A Sure Bet
A winner! That’s what you get with the Penn bentgrasses from Tee-2-Green. From Penncross, to the A’s & G’s, to Penneagle II and PennLinks II, superintendents around the world know and trust the Penn bents. They’re tried, proven, and easy to manage; a sure bet to provide legendary turf quality on your putting greens, fairways, and tees.

Why Use Anything Else?

PO BOX 250 Hubbard, OR 97032 USA • 800-547-0255 • FAX: 503-651-2351
www.tee-2-green.com • bentinfo@tee-2-green.com
“I’m not surprised by much. But I’m surprised by this fungicide.”

—Bob McIntosh—
Tourney Believer

See it. Believe it. Tourney Fungicide controls a broad spectrum of diseases including brown patch, anthracnose, dollar spot and many more. All with exceptional turf quality and low use rates. See the proof at TourneyBelievers.com.
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

Oregon Tall Fescue Commission
www.oregontallfescue.org

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

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.
Chemical companies say they are as committed as ever to the golf industry, despite a down economy and potential new environmental regulations.

BY LARRY AYLWARD
CONFIDENCE.
It radiates from a small, but incredibly reliable, green granule.

With POLYON® Controlled-Release Fertilizers, you don't have to worry about the conditions you can't control. That's because our industry-leading coatings are not affected by irrigation or rainfall, which means less environmental loss. And consistent nutrient release means you have beautiful playing conditions all season long.

POLYON’s highly efficient plant uptake even allows you to apply less Nitrogen per year and still get stunning results. Whether you need a 12-week or a 12-month product, we have a POLYON fertilizer that's perfect for you. Our promise is to exceed your expectations, not your budget.

Ask your Harrell's or BEST® Fertilizer representative about our exclusive POLYGRAPH® nutrient prediction software that let's you customize a program for your course.
The Answer to Tight Fertilizer Budgets

Milorganite is the cost-effective source of slow release nitrogen, and has provided superintendents with consistent results for over 80 years!

Call your local Milorganite distributor now!

www.milorganite.com
1-800-287-9645

For Better Results. Naturally.
Milorganite®

Seven-time winner of the national Folio: Award for editorial excellence

EDITORIAL STAFF
Larry Aylward EDITOR IN CHIEF 216-706-3737
Dan Jacobs ASSISTANT EDITOR 216-706-3754
Pete Grasso ASSISTANT EDITOR 216-706-3775
Carrie Parkhill ART DIRECTOR 216-706-3780
Geoff Shackelford CONTRIBUTING EDITOR
Joel Jackson CONTRIBUTING EDITOR
Anthony Pieppl CONTRIBUTING EDITOR
Ron Furlong CONTRIBUTING EDITOR
Christopher S. Gray CONTRIBUTING EDITOR
Jim Black CONTRIBUTING EDITOR
Karl Danneberger SCIENCE EDITOR
Mike Klemme PHOTOGRAPHER

CLEVELAND HEADQUARTERS
600 SUPERIOR AVENUE, EAST
SUITE 1100
CLEVELAND, OH 44114

OFFICIAL PUBLICATION OF
American Society of Irrigation Consultants P.O. BOX 426
ROCHESTER, MA 02770; 508-763-8140; WWW.ASIC.ORG

GOLFDOM ADVISORY STAFF
Jim Barrett, ASIC JAMES BARRETT ASSOCIATES
Pat Blum COLONIAL ACRES GC
Joe Boe WINDERMERE GC
Terry Bonar, CGCS CANTERBURY GC
David Davis, FASIC DAVID D. DAVIS ASSOCIATES
Shawn Emerson DESERT MOUNTAIN CLUB
Christopher S. Gray Sr. MARVEL GOLF CLUB
John Gurke, CGCS AURORA GC
Steve Hammon TRAVERSE CITY G&CC
Jim Hustling, CGCS WOODBRIDGE G&CC
Jim Loke, CGCS BENT CREEK GC
Walter Mattison (IN MEMORY)
Steve Merkel, CGCS LANDSCAPES UNLIMITED
Jim Nicoll, CGCS HAZELTINE NATIONAL GC
James Simoniini ROBERT TREVOR JONES II
Rick Slattery LOCUST HILL GC
Brit Stenson IMG GOLF COURSE DESIGN
Bobby Weed, ASGCA WEED GOLF COURSE DESIGN

ASSOCIATIONS
American Society of Golf Course Architects 125 N. EXECUTIVE DR., SUITE 106, BROOKFIELD, WI 53005; 262-786-5960; WWW.ASGCA.ORG
Golf Course Superintendents Association of America 1421 RESEARCH PARK DR., LAWRENCE, KS 66049-3859; 800-472-7878; WWW.GCSAA.ORG
Golf Course Builders Association of America 727 "O" STREET, LINCOLN, NE 68508; 402-476-4444; WWW.GCBAA.ORG
National Golf Course Owners Association 291 SEVEN FARMS DRIVE, SECOND FLOOR, CHARLESTON, SC 29492; 843-881-9666; WWW.NGCOA.ORG
Responsible Industry for a Sound Environment
1156 15TH ST. NW, SUITE 400, WASHINGTON, DC; 202-872-3860; WWW.PESTFACTS.ORG
PERFORMANCE.

It's packed into a small, but intensely powerful green granule.

However you look at it, POLYON® Controlled-Release Fertilizers are built to deliver the nutrient muscle you need for beautiful, healthy turfgrass. Thanks to our industry-leading coatings, POLYON performs consistently and reliably throughout your playing season, whether it's for 12 weeks or 12 months. POLYON ensures highly efficient plant uptake, reduces environmental loss, and it allows you to apply less Nitrogen per year. Experience the power of POLYON for yourself, and add strength to your fertilizer program.

Ask your Harrell’s or BEST® Fertilizer representative about our exclusive POLYGRAPH® nutrient prediction software that lets you customize a program for your course.
You’re the human, you set the rules. Don’t let your dog boss you around. Decide on the rules and enforce them consistently. Don’t let your dog get his or her way if he or she goes against the rules. Dogs might not seem to have long memories, but they sure remember how they got their way the last time!

Lily White. Her owner is Dan Smrek, superintendent of the Mansfield Coach & Cutter, a horse park and golf court in Ellicottville, N.Y. (Photo by: Kathleen Fink)
AFFORDABILITY.
It’s captured inside an efficient green granule.

By working better and longer, POLYON® Controlled-Release Fertilizers can help you get a grip on your budget. Our patented coatings enable POLYON to feed your turfgrass gradually and consistently, all season long, with just one application.

POLYON’s highly efficient plant uptake even allows you to apply less Nitrogen per year and still get stunning results. Whether you need a 12-week or a 12-month product, we have a POLYON fertilizer that’s perfect for you. Our promise is to exceed your expectations, not your budget.

Ask your Harrell’s or BEST® Fertilizer representative about our exclusive POLYGRAPH® nutrient prediction software that lets you customize a program for your course.
I guess we can assume golfers will cut superintendents some slack if their golf courses look a little shaggy, considering that superintendents had to slash their maintenance budgets in light of the economic turmoil we’ve been enduring. Fat chance.

It would be a nice and polite gesture for golfers to sympathize with superintendents over this matter, especially in this time of financial upheaval. But nice and polite don’t make the world go around — especially the golf world — no matter if the Dow is at 13,000 or 3,000.

I had a recent conversation about this topic with veteran certified superintendent John Miller, who also happens to be the LPGA tour agronomist. John Miller knows golfers like that other Miller knows beer. He also knows golfers are a demanding bunch.

Miller says if a course’s maintenance budget has been cut to $700,000 from $1 million, the golfers playing that course still expect it to look and play like a million bucks. They don’t care that a superintendent had to cut his maintenance budget.

But it’s not just golfers who are demanding when it comes to consumer satisfaction. Most Americans are that way, whether they’re buying a round of golf or a round steak at the supermarket. And demanding has a propensity to intensify during economic crunch times.

None of us are spending much money, whether we have it or not. Truth is, many of us do have it, but we’re saving it just in case something bad happens, like job loss. Others don’t have as much money to spend because something bad did happen, like job loss.

Hence, we spend less (which has caused the recession to deepen even further, but that’s another story) and watch what we spend with greater scrutiny. And because we spend less, we want the best for what we do spend it on. Quite frankly, we want a bigger bang than a sonic boom for our bucks.

“It’s like the family that goes out to dinner four times a month,” Miller says. “Well, they won’t go out to dinner four times a month in this economy. They might go out once or twice, and that once or twice better be memorable experiences for them wherever they go. Or they will go someplace else.”

It doesn’t matter to the family that the restaurant might have had to lay off some of its help, which could hinder the overall dining experience. Like the golfer, the family doesn’t want to hear any excuses.

Sure, this all means more pressure on superintendents’ shoulders and their depleted crews. But they just have to deal with it.

Alas, there are some things superintendents can do to help them deal with it. They can try to cut the money in their budgets where it won’t show on the course. For instance, they can cut a fertilization application in the course’s rough, where golfers probably won’t notice the aesthetic impact. Or they can reduce the weekly mowings of fairways from three to two to cut back on fuel and labor costs.

A superintendent doesn’t want to cut costs in the wrong places, however, like in the bunkers. “There’s still going to be a premium on bunker maintenance if that’s what golfers have come to expect,” Miller says.

It’s also vital for superintendents to communicate what they’re doing to golfers. But they must choose their words carefully. They don’t want to come off like they’re looking for sympathy from golfers.

“You have to let them know that management has asked you to cut your budget, but you’re aware how important the conditions are to the golfers — and your doing everything you can to keep them happy,” Miller says.

Like I said, it would be nice for golfers to understand what superintendents are up against. Yeah, and it would be nice if my 401k doubles in value next month.

Aylward can be reached at laylward@questex.com.