Renew your complimentary subscription today to *Golfdom*!

Renew your subscription online (or begin a new one) at [http://questex-sub.halldata.com/ggland](http://questex-sub.halldata.com/ggland) or fax it back: 847-763-9694

☐ Yes! I wish to receive (continue to receive) *Golfdom*.

☐ No

**How would you like to receive your copy of *Golfdom***?

☐ Print  ☐ Digital

Signature (required) ________________________________ Date ________________

Name ____________________________________________

Job Title _________________________________________

Phone __________________ Fax _______________________

Email Address ______________________________________

**1. My primary business at this location is:** (check ONE only)

- [ ] GOLF COURSES
  - [ ] 10 Daily Fee/Public
  - [ ] 20 Semi-Private
  - [ ] 30 Private
  - [ ] 40 Resort
  - [ ] 50 City/State/Municipal
  - [ ] 55 Other Golf Courses (please specify)

- [ ] 60 Golf Course Architect
- [ ] 70 Golf Course Developer
- [ ] 90 Golf Course Builder
- [ ] 11 University/College
- [ ] 15 Distributor/Manufacturer Representative/Consultant
- [ ] 99 Others Allied to the Field (please specify)

**2. Which of the following best describes your title?**

- [ ] 10 Golf Course Superintendent
- [ ] 15 Assistant Superintendent
- [ ] 25 Owner/Management Company Executive
- [ ] 30 General Manager
- [ ] 35 Director of Golf
- [ ] 45 Club President
- [ ] 75 Builder/Developer
- [ ] 55 Architect/Engineer
- [ ] 60 Research Professional
- [ ] 80 Distributor/Manufacturer Representative/Consultant
- [ ] 65 Other Titled Personnel (please specify)

**3. What is your facility’s annual maintenance budget?**

- [ ] 01 More than $2 Million
- [ ] 02 $1,000,001 – $2 Million
- [ ] 03 $750,001 – $1 Million
- [ ] 04 $500,001 – $750,000
- [ ] 05 $300,001 – $500,000
- [ ] 06 $150,001 – $300,000
- [ ] 07 Less than $150,000

**4. If you work for a golf course, how many holes are on your course?**

- [ ] 01 9
- [ ] 02 18
- [ ] 03 27
- [ ] 04 36
- [ ] 05 Other __________________________

I would like to receive the following eNewsletter(s):

- [ ] Chip Shots: Monthly—will help you stay informed about various trends in the industry.
- [ ] On the Green: Monthly—offers insights on putting green maintenance with in-depth information about chemical usage and cultural practices.
- [ ] Golfdom Insider: Twice a month—includes poignant columns, podcasts, surveys and sneak previews of upcoming *Golfdom* stories.
- [ ] Inside Irrigation: Quarterly—identifies trends and technologies to help superintendents advance irrigation practices.
- [ ] Turf Alert: Twice a year—focuses on special reports for your region from turf specialists and lawn care and golf industry experts.

- [ ] Puttin Down Roots: In this e-newsletter sponsored by BASF, *Golfdom* will focus on plant health tips.

- [ ] Golfdom Hot Products: A monthly roundup of the latest products available for golf course superintendents from the editors of *Golfdom* magazine.

© 2011 Questex Media Group, All Rights Reserved.
Renew your complimentary subscription TODAY!

Complete and return the attached card to ensure continued delivery of your issues.

What’s ahead:

- Products debuting at the Golf Industry Show
- Underground soil sensor success stories
- Can section maintenance work for you?
- Recovering from winter injury
- Report from the Symposium on Affordable Golf

Golfdom
Forget blue or red; the vote goes to Emerald® fungicide for the best dollar spot control on turf in every region of the U.S. With a single application, Emerald delivers unsurpassed dollar spot control for 14-28 days. And use Curalan® fungicide for that second application for economical control of dollar spot. For best results, include Emerald in your first application in spring followed by Curalan. Then use Curalan followed by Emerald for your last two fungicide applications in fall.

betterturf.basf.us

Always read and follow label directions. © 2011 BASF Corporation. All rights reserved.
**Environmentally friendlier, but what’s the cost?**

**PREPARE FOR TIER 4**

**BY JOHN WALSH**

---

**The Greenest Show on Turf**

The WM Phoenix Open was already known as the largest-attended golf event in the world. Now it vies to be known as the greenest, too.

**No Place Like Sedona**

Indiana transplant Pat Grimes finds peace and prosperity at Oakcreek Country Club.

**New England Turf Show Report**

The trade show brings both good news and bad news.

---

**About the cover**

Graphic designer Carrie Parkhill Wallace created this month’s cover with an image from iStock International Inc.

---

**Online Exclusive**

Tune in to golfdom.blogspot.com to see all that went down at the 2012 Golf Industry Show in Las Vegas.
HAND WATERING SOLUTIONS & TURF CARE PRODUCTS

KOCHEK’S OWN

Flexible - No Kinking

IRSOCK-100-59K QC Key w/ Relief Valve

360°

KOCHEK

NEW

NZ033 Residential Nozzle

Application Systems

Irrigation Hose - Wetting Agents - Nozzles

For Full Details Visit: www.kochek.com

RICHWAY Foam markers
So you know where you’ve been!

Save on chemicals
Spray faster
Eliminate gaps and overlaps

Foam marker models for all sprayers & spreaders push, pull, and self propelled. Sizes for boom widths up to 40’

richway.com
800-553-2404
P.O. Box 508
Janesville, Iowa 50647
WE DIDN’T JUST ENGINEER A GAME CHANGING GREENSMOWER. WE DID IT TWICE.

The new Toro® Greensmaster® Flex™ and eFlex® redefine precision cutting. But don’t take our word for it, see what superintendents are saying. Visit toro.com/leaderboard.

The Leader in Golf.
e-par Gets Americanized

For environmental superintendents, their options just grew by one.

The Australian firm e-par, developers of the award-winning “e-par Environmental Management System,” has launched e-parUSA. The new entity is poised to expand the reach of the e-par platform of programs and services into the United States.

Shortly after the announcement of e-parUSA came another announcement, that former Executive Director for Audubon International, Kevin A. Fletcher, Ph.D., had been selected to serve as the CEO of e-parUSA. Golfdom caught up with Kevin Fletcher shortly before the Golf Industry Show to discuss e-parUSA and his new job.

Golfdom: How hard was it to leave Audubon International after 10 years?

Kevin Fletcher: I still have a real close association with the staff there, but it was time to do something different. The timing ended up being kind of right to jump into something like this. Any time you have change like this, it’s tough to go through. But on the other end, I’m more energized than I’ve been in a while.

Golfdom: Is there one main difference that makes e-par stand out from other environmental programs?

KF: I’ll give you three: one, it’s facility-wide. It’s the first environmental management system that deals with the entire facility, including clubhouse operations. Second, an environmental management system is really focused on legal compliance, risk avoidance, things superintendents really care about. Third, there is a nifty automated feature built in — it has automatic notifications, so it makes the job a little easier for superintendents.

Golfdom: What’s the cost for superintendents?

KF: We’re still figuring it out, we’re thinking in the range of $900 to $1,000 for a three-year commitment. It’s easy to get into place, and there’s a lot of value to having the facility enrolled and monitored over the three years. It’s about a dollar a day.

Golfdom: What’s the most frequent question you’ve been asked since it was announced that you were the new CEO for e-parUSA?

KF: What caused the change (for me), and from my perspective, all I’m interested in doing is helping drive environmental sustainability in golf, and this just gives me a new and different and I think better way to do that.

The official launch of the e-par V2 EMS, and e-par USA took place during the Golf Industry Show in Las Vegas. For more information about e-parUSA visit www.eparusa.com.
Now Introducing...

THE NEXT GENERATION OF HUMIC ACID

BIOLOGICAL | DISPERSIBLE | SPREADABLE

Humic DG combines pure, dry humate with The Andersons Dispersing Granule Technology delivering the proven plant and soil health benefits of humic acid which include; additional soil carbon, increased CEC, improved availability and uptake of macro and minor nutrients.

Available in 100 SGN and 210 SGN
Florida Golf Gets Some Love

Better than a box of chocolates, better than a dozen roses, heck, better than seeing “I love you” written in the air by a skywriter.

Florida’s House of Representatives and Senate showed the state golf industry some serious love on Valentine’s Day by declaring Feb. 14th “Florida Golf Day,” recognizing the economic impact the golfing industry has on the state.

Based on a study conducted in 2007, the size of Florida’s direct golf economy is approximately $7.5 billion. Golf brings visitors to the state, spurs new residential construction, generates retail sales and creates demand for a myriad of goods and services. When the total economic impact of these golf-related activities is considered, Florida’s golf industry in 2007 generated approximately:

- $13.8 billion of direct, indirect and induced economic output
- $4.7 billion of wage income
- More than 167,000 jobs

“Golf has a dramatic impact on our state,” said Florida Governor Rick Scott. “Florida is the No. 1 golfing destination in the world. Everything that we are doing to draw people and promote our state involves golf.”

The 2012 Florida Golf Day featured attendees from the Florida Golf Impact Task Force, including: the GCSAA, the PGA of America, PGA Tour, LPGA, USGA, CMAA, NGCOA, Florida GCSA and others.

No report on how Florida Golf Day ended, but some reports stated that the sound of Barry White playing loudly was heard from within golf’s hotel room...

Golfdom Names Throssell Research Editor

There’s good news for Golfdom and likewise, good news for its readers.

Clark Throssell, Ph.D., (pictured at right) accepted the position of Research Editor of Golfdom magazine recently. In this position, Throssell will orchestrate the “TurfGrass Trends” section of the magazine, acquiring the latest research in the industry for publication.

“This was a coup for Golfdom,” said Seth Jones, Golfdom editor-in-chief. “Any organization involved in the industry of turfgrass and superintendents would be lucky to have him. I’m glad that we’re the lucky ones.”

“I’m really excited about the opportunity to work with Turfgrass Trends, and acquiring the research articles that go in it,” Throssell said. “I think it’ll be great fun.”

Besides leading Golfdom’s research section, Throssell will also be penning his monthly “Clark Talks Turf” column as well as a monthly e-newsletter, “On the Green,” which readers can subscribe to by visiting Golfdom.com.

Throssell, a turfgrass consultant, comes to the magazine after nine years as research director for GCSAA. Prior to that, he was the director of the turf program at Purdue University.

IN OTHER PEOPLE NEWS:

Jacobsen announced that Britton Harold is the new product manager responsible for multi-deck and outfront rotary products. Prior to coming to Jacobsen, Britton served as product marketing manager at Husqvarna. His experience at Jacobsen includes parts product management and channel development.

Smithco announced the appointment of Paul Gillen to be responsible for the introduction of the new Smithco AIR-8 range of pull type aerifiers for golf courses and other fine turf areas. Gillen comes to Smithco with 31 years experience in turf aerification with the AerWay Co. in Canada. Gillen is currently president of the Sports Turf Association of Canada, serves on the International Committee of STMA and is active in the Canadian, Ontario and Greater London GCSA.
Control algae and nuisance plant growth with Admiral lake colorant while enhancing the aesthetics of your course. Admiral lake colorant adds a natural-looking blue shade with the highest pure dye content of all EPA registered lake colorants. For your convenience, both liquid and WSP® (water soluble packets) formulations are available.

For a clean, clear and healthy pond add our complete line of aquatic products to your management program: Admiral, Lake Colorant WSP® and Black Onyx™ colorants, plus LakePak® WSP® biological lake clarifier and deodorizer.
I’m going to drag your dismembered torso behind my truck,” the email said. That was just the first of many that were still to come.

I was a budding journalist at the time, a sophomore in college at the University of Kansas, writing for the student newspaper. In that morning’s paper I had blasted the Kansas State football program in a column that was 100 percent intended to incite. It was published in both KU’s Daily Kansan as well as K-State’s The Collegian.

(To my many K-State friends: Don’t worry, you’ll never be as evil as Missouri in my eyes. I’m especially thankful you guys beat Mizzou twice this season in basketball, helping my Jayhawks win their eighth consecutive Big 12 regular season championship…)

The threat of dismemberment was easily the creepiest email, partly because I enjoy the use of my arms and legs, but mostly because I didn’t like that the angry Wildcat didn’t tell me what was actually going to happen to my limbs. I only knew that eventually I was going to lose them, before I was to be attached to this guy’s truck. Disturbing.

Thankfully I didn’t lose any limbs, and even better, I learned a lesson: don’t be surprised when people get mad. It’s the nature of this business.

Sure, there’s a difference between goading on your in-state rival and writing about a bankruptcy, a lawsuit, an accident. Sports rivalries are always fun because the only truth is in the win-loss column. In business, there could be many truths. It’s a bigger challenge to tell the whole story and to get it right.

I’ll admit I’ve made a few people mad since I’ve arrived at Golfdom. Sometimes, people would just prefer to have their names left out of the paper, after all. But my job is to report on the industry. When someone’s desire to keep their name out of the paper conflicts with my desire to report on what I deem a newsworthy story… well, unfortunately, that’s when feelings get hurt.

I trust me, I take no pleasure in publishing stories that someone would prefer to see not published. I like to think I’m a decent person, after all. But sometimes, it happens. Golfdom magazine and the industry is bigger than any one person or group’s feelings.

I’m sure it’s a lot like when something goes wrong at a golf course. Sometimes, you might have to reprimand a crew member, or even fire someone. No one enjoys doing that, but at the end of the day you have to do what’s right for the golf course.

The key for me, and I’m sure for you, is to be fair.

I ask myself: Did I report the truth? Did I try to sway the news one way or the other? Did I have a personal agenda?

If the answer to all three is “no,” then I can go to sleep at night knowing I’ve done my job. And that’s what I always plan on doing.

Golfdom has always prided itself on being up-front and honest. That was a hallmark of this magazine long before I arrived, and I plan on keeping that tradition for my entire career here. One thing I want readers to know about this magazine is, though I might occasionally make a bad joke (read the last paragraph of the Florida Golf Day story for a clear example) I take reporting facts and the truth very seriously.

If you ever feel we’ve done a poor job of reporting the truth, call us out on it. Our door is open. Let us know. We want to hear both sides of every story, all the time.

Some stories may make you momentarily lose your head — and conversely, make you hope for me to lose my arms and legs — but after the dust settles, the course will still need to be maintained the next day. I’ll still need to meet another deadline for the next issue.

No matter the story, life goes on.
Jacobsen’s new ECLIPSE® 2 offers best in class quality of cut, industry leading productivity and customized controls.

- Lightest handle weight in the industry provides adjustable height for comfort and ease of use
- Control the speed through the speed paddle or bale, allowing the operator to easily slow down for turns and return to normal speed when the turn is finished
- Fully isolated mounted engine reduces operator fatigue
- Honda® engine – industry proven reliability
- Improved kickstand for easier operation
- Superior tracking with true automotive differential. Drives from one point versus two belts or chains which require adjustment to track straight
- Patented true floating head allows lowest heights of cut without scalping, even on the most undulating green
- On-board backlapping minimizes down-time by allowing for quick and easy reel maintenance
- Classic XP reel design delivers the industry best quality of cut
- Widest array of frequency of clip settings – requires no tools and takes just seconds to change
- Settings are accessed through password protected menu
- Maximum mow speed up to 3.8 mph
- Optional LED light uses less energy and is brighter while allowing your staff to get on the course sooner for minimal disruption
- Moveable power source allows you to adjust the weight on the front roller for the fixed head unit and ease of turning on the floating head unit
- Regenerative braking for increased speed control

ECLIPSE® 2 122F shown
On February 14th I had the honor to be in the Florida GCSA delegation along with FGCSA President Mark Kann and Vice President Nancy Miller, CGCS, as part of the Allied Golf Associations in Florida that went to the state capitol in Tallahassee to celebrate Florida Golf Day. Joining us were Todd Lowe, USGA Florida Green Section and Pete Snyder, Florida Turfgrass Association.

Both houses of the Florida Legislature and Governor Rick Scott proclaimed February 14, 2012 to be Florida Golf Day in recognition of the Economic, Environmental, Charitable, and Wellness and Youth Developmental contributions of the Florida golf industry to the state of Florida.

The lineup of Golf Associations was impressive: The GCSAA, Word Golf Foundation, PGA of America, PGA Tour, LPGA, Club Managers Association of America, Florida Club Managers Association of America, USGA Florida Green Section, The First Tee, Florida Junior Golf Council, World Golf Hall of Fame, Florida Turfgrass Association, Florida State University Professional Golf Management School, Golf Channel and the David Leadbetter Golf Academy were all there.

Rhett Evans, CEO of the GCSAA, and Ralph Dain, GCSAA’s Florida Field Representative, were in attendance. Rhett was the superintendent’s representative in the business roundtable session and in private meetings with the governor and legislators. I was in the gallery at the business roundtable. Rhett did a great job of discussing the environmental contributions of courses in general and the Florida GCSA’s contributions in particular.

Also at the roundtable were the heads of several state departments like Enterprise Florida, the Senate Commerce Committee, the House Economics Affairs Committee, the Department of Economic Opportunity, Enterprise Florida, the Florida Sports Foundation, Visit Florida and the Department of Environmental Protection (DEP). The most welcome and unexpected report came from Drew Bartlett of the Florida DEP’s Department of Water Policy. Mr. Bartlett raved about the Florida GCSA’s proactive involvement and cooperation in the development of the Florida Golf BMP Manual. I admit, I was filled with pride as he spoke so highly of our association’s role in the partnership with DEP and the development of the manual, which has received national recognition.

Rhett was quick to point out that the FGCSA was now developing a voluntary certification program for the Golf BMPs, which we hope to have in place later this year. We are working out final details with the DEP, Department of Agriculture and the University of Florida. The exam portion has already been Beta-tested. We are now developing a designated team of qualified presenters to present the material.

Meanwhile, behind the scenes at the Allied Golf Association reception on Monday night before Florida Golf Day, the energy generated by the occasion brought another welcome surprise as discussions focused on creating a permanent “Florida Golf Council” of all the associations. The council would meet regularly to stay current on issues facing the industry and speak with a consistent message. I know several states already have such coalitions and have been very successful, so I was pleased to see this initiative on everyone’s mind. I had always hoped that the We Are Golf concept would trickle down to the state level. I’m glad Florida associations are now on board with the idea.

It was heartening to see the officers of the various state departments begin to recognize how the various pieces of the Florida Golf puzzle fit and how they contribute to the economic, social and environmental well being of the state. I encourage all of you to reach out to your state golf organizations and give it a try.

Certified superintendent Joel Jackson is Executive Director of the Florida GCSA.