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Golfdom

November 2007 • Volume 63 • No. 11

A Little Help From His Friends

Desert Mountain's Shawn Emerson courts consultants to propel agronomic excellence.

By David Frabotta

Pin High

On Steve Mona

The GCSAA's longtime CEO has accepted a job with the World Golf Foundation. In their columns, Larry Aylward and Joel Jackson discuss Mona's legacy and what's next for the association. See pages 8 and 20. Also see page 12 for reader comments about Mona's tenure.

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By David Frabotta and Bruce Aliar

On Steve Mona

Turfgrass Trends

This month, Golfdom's practical research digest for turf managers discusses how bentgrass cultivars perform against some pests as well as how dark-green varieties dominate turfgrass breeding for color. See pages 45-50.

Online Exclusive

Hear these podcast interviews only at www.golfdom.com/podcasts:

• Syngenta Professional Product's Matt Giese discusses snow mold control.

• The Toro Co.'s Steve Wood discusses the company's role in implementing biodiesel technology.
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- Current John Deere Customer

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- Current Toro/John Deere Customer

"This unit is superior to other units we've demoed. I like the on-demand reel speed, floating cutting unit. SOLD!"
- Current John Deere Customer

"I like the option of gas or battery. The unit has a more flexible head and more clips per cut than our current walking greens mower. I will probably buy this mower."
- Current Toro Customer

"I like the adjustable reel speed. I plan on buying this mower."
- Current Toro/John Deere Customer

"Excellent quality-of-cut."
- Current Toro Customer

"I like the floating cutting unit and that the electric reels can run at 2,220 RPM. I plan on buying this mower."
- Jacobsen Customer

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What Legacy Will Mona Leave?

BY LARRY AYLWARD

ACCOUNTING Principles in its annual report. But despite the grumblings, even Mona’s critics say the association is better off because of him. That includes superintendents Bob Marshall and Chris Gray, who both disagreed with the GCSAA’s handling of PDI.

“I think he did a great job,” says Gray, director of golf course operations at The Marvel Golf Club at Kentucky Lake. “I don’t agree with everything he has done, but the association will miss him because he definitely has it moving into a direction of which the members are happy.”

Marshall, the superintendent of Skaneateles (N.Y.) Country Club, says Mona did a good job, but he believes it’s time for new blood to be injected into the association.

“I think a lot of good things happened under Steve’s tenure,” he says. “But maybe it’s time for some new vision and direction.”

Marshall has a point. Mona celebrates his 14th anniversary as CEO this month, and even he has said his lengthy tenure is an eternity for a person to head a trade association. A new leader could be good for the association. That said, Mona leaves Shaq O’Neal-sized shoes to fill.

I’ll leave it to Matt Shaffer, the veteran superintendent of Merion (Pa.) Golf Club, to sum up Mona’s career at the GCSAA.

“I feel as though the status of the superintendent was elevated substantially under Steve’s leadership,” Shaffer says. “I’m sure [he faced] some significant criticism from the GCSAA members. But if there wasn’t any criticism, then he would have accomplished very little.”

Aylward, editor in chief of Golfdom, can be reached at laylward@questex.com.
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Connecticut Courses Get Face Lifts

Though the autumn leaves have turned in Connecticut, various renovation projects are underway in the Nutmeg State. These include a new 20,000-square-foot clubhouse at the private Mohegan Sun Country Club in Baltic; a $5 million golf practice area at TPC at River Highlands in Cromwell, site of the PGA Tour’s Travelers Championship; and a $1.2-million remodel of the municipal East Hartford Golf Course. For details on these and other golf projects around the United States, visit www.golfconstructionnews.com.

Disorder in the Financial House?

Are your finances a bit out of whack? If so, they can be fixed, according to Barbara Williams, a self-made millionaire and leader of the Success Institute of America. Here’s how:

$ Assess your situation. Make an honest assessment of your current finances. Determine how much money you’re forking out each month.
$ Decide where you want to be financially. Setting goals will help you focus. Decide what expenses you can realistically cut (daily mocha lattes, take-out dinners, etc.) to help create your action plan or roadmap for reaching your goal.
$ Make goal-based decisions. Make decisions based on whether they bring you closer to or further from your financial goals. Signing up for premium cable packages when you’re struggling to pay the mortgage doesn’t bring you closer to your goal.
$ Do something every day to move you closer to your goal. Attend a money management workshop, read a financial advice book or consult professional help.
$ Learn to manage the money you have now. Money management is the most critical factor in building wealth. Learn to manage the money you have now regardless of the amount.

What Do You Want From Your Vendors?

We recently asked golf course superintendents: Aside from product performance, price and overall value, what is the most important company practice that might influence whether you do business with a manufacturer?

- **62%** Product support and training
- **19%** Professional meeting symposiums
- **13%** Philanthropy/industry donations
- **6%** Continuing education symposiums
- **5%** Professional meeting sponsorships

* Based on 70 respondents

**Golf Rounds Played**

The percentages below represent the change in the number of rounds played in August 2007 compared to the number of rounds played in August 2006.

<table>
<thead>
<tr>
<th>REGION</th>
<th>AUGUST</th>
<th>Y.T.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
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<tr>
<td>Middle Atlantic</td>
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<td>0.4%</td>
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<tr>
<td>East North Central</td>
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</tr>
<tr>
<td>West North Central</td>
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<td>-1.9%</td>
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<td>South Atlantic</td>
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<td>South Central</td>
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<td>Texas</td>
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<td>-10.6%</td>
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<tr>
<td>Mountain</td>
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<td>Pacific</td>
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<td>California</td>
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<tr>
<td><strong>TOTAL UNITED STATES</strong></td>
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