Generations of Success

Past · Present · Future.

A solid foundation was firmly established in 1955 with the birth of Penncross. The Penn Bent family continued to grow, thanks to the introduction of the Penn A's & G's and Seaside II, followed by Penneagle II & PennLinks II. The legacy continues with the recent arrival of Crystal BlueLinks. Just like family, each new variety owes its best qualities to the generation that came before. The Penn Bent family from Tee-2-Green continues to revolutionize the industry, and remains trusted by superintendents around the world.
Confetti

This course has gotten the best of many who have come before.
This course has humbled them. Beaten them. Broken them.
In other words, this course is perfect.
And so, the golfer, standing on the tee box, pulls up a handful of grass. "To check the wind," he says.

But this is more.

This is a celebration, a celebration of the challenge.
"Getting Out the Word," the first installment of our three-part series on water management, examines how the golf industry can convey its message of responsible irrigation.

BY LARRY AYLWARD

Time for Change
The golf industry must modify its ways to remain viable.
By Geoff Shackelford

Working as One
Management team at Kirtland Country Club unites to sell its master plan to members.
By David Frabotta

About the cover
Golfdom Art Director Kristen Morabito used this image from iStock International to take a simple approach to our cover’s design.

Out of Sight
Superintendents rave about underground decoder systems used for golf course irrigation.
By Matthew Mikucki

Online Exclusive
Watch this video only at www.golfdom.com:

Mike Bandy, marketing manager for Andersons Golf Products, explains why fertilizer prices have gone up and where they are heading.
For Better Results. Naturally.

Milorganite

Looking for a cost effective source of slow release nitrogen? Choose the one trusted by golf course superintendents for over 80 years.

Call your local Milorganite distributor now!

1-800-287-9645

www.milorganite.com

TURF TIP
Fine fescue tees, greens, fairways and roughs showcased at Chambers Bay, host of the 2015 U.S. Open.

Benefits: Extremely low maintenance, irrigation economy and the memorable links-look and feel that brings back daily fee players.

Oregon Fine Fescue Commission
www.oregonfinefescue.org

Think Green!
... with the naturally environmentally friendly fine and tall fescues

Oregon Tall Fescue Commission
www.oregontallfescue.org

Tall fescue bunker faces and rough enhance Mission Hills Country Club.
Benefits: The tall fescue provides a deep green appearance with superb heat and stress tolerance.

Mission Hills Country Club / Mission Hills, KS / Keith Foster, Architect / Brad Gray, Golf Course Superintendent
Everything ends up in your puppy’s mouth. To you it’s an electrical cord, but to your dog, it’s a chew toy. Keep in mind that your puppy will chew anything so keep dangerous items out of reach. Encourage them to chew on toys by providing lots of them, especially new ones once the old ones have lost their appeal.

LuLu. Her owner is Jason Wingate, the second assistant superintendent at The Country Club of Little Rock in Little Rock, Ark.(Photo by: Jason Wingate)
Know the Sign.

You can’t afford anything but the best results.

That’s why more professionals are turning to the quality and value that only Quali-Pro® can deliver.

That’s a good sign.

Quali-Pro puts you in control of both pests and costs with proven products featuring the newest formulation technologies.

That’s Quali-Pro.

Learn more at quali-pro.com.
The evil terrorists hate us for many reasons. A big reason they despise us is that we live in nice homes, drive pretty cars and belong to fancy golf clubs. Hence, one of the terrorists’ main goals is to ruin our nation economically.

Of course, the terrorists haven’t been able to do that the past several years despite their attempts. But who needs the terrorists to ruin our economy when we can do it ourselves?

Sadly and disgustingly, we have scum bags born right here in the good ol’ U.S.A. who have taken it upon their greedy selves to bring us down financially.

We are experiencing unprecedented economic distress. We don’t know what to expect from one day to the next. (As I write this, the Dow is up about 936 points, its biggest gain ever. But it was down 18 percent the week before — the worst week in its 112-year history.)

Just like you, I’m angry about what’s going on. Just like you, I’ve watched my 401k go in the tank. Just like you, I’m worried about my future and my family’s future.

Amazingly, there has been talk of another Great Depression. How in the name of John D. Rockefeller did this happen?

It happened because of people’s insatiable desire to get rich or to own things that they have no business owning because they can’t afford them. The bottom line in this matter is obvious: We don’t have an economic problem as much as we have a greed and unaccountability problem.

During the election campaign (and by the time you read this we will have a new president), there was much rhetoric about who was better able to fix the ailing economy — Sen. McCain or Sen. Obama. Both candidates talked about what they would do financially, but neither addressed the greed and accountability factor like they should have.

Yes, John McCain and Barack Obama called out those who acted recklessly, but they should have called for all Americans, regardless of their status, to look inward to examine their consciences in regard to greed and unaccountability. You don’t have to be a Wharton School graduate to realize that less greed and more accountability will make the world a better place for all of us to live.

Now, I know that golf course superintendents, owners, club managers, pros and other industry personnel didn’t sell any sub-prime mortgage loans to get our country into this mess. But that doesn’t mean we’re not removed from greed and unaccountability in our industry.

You might think I’m stretching things a bit — trying to make a connection between the golf industry and what has happened on Wall Street. Maybe I am. But I firmly believe that it’s a wake-up call for us all — no matter what industry we’re in — to be less greedy and more accountable for our actions.

This could mean many things in the golf industry. Perhaps it’s the superintendent taking responsibility for an agronomic mishap instead of blaming the problem on Mother Nature’s wicked ways. Perhaps it’s the pro sid ing with the superintendent to prohibit golf cars on the course during a rainy and soggy day — knowing that he’s kissing goodbye the golf car rental profits in the process to preserve the turfgrass from damage.

Or maybe it’s the owner who keeps his greed in check when building a new golf course, deciding not to create a course with all the bells and whistles and waterfalls in order to keep green fees low so more people can afford to play it.

Or maybe it’s as simple as the club manager lowering the cost of a bottle of Bud from $5 to $3, realizing that charging five bucks for a beer is just too much.

This country was founded on fairness. And we need to get back to that thinking before it’s too late.

Ayward can be reached at lrylward@questex.com.
The Army Knife of Turf Herbicides

[Patented Synergism Requires Less Active Ingredients]

Crabgrass • Yellow Nutsedge • Broadleaf Weeds • Turf Tolerance • Speed

Q4™ is a registered trademark of PBI/Gordon Corp.
U.S. Patent 6,849,579

ALWAYS READ AND FOLLOW LABEL DIRECTIONS.
Great turf is built on tradition.

We know how important beautiful turf conditions are to the game. For the past 53 years, we've owned and operated our own golf course. It's that hands-on experience that has taught us just how much energy, knowledge and passion superintendents put in to turf to keep it looking better... and playing better. Maybe that's why all of us here at Cleary are uncommonly committed to working with you to keep your turf looking and playing at its best.

Cleary - your partner in product research and formulation.

Since 1937, we've been listening to the ideas and suggestions of superintendents to help us develop our line of exceptional turf products. Backed by our 70 year tradition of excellence in product research, innovative formulation, rigorous testing and field support, Cleary products have become the disease control solutions you can count on – day in and day out.