Better turf comes from better products. And better products come from a commitment to performance. At BASF, that commitment is evident in everything we do. From the 1,000 patents we apply for each year to the superintendent’s council we formed to better understand your needs. We’re proud of our performance. After all, it ultimately means better turf for your golfers ... and maybe even better parking for you. turfacts.com • 800-545-9525
The more the mightier, attendees say, as the Golf Industry Show bulks up by adding club managers.

BY LARRY AYLWARD

SoCal Scene
What's to do in Anaheim? Plenty! Check out these places to go.
By Mark Luce

The Buckeye Doesn't Fall Far From the Tree
One Ohio State graduate replaces another as superintendent at the Scarlet and Gray courses. Both say a job just doesn't get any better.
By Larry Aylward

Devil in the Details
Are your sprayer nozzles and water volumes selected for each application?
By David Frabotta

About the cover
You could say that Leo Michael, a Fairlawn, Ohio-based illustrator, added some muscle to our cover.

www.golfdom.com
NEW DISARM™ BECAUSE SPEED IS OF THE ESSENCE.

When you're faced with the threat of brown patch, gray leaf spot, anthracnose and other turf diseases in your fairways and greens, you need the proven performance of new DISARM™ Fungicides. Unlike most strobilurin fungicides, DISARM features fast penetration of leaf surfaces, rapid translaminar movement and enhanced systemic activity for longer-lasting residual control and complete leaf and crown protection. Plus, it's rainfast in as little as 15 minutes. Add it all up and DISARM gives you performance that's equal to or better than the leading strobilurin. To learn more, visit www.arystallifescience.us/disarm or call 1-866-761-9397.

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SAVE TIME AND MONEY EXPRESS DUAL

The EXPRESS DUAL spin grinder is much faster than backlapping with no messy clean up. Fifteen minutes floor-to-floor for a reel grind makes lapping a thing of the past.

To find out how to save time and money — Test Drive a Dual, call 1-888 GRIND IT.
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Plant the Easy-Going, Environmentally Friendly Fescues!

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OREGON GROWN TALL FESCUE

Kansas City Country Club / Mission Hills, Kansas / Loren Breedlove, Superintendent
May be you’ve been attending “the national” for 30 years. Maybe this is your first show. Regardless, the Golf Industry Show comes with a set of rules that should be followed.

While these rules are unwritten, they can only benefit you should you elect to abide by them. These decrees originate from a veteran trade-show attendee who has broken a few of them himself and lived to regret his actions.

So, with my been-there-and-done-that-and-in-some-cases-won’t-do-it-again insight, I offer you this “do” and “don’t” list for next month’s big show at the Anaheim Convention Center.

- **Do** gourmet yourself to the max in the morning. Don’t show up to the show looking like a Neanderthal. Comb your hair, brush your teeth, etc. And shave! The “Miami Vice” look was only cool for about two months in 1984.

- **Don’t** wear jeans. Even if you think they “look professional enough,” they’re not professional enough.

- **Do** wear comfortable clothes and shoes. You’ll walk many a country mile before the week is over.

- **Don’t** enter the convention center on an empty stomach. Eat breakfast, preferably a bagel, cereal or something else loaded with good carbs (not sugar-laden). You need your energy to cover this monster show.

- **Do** turn off your cell phone before sitting down for a two-hour seminar. If you forget, we’ll forgive you — but just once.

- **Don’t** nod off during any seminars or presentations. This isn’t study hall in high school. Stay awake and focus. Even if you don’t want to get educated (which you should), show the speakers some respect.

- **Do** ask questions after a speaker is done with his or her seminar. Show some interest. Make the speaker feel worthy. Besides, you might learn something.

- **Don’t** stare if you see a pretty woman on the trade-show floor. She knows you’re gawking, and you’re making her feel uncomfortable, especially when her gender is outnumbered 50 to 1 at this event.

- **Do** ask questions after a speaker is done with his or her seminar. Show some interest. Make the speaker feel worthy. Besides, you might learn something.

- **Do** shake hands with new acquaintances. And by shaking hands, we mean extending a sturdy arm, using a firm grasp and looking your counterpart straight in the eyes.

- **Don’t** refer to a colleague, whose name you do or do not know, as “dude,” “bud,” “bro,” “captain,” or “my man.” These “hip” designations are more insulting than charming.

- **Do** treat convention center workers — from food-service personnel to bathroom janitors — with respect. Make them feel appreciated. In turn, they will remember your group for its politeness.

- **Don’t** just spend your time on the trade-show floor hawking free stuff — hats, balls, posters, pens, etc. Make the rounds with the goal of meeting some new people and establishing some good leads on buying new equipment.

- **Do** watch your mouth. At an event like this, where there are so many people within earshot, some things that come out of your trap can get you into a heap of trouble.

- **Don’t** stand in the middle of a busy aisle on the trade-show floor talking shop with your pals. Get out of the way and let people through.

- **Do** pace yourself. Don’t jam too many meetings into your day. Schedule appointments and allow ample time for each.

- **Don’t** drink too much. You know your limitations; abide by them. Besides, do you really want to walk the trade-show floor with a Category 5 hangover the next day?

- **Do** go out at night and enjoy yourself. Have a nice dinner and partake in good company.

- **Don’t** leave Anaheim without feeling like you didn’t accomplish anything. Make it a goal to have a good show.

**BY LARRY AYLWARD**

**THESE RULES ORIGINATE FROM SOMEONE WHO HAS BROKEN A FEW OF THEM AND LIVED TO REGRET HIS ACTIONS**

* Aylward, Golfdom’s editor in chief, can be reached at 216-706-3737 or laylward@questex.com.
It has been over 10 years since Champion ushered in the new "ultradwarf" bermudagrasses.

In 2006, more courses planted Champion than any other bermudagrass cultivar.

Why has Champion become the most widely-utilized ultradwarf bermudagrass?

Of all the courses that planted Champion in 2006, over two-thirds reported that they went out and played on greens of each of the ultradwarf cultivars before making their choice.

In each case they stated that they chose Champion because Champion greens produced "the best putting surface".

Today there are well over 1,000 acres of Champion greens in the United States.

If you are considering an ultradwarf Bermudagrass for your greens, we encourage you to compare the putting surface of Champion to the other Bermudagrass cultivars.

A complete list of courses with Champion greens can be found at www.cturf.com

Champion Dwarf Bermudagrass
The Proven Champion
TIDBIT OF THE MONTH

New Georgia Golf Courses on My Mind

The Peachtree State is seeing several golf projects in the planning and/or construction stages. Among the most promising is the Diamond C Ranch in Maysville, a 1,400-acre development that will eventually contain an 18-hole golf course and more than 2,000 homes. Next spring, the 18-hole, 7,000-yard Fairways of Canton will be completed and donated to its eponymous city by the developers of Laurel Canyon, a new subdivision surrounding the Rocky Roquemore-designed track. And the improvements continue at Alpharetta Country Club, which was acquired by new owners in August. For details on these and other golf projects around the U.S., visit www.golfconstructionnews.com.

LIKE A ROLLING ... GOLF BALL

Many musicians are playing golf when not playing their instruments these days. According to Golf Digest magazine, here are some musicians and their handicaps.

Kenny G 0.6
Alice Cooper 5.3
Justin Timberlake 6
Huey Lewis 6.2
Branford Marsalis 9.3
Roger Waters 11.7
Glenn Frey 12.6
Toby Keith 15
Bob Dylan 17
Neil Young 18.6
Meat Loaf 24
Kid Rock 35

Golf Rounds Played

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

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<th>REGION</th>
<th>OCT.</th>
<th>Y.T.D.</th>
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<tr>
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<td>East South Central</td>
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<td>West South Central</td>
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</tr>
<tr>
<td>Texas</td>
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<td>1.4%</td>
</tr>
<tr>
<td>California</td>
<td>3.2%</td>
<td>1.3%</td>
</tr>
<tr>
<td>TOTAL UNITED STATES</td>
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</tr>
</tbody>
</table>

COURTESY OF: golfconstructionnews.com

Golfdom January 2007

Are Women Welcome?

In a recent online survey, we asked readers: Does your golf course welcome women golfers openheartedly? Here's how they replied:

Yes, all the time 81%
Yes, but they are restricted to certain times 9%
Just the women golfers we know are good players 1%
Hardly ever because the perception is they play too slow 5%
Never, our male players want the course for themselves 4%
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.

This bentgrass will benefit your course. Its purchase will benefit your profession.

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 call 1-800-268-2379 or visit www.scottsproseed.com.
A Sad State of Affairs

THE INDUSTRY SUFFERS
WHEN YOUNG, ASPIRING
SUPERINTENDENTS
DUMP THEIR DREAM JOBS

By Anthony Pioppi, Contributing Editor

At 24, Todd Lange was a rising star in the golf course maintenance profession, but he didn't like what he saw or heard. Fickle and downright rude members prompted Lange to let go of his dream of being a superintendent just four years later. Although he hasn't totally extracted himself from the business, his story is an apt illustration of what can come when member expectations are out of control and the industry as a whole fails to confront the problem.

Now 28, Lange is enthusiastic about his job as assistant mechanic at The Country Club in Brookline, Mass., and the game of golf. The day I met Lange, who holds a 1 handicap, he reveled in the fact that he was playing a game he loved with others who enjoyed it as much as he did. And he was tickled to be the tour guide on our group's jaunt into the back nine of the heralded course.

It would appear that Lange is the perfect person to maintain a golf course, for he loves the game, architecture and turf. But Lange turned his back on the profession he had been involved with since his high school days.

Lange began his career at a small private course in western Massachusetts and then moved on to a bigger course after graduating in 1998 from Stockbridge School of Agriculture with an associate's degree in turfgrass management. By that point, he was already getting a taste of the side of the business that would eventually drive him away.

Lange tells the story of forgetting to fill water coolers one weekend.

Name Change Ushers in New Era
FMC Specialty Products Business is now known as FMC Professional Solutions.
FMC's Dan Rosenbaum said the name change heralds the beginning of a new era of "customer-driven innovation" for the organization, which is a part of the global FMC Corp.

"We chose to rename our organization as a way of demonstrating our dedication to providing creative solutions that answer a direct need in the marketplace," Rosenbaum said. "This organization is wholly focused on and driven by our customers' needs."

FMC first entered the pest control industry in 1987 and has since expanded its portfolio to address market needs in the golf, nursery, turf, ornamental, aquatics and other segments.

"We continue as FMC, seeking new and better ways to actively involve the customer at the beginning of the innovation process," Rosenbaum said. "Our new Innova Solutions initiative is one way in which we seek to do this."

Innova Solutions, launched in 2005, was created to help answer two key strategic needs — expansion of FMC's product line and aggressive innovation.

Ariens Buys National Mower
Brillion, Wis.-based Ariens Co. acquired St. Paul, Minn.-based National Mower Co. to gain access to the golf market. Mike Thuecks, an Ariens vice president, said in a report that the company, which began in 1933, hadn't been able to break into the golf market because it didn't have the distribution link.

Metsker, Meyer Honored
Stanley E. Metsker, retired golf course superintendent from Colorado Springs, Colo, and

Briefs continue on page 16

AT 24, TODD LANGE WAS A RISING STAR IN THE GOLF COURSE MAINTENANCE PROFESSION, BUT HE DIDN'T LIKE WHAT HE SAW OR HEARD. FICKLE AND DOWNRIGHT Rude MEMBERS PROMPTED LANGE TO LET GO OF HIS DREAM OF BEING A SUPERINTENDENT JUST FOUR YEARS LATER. ALTHOUGH HE HASN'T TOTALLY EXTRACTED HIMSELF FROM THE BUSINESS, HIS STORY IS AN APT ILLUSTRATION OF WHAT CAN COME WHEN MEMBER EXPECTATIONS ARE OUT OF CONTROL AND THE INDUSTRY AS A WHOLE FAILS TO CONFRONT THE PROBLEM.


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LANGE TELLS THE STORY OF FORGETTING TO FILL WATER COOLERS ONE WEEKEND.

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