Proven Foliers™

Raising the Bar on Foliar Nutrition Technology for 2013

New Technologies New Products and Improved Performance.

Find us at booth 3116 at the Golf Industry Show!

P.O. BOX 128 • ALBION, IDAHO 83311
For a Distributor Near You Call: 1-888-246-8873
or find us on the web at www.griggbros.com
The Best is Back

The Most Effective Snow Mold Control Available

The fungicide you’ve trusted is back controlling Snow Mold and other labeled winter diseases on golf courses. Pound for pound – ounce for ounce this proven performer offers an exceptional value for your golf course management program.

Contact your AMVAC/AEP distributor today or AMVAC at 1-888-GO AMVAC (1-888-462-6822) and visit www.amvac-chemical.com.

Turficide 400  Turfcide 10G
What’s Old is New Again
One superintendent implements an aggressive program to combat a thatch problem.
By Dan Jacobs

The Fourth Wall
Armand LeSage trades in years as a superintendent for a career on the stage.
By Katy Ibsen

Golf Guilt-Free
“The Married Man’s Guide to Golf” author Kevin Sylvester tells guys who've tied the knot how they can hit the links.
By Seth Jones
Frame your course precisely to your vision.

The blue colors of Hunter are world famous for representing unmatched quality, innovation and support. With our golf irrigation products, it’s no different. From our experienced support team, to our Total Top Service rotors, and our 64-program VSX control system, choosing Hunter means you’re choosing both a product and a partner you can trust. Isn’t it time you found out if Hunter Blue was right for you?

GOLF IRRIGATION | Built on Innovation
Learn more. Visit hunterindustries.com/golf
So You’re Saying There’s a Chance?

We don’t want to sound desperate here, but… we haven’t met “the one” yet.

No, we’re not looking for love. But we would love to meet our 2013 Herb Graffis Businessperson of the Year. And as of press time, we haven’t received that winning nominee yet.

A quick refresher: the Herb Graffis Businessperson of the Year award is not a nice guy award. It’s not a longevity award. It’s not an overcoming adversity award.

Simply put, it’s a business award. It’s meant for someone who is doing excellent, innovative, outside-the-box work, and by doing so, is making a positive impact at his or her golf course.

Sure, you could say that in these tight economic times, the only way many golf industry professionals are keeping their jobs is by making good business decisions. But we’re sure that someone out there is working with or for a professional who is doing all of these things at a very high level, making some creative moves, and would be the perfect person to celebrate in our magazine.

Herb Graffis, who founded Golfdom back in 1927, was a visionary in the world of golf. His foresight helped create not just this magazine, but also the National Golf Foundation, the Golf Writers Association of America and the Club Managers Association. He was also the first journalist induced into the World Golf Hall of Fame.

It is a proud tradition we have here at Golfdom, and we want to celebrate it by honoring one of you.

The winner of this award receives an all-expenses paid trip to both the Golf Industry Show and the Golfdom Summit, as well as a cover story in the February 2013 issue of Golfdom.

So please, don’t hesitate — nominate a colleague today by sending a short email describing your candidate to Golfdom editor-in-chief Seth Jones at sjones@northcoastmedia.net. We’ll accept nominees until Dec. 1st, 2012.

Who knows? Maybe the next Herb Graffis Businessperson of the Year is you.
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:

toro.com/leaderboard

To learn more visit Toro at booth 4838 at the 2013 Golf Industry Show!

©2012 The Toro Company. All rights reserved.
Off The Fringe

Rees Jones to Return for 2012 Golfdom Summit

The second Golfdom Summit takes place later this month at the Reunion Resort in Orlando. Once again giving the keynote address at this exclusive industry event is “The Open Doctor,” Rees Jones.

Jones will be presenting alongside Curtis Tyrell, CGCS, MG, director of golf course operations at Medinah CC, which hosted this year’s Ryder Cup. Jones and Tyrell will discuss the work that went into preparing for the event, along with some historic information about work that has been conducted at championship venues around the country.

Also speaking at the event will be most of the Golfdom crew: environmental editor Anthony Williams, CGCS, CGM; science editor Karl Danneberger, Ph.D.; columnists Mark Woodward, CGCS and Joel Jackson, CGCS-Retired and EIC Seth Jones. And we’re hoping to have a few surprises for attendees as well.

Golfdom publisher Pat Roberts says all signs point to an even more successful event this year, with more attendees and more sponsors.

“With the Golfdom Summit, we feel we’ve brought something really unique to the industry,” Roberts said. “We’ll always be a magazine first and foremost, but we’ve also found a successful way to get superintendents and industry people together in a productive, yet relaxed, setting. If our success continues, we plan to host even more superintendents as our guests in the future.”

Rees Jones will take centerstage again.

Superstorm Sandy Wreaks Havoc

Superstorm Sandy made landfall in the northeastern U.S. on Oct. 29th, and left a historic path of destruction behind. As of press time, 33 people had lost their lives from the storm, and 6.5 million people were still without power.

Golf courses far and wide were impacted by the storm, sending superintendents scrambling.

No. 15 tee at Maidstone Club was reshaped, along with the rest of the shore, by Superstorm Sandy.

John Genovesi, director of grounds at Maidstone Club in East Hampton, N.Y., was dismayed to discover that half of his teebox on No. 15 had crumbled away as a result of the storm.

“It was pretty bad for a two-day storm. We had high winds and high waves,” Genovesi said as the storm was still traveling inland. “We had 16- to 20-foot waves, which basically reshaped our shore.”

Tyler Otero, director of grounds at Trump National Golf Club in Bedminster, N.J., estimated that he had lost 30 to 40 trees, as well as five mature trees that lined the road leading up to the clubhouse.

“Compared to Hurricane Irene, this has done more damage,” Otero said. “This was more of a wind event. We had gusts of 60 mph here at the course, and at the shore where I live, we had 5 to 6 hours of 60 mph sustained winds.”

Genovesi had been keeping track of his fellow Met GCSA chapter members, and said there had been some close calls, including a superintendent’s staff quarters hit by a falling tree, and another colleague who had two cars crushed by a tree in his driveway.

“This storm has been crazy. The Hudson River is flooding Manhattan,” Genovesi said in disbelief. “This storm is much bigger than my little world.”

GCSAA Offers Sandy Support

A reminder from our friends at GCSAA: the association offers resources to assist its members who suffer personal loss due to natural disaster. To see if you qualify, contact Scott Woodhead, senior manager of member relations, at swoodhead@gcsaa.org or 800-482-7878, ext. 4418.
Arkansas Super Wins Wins Trip to L.A.

Rain Bird and Golfdom parent company North Coast Media, along with a new superintendent friend, loaded up the truck and moved to Beverly Hills, that is.

The 2012 Intelligent Use of Water Film Competition, now in its fifth year of showcasing original short films that focus on the need for responsible water use, was held at the Paley Center for Media in Beverly Hills, Calif. To add a little excitement to the event, Rain Bird and NCM partnered to fly one lucky winner and a guest of his choosing to the event for an all-expenses-paid vacation. Our lucky winner was Junior Storie and his wife, Julie. Storie is the superintendent at Centennial Valley GC in Conway, Ark.

“I’ve never won anything in my life,” Storie laughed while being interviewed on Golfdom TV at the event. “This thing is unbelievable. I was reading Golfdom and I just happened across this page that said something about some sort of film competition and that you could apply for it online and… here I am.” (To see the interview, click over to www.Golfdom.com/video/)

The Stories weren’t the only big winner at the event. Two films, “Isla Urbana” by Greg Harriott of Brooklyn, N.Y., was chosen by the judging panel as the $10,000 Jury Award winner, and “The Wash” by Carla Dauden of Long Beach, Calif., was named winner of the $5,000 Audience Choice Award, as chosen by the evening’s audience members.

Presented by Rain Bird, in partnership with Golfdom’s parent company, NCM, the screening event was hosted by Jack Hanna, director emeritus, Columbus Zoo and Aquarium, and host of “Jack Hanna’s Into the Wild” and “Jack Hanna’s Wild Countdown” TV series. Golfdom EIC Seth Jones served as a judge at the event.

“All finalists should be congratulated for their outstanding film submissions that we hope will not only extend awareness of this important issue but also continue to encourage the important discussion of ways to better manage and efficiently utilize earth’s most precious resource,” said Dave Johnson, Rain Bird’s corporate marketing director. “Rain Bird’s Intelligent Use of Water platform was built so that filmmakers like these finalists would have an influential platform to address the world’s water challenges and in doing so, inspire others to take action in their own way.”
What Zombie Movies Teach Us About Environmental Stewardship

By Kevin A. Fletcher, Ph.D.

I’m not a huge horror movie fan, but I do enjoy most shows about zombies. Sunday date night with my wife (after the kids get to bed) consists of Tequila on the rocks and AMC’s excellent zombie series, The Walking Dead.

It dawned on me that there are some parallels between surviving in a zombie-filled world and managing a golf facility in a sustainable, environmentally-friendly way. Yes, avoiding and fighting the undead is not that different from dealing with golfers, members, turfgrass and green committee members. Before you snicker, let me provide some examples:

1. Keep Your Head on a Swivel or You Might Lose It (Self-Assessment First): One of the biggest mistakes made by the living in the zombie-filled world is moving around without really being sure where you’re going or what’s looming ahead. Sure that alleyway is clear now, but what’s around the corner, or behind you for that matter? Your eyes need to stay open and darting in all directions or they’ll become zombie appetizers. It’s the same with golf course environmental management. It always pays to conduct an initial environmental review or assessment. Ask yourself some hard questions about your environmental plans, operations, procedures, etc. It may help you create a clear vision (need eyes for that) and avoid getting bitten in the rear.

2. Don’t Run Into a Dark Building at Night (Make a Plan): The first to go usually do so because they aren’t thinking. “Hey, let’s hide in that abandoned building!” Well it wasn’t abandoned, was it? Now you’re innards are serving as a zombie calamari appetizer. Once you have a handle on the state of your environmental game through a self-assessment, make a plan. Don’t just run around looking for places to hide. You need to take your environmental threats and opportunities head-on. Make improvements where they need to be made by planning for them, not winging it. Is water your biggest issue? Make a water conservation plan a priority. Be smart.

To read the rest of Fletcher’s zombie-golf survival guide — which includes six more tips and even a surprise ending — visit the Golfdom Daily at www.golfdom.blogspot.com.

Kevin A. Fletcher is President & CEO of e-par USA and is dead-icated to helping golf course management professionals fight with the ghosts and ghouls that make up a comprehensive approach to environmental stewardship and sustainability. Feel free to trick or treat him at www.eparusa.com.

WHEN IT COMES TO EMAIL, LESS IS MORE

You may have noticed you’re seeing less clutter in your email inbox from your friends at Golfdom.

That’s intentional. Moving forward, we’re going with the “less is more” approach. North Coast Media, parent company of Golfdom, and our sister publications, Landscape Management and Athletic Turf News, hired an honest-to-goodness expert on digital media, a talented young woman by the name of Bethany Chambers. She brings with her real world experience as well as a masters degree from Northwestern University’s prestigious Medill School of Journalism. And with Bethany’s help, we’re going to streamline our e-news offerings for maximum impact.

We’re rolling most of our e-news properties into one: the Golfdom Insider. Expect this e-newsletter twice a month. We’re going to shorten it, including only items we think will educate, enlighten and once in a while entertain.

We hope you enjoy this change. Feel free to drop us a note and let us know what you think. And if you’re not already getting the Golfdom Insider, stop by www.golfdom.com to sign up.

READER FEEDBACK

Finally someone in the industry who has decided to move to the less is more attitude.

We superintendents are swamped today with unimportant email communications, ad nauseum.

It sounds to me like your media team gets it! Good luck as you move forward, I will be watching and reading.

John Yakubisin, CGCS
Ligonier, Pa.
Introducing...

THE NEXT GENERATION OF HUMIC ACID

BIOLOGICAL  |  DISPERSIBLE  |  SPREADABLE  |  BLENDABLE

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.

Humic DG

Available in 100 SGN and 210 SGN
I was that lonely guy at the restaurant, about to eat lunch by himself. It’s always a good feeling when the hostess gives you a sad look and says, “Just one?” Or my other favorite, “Party of... one?”

Yes, I was alone, but I was not without entertainment. I nabbed a copy of the Kansas City alternative weekly paper, The Pitch (www.pitch.com), to keep me distracted.

The cover story of that issue was called “The Answering Machine.” In that feature, the staff at The Pitch attempted to answer some fun questions about the Kansas City Metro area. Questions included, “Is there really a jail cell located in Arrowhead Stadium?” (There is, and I’ve managed to stay out of it thus far. I had less luck at Wrigley Field.) And, “Why does former mayor Richard Berkley still dye his hair black? (They couldn’t solve that one.)

As I sat there and read through the questions, it occurred to me that this same concept could be fun to apply to the golf industry, and as a feature story in Golfdom. After brainstorming the concept with my team and a few select superintendents, we had our questions and we were off and running. (Now you know why I’ve been so inquisitive on Twitter lately.)

So credit where credit is due: This idea was by no means original. It was absolutely “borrowed” from our friends at The Pitch. And I’m glad they had the idea, because it became a fun assignment for us here at Golfdom.

Steven Tingle put out the call to all of his LinkedIn connections, seeking a superintendent who has worked at all four types of facilities — public, private, muni and resort — and got back more than 100 responses. John Walsh received emails from South Korea from the creator of PoaCure, a new product that we learned has superintendents buzzing with excitement. I posed the question of “Who is the most famous living superintendent?” to our 1,000 Twitter followers, and had a regular Twitter debate rolling by that afternoon. One of the suggested famous superintendents even joined the conversation. (If he is indeed the most famous, he’s also very accessible, which is a great characteristic to have in a celebrity.)

During one of the brainstorming sessions, a serious question was asked: What if readers really disagree with one of our answers?

My answer to that one: Then that would be awesome. It would mean that our readers cared, our readers read the story, and they had an opinion they felt strongly enough to email us, Tweet us, or maybe even call us.

Unlike the article that appeared in The Pitch, none of our answers is a black-and-white, wrong or right answer. So if you disagree with one of our answers, let us know about it. Maybe we bring this feature back next year, and maybe we’ll rely on you as one of our expert sources.

It’s doubtful that any of these answers will change the way you care for your golf course, but I feel strongly that we did come up with something that you’ll enjoy reading before stashing this issue in the bathroom for the crew. Next month we’ll narrow our focus and give you an exclusive look behind the scenes with a superintendent who we believe is doing some interesting practices at his course. But this month, we poke the beehive with a stick and see where these questions and answers lead. I’m confident that our readers like it when we poke the beehive.

And the next time the hostess asks me, “Party of... one?” I’ll smile and say yes, but between you and me, whenever I have to dine alone, I’m typically thinking about our 16,000 readers. And that’s good company to be in.

Email Jones at sjones@northcoastmedia.net. If you’d like to read the article that inspired this month’s cover story, Google search “The Pitch” and “Answering Machine.”