Beeper asks if this roller would be ready in time for September's Judge Elihu Smails Invitational. Spackler says it is possible but that he would need to abandon his Canada goose-control project to complete his invention.

Dr. Beeper states that reaching the desired green speeds is the top priority. Mrs. Crane disagrees and states that the possibility of an E. coli outbreak is too great to halt the goose program.

Caddymaster Report
Caddymaster D'Annunzio says it has been an excellent summer for the caddy program, which is now up to 23 participants after having been discontinued in the late 1980s by Judge Smails.

Spaulding Smails takes exception to the remark. Lacey Underall-Webb takes exception to the remarks by Smails. Head professional Lou Loomis takes the blame for the program's retreat.” Chairman Noonan commends D'Annunzio on the fine job he has done with the program.

In light of the improved caddy program, D'Annunzio asks if the board would consider extending the time that caddies have access to the club pool.

Elihu Smails Invitational Report
Dr. Larry Beeper announces that a strong turnout from across the county is expected for the 12th-Annual Smails Invitational, where 60 two-man teams will vie for the coveted Billy Barue gold replica putter.

Dr. Beeper asks Spackler if the rough could be grown to 5 inches and the fairways narrowed in time for the event. Head Pro Loomis expresses concern about the impact on speed of play. Smails asks if Spackler could implement the USGA's new tiered-rough concept to ensure fairness. Spackler says he would study it and report back to Green Chairman Smails.

Motion to adjourn the meeting made by Chairman Noonan and seconded by Dr. Beeper. Meeting adjourned at 8:27 p.m.

Geoff Shackelford, who watches "Caddyshack" weekly, can be reached at geoffshac@aol.com.
It has been 10 years since Champion ushered in the new "ultradwarf" bermudagrasses.

In 2005 more courses planted Champion than ever before.

Why are so many superintendents choosing Champion over other ultradwarf bermudagrasses?

Find out at www.cturf.com

Champion Dwarf Bermudagrass
The Proven Champion
Let the Kids
When the grumpy old man saw the kids overrunning the golf course, he blew his stack. “Get them out of here,” he barked. “They have 50 more years to play golf. I’m an old man, and I only have a few years.” • The setting was a course at Bethpage State Park in Farmingdale, N.Y. The old man’s complaints were directed to David Catalano, Bethpage State Park’s director of golf. • “He was disapproving of the fact that we had a junior tournament going on,” Catalano says. “My response to him was, ‘Have a nice day.’ It wasn’t a point we were going to debate.”

While an isolated incident, it bothers Catalano that some golfers don’t realize the game’s future — as in the number of players, the rounds they play and the revenue they generate — lies with the nation’s youth. But it’s not just cranky golfers who can’t envision that future. It’s also the golf industry’s decision makers, including owners, operators, general managers and superintendents, all of whom must realize that more young players are needed to grow into “core” adult golfers, defined by the National Golf Foundation (NGF) as those who play at least eight times a year and average 37 rounds annually.

It’s not that the industry’s decision makers don’t realize the importance of attracting and retaining new players, such as youths. In fact, they talk about it all the time at industry meetings. But it’s time to walk the talk, says Mike Tinkey, deputy executive director of the National Golf Course Owners Association (NGCOA).

“It’s one thing to say you welcome junior golfers,” Tinkey says. “It’s another thing to put a plan into action [to do so].”

A golf course’s plan to accommodate junior golfers (those aged 12 to 17, according to the NGF) and even younger players begins with educating the course’s adult players that youths are welcome to play at the facility.

Tolstoy once wrote of kids, “A torment and nothing else.” Unfortunately, that’s the way some adult golfers view kids who play golf. They stereotype them as slow players who spray

Continued on page 26
Continued from page 25

their golf balls in myriad directions. And they scold them, which doesn’t help matters.

Mike Nass, general manager of Cantigny Golf in Wheaton, Ill., recalls older golfers berating his young daughter for slow play when she took up the game several years ago. “It wasn’t a very good experience for her,” he says.

Nass knows it’s not a golf course’s fault when its players behave in such a manner. But a course’s personnel should instruct adult golfers not to react to youth golfers in a demeaning way.

Chad Ritterbusch, executive director of the American Society of Golf Course Architects (ASGCA), says good golfers can be the game’s worst enemy. While they love the game, they want to keep it for themselves, which is not fair to other players.

“We need to work together to address stereotypes and encourage golfers to welcome other golfers and support the game’s growth,” Ritterbusch says.

Of course, some kids do play slowly, Catalano notes. Hence, course personnel must instruct them when to pick up their balls to speed up play and avoid taking 20 shots on a hole.

All in the family

If golf courses want more kids to play their tracks, they must market the message to parents that playing golf can be a family affair, industry experts agree.

According to the National Golf Foundation, seven in 10 junior golfers come from households in which one parent plays golf. Three in 10 junior golfers come from households with nonplaying parents.

“It’s about parent involvement,” says Dan Van Horn, owner and founder of U.S. Kids Golf, an Atlanta-based company that markets children’s golf equipment. “The easiest kid to bring into the game is the kid who has a parent playing the game.”

Frank Jemsek, owner of Cog Hill Golf & Country Club in Lemont, Ill., says his course markets to families because its most reliable traditional players — fathers — don’t play as much today because of increased family commitments. As a result of Cog Hill’s promotions, more dads are bringing their families with them to play.

Joe Louis Barrow Jr., executive director of The First Tee in St. Augustine, Fla., points out that mothers often can coax kids to play golf, too. “Many women are the...Continued on page 28
Hundreds of improvements, one great result. Introducing the all new Reelmaster 5010 series.

Exceptional quality of cut and after cut appearance is the result of the new Reelmaster® 5010 series fairway mowers from Toro®. It's all thanks to a completely new design that's focused on performance, operator comfort, and serviceability. The innovative new DPA cutting units offer simple adjustment along with major advances in reel and bedknife edge retention. The detailed improvements will keep you out of the shop and on the fairway producing the results you've come to expect. After all, beauty lies in the details.

To find out more, call (800) 803-8676, or visit toro.com/fairways.
"SG Express has by far the most professional and organized team around. When you measure a company by quality of goods, promptness of shipments and customer service skills, SG Express is superior to all others in the golf course accessories industry."

—Kevin Garber
Legendary Turf • Mesa, AZ

When SG Express members place their orders, they are immediately processed. In-stock items are shipped within 48 hours, and billing comes through the Standard Golf Distributor of their choice.

Experience our service for yourself.
1-866-SG-EXPRESS
(1-866-743-9773)
www.standardgolf.com

Continued from page 26

gatekeepers for their kids," he says. "They stimulate what activities their kids play."

Of course, some moms and dads are afraid to bring their kids golfing because the courses they play are too long for them. Parents are worried their kids will become frustrated after taking a couple dozen shots on the first hole and sour on the game.

Consequently, course managers must consider kids when setting up courses for play, Van Horn says. Providing a fair course setup is vital to attracting and retaining young golfers. And it’s not simply a matter of having kids tee off from the red or forward tees.

"The red tees are too long for beginning golfers," Van Horn adds.

To help shorten the game for kids, Van Horn and his company created customized tee plates, which are placed in front of forward tees and easily installed in fairways. The tees are also close to cart paths.

"We need to work together to address stereotypes."

—CHAD RITTERBUSCH
EXECUTIVE DIRECTOR, ASGCA

with ValleyCrest Golf Course Maintenance to provide its facilities with the tee plates. Greg Pieschala, president of ValleyCrest’s golf course maintenance division in Calabasas, Calif., says the tees will help attract more young players to the courses the management company maintains.

“We believe courses that cater to families will have a competitive advantage in the years to come,” Pieschala adds.

ASGCA members realize the importance of their role in designing courses more playable for children and their families, Ritterbusch says. That’s why they’re working with their local communities to develop practical golf courses to accommodate younger players with the goal of making the game more easy, fun and exciting for them.

Ritterbusch says the ASGCA promotes "Building a Practical Golf Facility," a book by Michael J. Hurdzan, a Columbus, Ohio-based golf course architect and past...
Decisions, decisions.

The Standard Golf Tee Console Collection...Build the perfect one for your course!

Standard Golf gives you more choices than anyone. We've got four models of ball washers to choose from when designing your tee consoles, including our new cast aluminum Traditions Series Premier™ and Medalist™ Ball Washers. Trash receptacles? Choose from single or double configurations using the new Litter Mate™ or our classic wire mesh Litter Caddie™. With other items to pick from—such as a variety of stands, spike cleaners, signs and more—the choices seem unlimited!

Call 866-SG-EXPRESS to talk with a company representative or work with your local Standard Golf Distributor. With our selection, we may make choosing the product hard, but choosing Standard Golf is easy.

For toll-free express service, call 1-866-SG-EXPRESS (1-866-743-9773)
Install Confidence®
Install Rain Bird®
EAGLE® Wireless Rotors.

Find out why it’s no longer a challenge to add or supplement irrigation practically anywhere.


Continued from page 28
president of the association, among its members and others involved with designing and building courses in the industry. The book advocates more practical and affordable golf facilities, including three-hole courses and executive layouts.

Jemsek also favors building more three- and nine-hole courses with shorter holes. “That’s where the future golfers will come from,” he says.

When his now-grown children played, Jemsek says they preferred playing at smaller venues than Cog Hill. “They had a better time playing short courses than they did playing our course because the holes were too long,” he adds.

Paul Hollis, executive vice president of Redexim Charterhouse, a turf equipment supplier, supports the building of more three-hole and executive courses for another reason. He says many young golfers, especially teenagers, don’t have the patience to play 18 holes. They’re of the PlayStation generation and are accustomed to sensory overload on par with a mall arcade.

“After playing nine holes, they start getting fidgety and bored,” Hollis says. “The golf industry needs to find a way to speed up the game to keep those kids interested.”

The industry also must ensure kids are playing the game with the appropriate equipment, says Van Horn, who founded U.S. Kids Golf in 1997 on this premise. The company’s Ultralight Kidsklubs are lighter than adult clubs and some junior clubs, says Van Horn who developed Kidsklubs from a personal need. While his children, ages 3 and 6, were enthusiastic about golf when they first learned the game, their interest waned quickly because the cut-off clubs they used were too heavy.

“They weren’t having fun,” Van Horn recalls.

That might steam dad if he paid $30 for his 10-year-old son to play nine holes. Recognizing this, Cog Hill implemented separate rates for children several years ago. A child always

All About Junior Golfers
The golf industry needs to attract and retain more young golfers, including junior golfers, which the National Golf Foundation defines as those aged 12 to 17 who play at least once a year.

✓ Core junior golfers are players who play at least eight rounds a year and average 26 rounds. There are about 900,000 core junior golfers, but the number has remained flat since 1997.

✓ About 2 million junior golfers are regarded as occasional players and play one to seven rounds a year. The number of occasional junior players has increased, but not to the point of them becoming core junior golfers.

✓ Most junior golfers are boys (about 86 percent).

✓ 13 percent of junior golfers play 25 or more rounds a year.

✓ Junior golfers report playing 72 percent of their rounds on regulation-length courses and 28 percent on short courses (executive or par-3).

✓ 90 percent of junior golfers say they’re likely to continue playing in the future.

Source: National Golf Foundation