You put a lot of miles on your feet, but hey it's the **Golf Industry Show**!

Here's a recap of what went on in Orlando

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**Right man for the job**

Speaking of that Shark, Greg Norman showed up at the show to pick up the GCSAA's Old Tom Morris with his significant and celebrity other, Chris Evert, by his side. Word on the show floor is the couple was very congenial, signing autographs and shaking hands.

Norman collected the GCSAA's top award, given to him for his accomplishments to the game and the industry, during the show’s opening session. There might have been a few eyebrows raised when Norman was named chair of the GCSAA’s Environmental Institute for Golf in 2003. The skeptics wondered what a famous golfer knew about golf and the environment.

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**Show-ing**

BY LARRY AYLWARD, DAVID FRABOTTA, CURT HARLER AND MARTY WHITFORD

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The show floor was rife with many new products as well. There was also a smorgasbord of seminars, a big golf tournament and a few celebrity sightings, including a particular Shark species and his new fiancee. And there were plenty of people bidding goodbye to Steve Mona, who attended his last show as CEO of the GCSAA.

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**e’d like to thank Dr. Scholl for helping us make it through the Golf Industry Show with our feet intact.**

Without those massaging gel insoles provided to us by the good doctor, we don’t think our dogs would’ve made it through the week.

So, how many miles did you put on your leather oxfords last month in Orlando? Did you have any blowouts?

Seriously, congratulations if you made it through the GIS still standing. That’s quite an accomplishment considering that a lot of attendees were so busy going from here to there and back that they were literally eating on the run (did you try one of those awful $9 gyros at the “food” stand inside the convention center?)

About that Orange County Convention Center ... isn’t it vast? Sometimes it seemed downright infinite as we walked and walked to get from one side of the convention center to the other.

And if the show seemed more crowded, it was. Jeff Bollig, director of communications for the Golf Course Superintendents Association of America, says attendance was up almost 12 percent from last year’s show in Anaheim, Calif., with the crowd topping out at almost 26,000. Exhibit space rose nearly 9,000 square feet to about 301,000. The number of qualified buyers increased 18.5 percent to 11,500, according to Bollig, with 7,200 representing the GCSAA’s segment of the show.

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www.huntergolf.com
Good Show-ing

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plight superintendents must endure in dealing with these issues, many of which originate with golfers' increased demand for the ultimate in golf course conditions.

Norman wants to help get the word out to Joe Golfer about his golf and the environment agenda. He knows his name carries weight in doing so.

"It's important for me to be with you guys to talk about this," Norman said. "Anytime I can talk about this, I'm going to talk about it."

He's got game

Just what does Seth Strickland do for a living? He says he's a golf course superintendent, but we're beginning to wonder. Does he work on turf — or just his golf game?

Strickland, superintendent at Miami Shores Country Club in south Florida, captured his second Golf Course Superintendents Association of America (GCSAA) National Championship by shooting three 4-under-par 68s for a record-setting 12-under-par 204, the lowest total winning score in the tournament's 58-year history. Strickland's closest competitors were 16 shots behind.

"I swear, guys, I work at least eight and a half hours a day," Strickland said after whitewashing the other 96 players in the field.

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good show-ing

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We don’t doubt that, Seth. We’re all just envious that you’ve got game and we don’t. Congrats to you!

The Stimp rules!
A Stimp meter can be more than the end-all, be-all gauge of green speed. Stimp ing can become a valuable agronomic tool that can help you make important cultural decisions on your greens when used properly.

“Green speed is not a number. It’s a range,” says Michael Morris, the certified golf course superintendent of Crystal Downs Country Club in Michigan. “It’s an everyday condition of what golfers experience.”

Morris’ talk, “You Do WHAT With Your Stimp meter?” was part of the Innovative Superintendents Sessions.

Morris says he not only uses his Stimp meter every day to make agronomic decisions, but he actually communicates his green speeds to his mem bers — without lying about the speeds.

By Stimping his greens every day, Morris says he’s found ways to actually raise his height of cut by experimenting with different practices of mowing and rolling on alternate days.

By measuring the results of different practices, Morris can maintain expected green speeds by rolling his greens in lieu of mowing some days, which creates less mechanical stress, saves equipment wear and frees up valuable labor resources.

“It’s a paradigm shift from the way you’ve normally done things,” he says. “Rolling every day and skipping mowing (every other day) gave us the same result.”

Wetting agents at work
Wetting agents work on putting greens. That was the main message behind the research and message of Erik H. Ervin, associate professor of turfgrass physiology at Virginia Polytechnic Institute and State University, who spoke to more than 100 superintendents during, “You Asked For It ... You Got It!,” a session created by superintendents’ request.

One underlying question many superintendents have about wetting agents is: Where do they hold moisture? Ervin’s research suggests they lock in moisture in the top 2 inches of the soil, where they can do the most good.

“Wetting agents are doing what they are supposed to be doing, which is holding water at the surface where you want it,” Ervin says.

Wetting agents can be a valuable tool where hot spots exist on greens because they help distribute moisture uniformly, Ervin says. But they don’t last forever.

“You need to stay on a preventive program just like you do with fungicides,” he says.

Don’t run and hide
“Communication is an essential skill for the superintendent,” said Mike Jousan
By Stimping his greens every day, Morris says he's found ways to actually raise his height of cut by experimenting with different practices of mowing and rolling on alternate days. By measuring the results of different practices, Morris can maintain expected green speeds by rolling his greens in lieu of mowing some days, which creates less mechanical stress, saves equipment wear and frees up valuable labor resources. "It's a paradigm shift from the way you've normally done things," he says. "Rolling every day and skipping mowing (every other day) gave us the same result."

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Wetting agents don't last forever. You need to stay on a preventive program just like you do with fungicides. But they can also help distribute moisture uniformly throughout the top 2 inches of the soil, which can help reduce the occurrence of hot spots on greens. Ervin says. "But they don't last forever. You need to stay on a preventive program just like you do with fungicides," he says.

Don't run and hide
"Communication is an essential skill for the superintendent," said Mike Jousan, continued on page 51...
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