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Special Report
Will global warming change the golf course industry?
BY LARRY AYLWARD

The Man With the Environmental Plan
Colonial Acres becomes the first golf course to navigate the EPA Performance Track.
By David Frabotta

A Service Economy
Generic company expands technical support.
By David Frabotta

Field Generals
Superintendents are the eyes, ears and voices of a club during a renovation.
By Lloyd Von Scheliha

Hey Jeff, Sorry About That
In a story in the September Golfdom, we misidentified Jeff Borger. He is an instructor of turfgrass weed management at Penn State University.

About the cover
Art Director Kristen Morabito, with images from iStock International Inc., designed our cover with the Earth getting its temperature taken.

Online Exclusive
Hear these podcasts only at www.golfdom.com/podcasts:

• Active Ingredients and the Environment: Dow AgroSciences' Mark Urbanowski discusses the role the environment plays in the development of new molecular technology in the turf industry.

• Golf and the Other Side of the World: Frequent flyer Gregg Brenningmeyer, director of sales and marketing for John Deere Golf & Turf One Source, talks about golf's growing markets in Asia, where he spends an ample amount of time.
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Golfdom

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"I like the command center and onboard computer. The clip rate is superior."
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"Excellent quality-of-cut."
- Current Toro 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 adjustable reel speed. I plan on buying this mower."
- Current Toro/John Deere 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

"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."
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COMING TO A DEALER NEAR YOU OCTOBER 2007!

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You didn’t think the Responsible Industry for a Sound Environment (RISE) would invite a guest speaker to its annual meeting last month in New Orleans to bash pesticides, did you? That would be like the Green Bay Packers fan club inviting a speaker to its annual meeting to bash its beloved quarterback Brett Favre.

To nobody’s surprise, guest speaker Debbie Edwards proved to be a cheerleader for pesticides. That said, there still had to be a sense of relief among the meeting’s attendees — producers, suppliers and distributors of specialty pesticides and fertilizers — when Edwards, director of the Environmental Protection Agency’s office of pesticide programs, said to them firmly and candidly, “I do believe — and it’s clear — that pesticides have a real and important place in society in the United States.”

With all due respect to Edwards, you just don’t know what might come out of some of these bureaucrats’ mouths these days, what with government people all over the board with their views on certain issues and flip-flopping as they go along.

But Edwards, who began her position in April and is responsible for the management of the pesticide programs under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), made it clear to her audience in the first few minutes of her speech just how important they are to Americans.

“I believe the benefits of pesticides are broad and diverse,” Edwards said. “Their benefits are experienced by all U.S. citizens every day.”

That said, Edwards pointed out that the mainstream media isn’t keen on delivering such a beneficial message.

“Pesticides are always, always, always in the news,” Edwards said. “And most of the times the stories are not favorable. Most of the articles I saw earlier this summer had to do with exposure of children to pesticides in and around schools.”

Edwards knew the people in the audience knew that such unfavorable stories cause ire among environmental activists and easily impressed consumers who view such reports as horror stories, not to mention the pesticide and fertilizer professionals who view the one-sided reports as yellow journalism.

Knowing that she had her audience’s attention, Edwards then delivered the key point to her keynote address. “I want to leave you with a message on what I think is the best way to get these things resolved,” she said. “But bear in mind that nothing is easy.”

She didn’t advise attendees to fashion their own activist agendas to go after those who oppose pesticides and fertilizers with a standoffish “you’re out-of-touch-with-reality” message. Edwards advised them to do just the opposite. Seek them out harmoniously and offer to sit down with them to let them know where you’re coming from, she urged. Then, in a setting that’s more conducive for all, tell them how your products are used wisely and safely to prevent harmful occurrences.

This may be difficult to do considering many of these people are antagonistic in their own right in addition to being out of touch with reality in regard to pesticide and fertilizer use. But Edwards is right. This is the route you must take.

“When you bring people together and try to find a common goal, you can work your way through some of these issues,” she said. Edwards’ advice is simple, but challenging to put into action. While it’s easy to combat the activists by fighting them from afar with canned messages, it may be uncomfortable to sit down with them to discuss the issues and try to come to an understanding.

Like Edwards said, it won’t be easy. But it would sure be worth the effort.

Aylward, editor in chief of Golfdom, can be reached at laylward@questex.com.
The BASF Early Order Program provides significant savings to Turf Professionals and an advantage on current pricing prior to scheduled price increases which will be effective on December 15th, 2007. Turf Professionals should complete this form and provide it to their agent to execute the order. Note: Agent Sales Representative – Keep this original form for your records and make a copy for the end user.

PRODUCTS:
The following products are eligible for the 2008 Early Order Program (EOP):

- **Insignia**
  - Controls key turf diseases for up to 28 days.
  - Delivers better control of the top 5 diseases.
  - Is rainfast within one hour.
  - Suppresses dollar spot.

- **Trinity**
  - Controls a broad spectrum of diseases including anthracnose, brown patch, take-all patch, summer patch and dollar spot.
  - Can be used whenever you need it, even during summer stress periods.

- **Emerald**
  - Controls dollar spot for 14 to 28 days with a single application.
  - Delivers better dollar spot control in bentgrass and other dollar-spot susceptible turfgrasses than other fungicides.
  - Gives superintendents a true resistance-management tool.

- **Curalan**
  - Economically controls dollar spot and eight other diseases including brown patch, leaf spot, red thread and melting out.
  - Is safe to use on all cool- and warm-season grasses at any stage of growth.
  - Lowers labor and materials costs through effective control and long residual.
  - Virtually no odor.
  - Reduced staining potential.
  - Increased ease and flexibility of handling, mixing and cleanup.
  - Improved storage stability and environmental profile.
  - Now in a new 15 gal. drum.

DATES:
**October 1, 2007** to **December 14, 2007**. In order to qualify for the BASF Turf EOP, products must be purchased and delivered between the program dates.

DETAILS OF OFFER:
The Turf Professional must purchase a minimum of $4,000 dollars of eligible BASF products to qualify through one authorized BASF agent.

TERMS:
All orders invoiced between October 1, 2007 and December 14, 2007 will receive June 13, 2008 terms.

The Turf Professional will receive an incentive on the total invoiced dollar volume of qualified products purchased from an authorized BASF T&O agent. All incentives will be issued to the qualifying agent who processed the order. The incentive will appear as a credit on the Turf Professional's account with their agent.

QUALIFYING INFORMATION:
- Incentive will be based upon reported sales from the BASF T&O agent.
- This program applies only to end-user Turf Professionals (Golf, L&L, Sports Turf and Sod Farms).
- The Turf Professional incentive is not cumulative.
- Cumulative sales for one customer will qualify if ordered between program dates and from one authorized agent.
- Orders for multiple courses that are owned or managed by one payer can be combined and rewarded at the highest level of qualifying incentive. Orders must be submitted through the normal reporting process. Notification of combined qualification needs to be supplied to BASF no later than January 31, 2008.

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<thead>
<tr>
<th>INVOICED DOLLARS</th>
<th>INCENTIVE</th>
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<tr>
<td>$4,000 - $9,999</td>
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<tr>
<td>$10,000 - $14,999</td>
<td>4%</td>
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<tr>
<td>$15,000 - $19,999</td>
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<td>$20,000 +</td>
<td>7%</td>
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BASF reserves the right to cancel or modify this program at any time.
## Program Order Form

**Product** | **Price** | **Package Size** | **Order Quantity** | **Total Dollar Purchases** | **% Incentive Earned** | **$ Incentive Earned**
--- | --- | --- | --- | --- | --- | ---
**INSIGNIA® Fungicide** | $1,044/case | 3 x 2.4 lb. cases | $ | | | 
**INSIGNIA® Fungicide** | $1,392/case | 4 x 2.4 lb. cases | $ | | | 
**INSIGNIA® Fungicide** | $3,024/case | 3 x 7.2 lb. cases | | $ | | 
**TRINITY™ Fungicide** | $1,475/case | 2 x 2.5 gal. cases | | $ | | 
**EMERALD® Fungicide** | $1,323/case | 10 x .49 lb. cases | | $ | | 
**CURALAN® Fungicide** | $957/unit | 12 x 2.7 lb. (33 lb. keg) kegs | | $ | | 
**PENDULUM® AQUACAP™ Herbicide** | $693.75/unit | 15 gal. drum drums | | $ | | 
**TOTAL** | $ | $ | $ | $ | $ | 

*Note: California users are subject to applicable mill taxes.*

### Invoiced Dollars

| **$4,000 - $9,999** | **3%** |
| **$10,000 - $14,999** | **4%** |
| **$15,000 - $19,999** | **5%** |
| **$20,000 +** | **7%** |

(Please provide the following information to your agent sales representative)

### Agent

| **Contact Name** | 
| **Title** | 
| **Agent** | 
| **Street / P.O. Box** | 
| **City / State** | 
| **Zip** | 
| **Phone** | 
| **E-mail** |

### Turf Professional

| **Contact Name** | 
| **Title** | 
| **Business Name** | 
| **Street / P.O. Box** | 
| **City / State** | 
| **Zip** | 
| **Phone** | 
| **E-mail** | 
| **PO# (If needed)** |

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