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The Leader in Golf.
Soil moisture technology is being used from tees to greens at some courses — how about yours?

BY BETH GERACI
SENIOR EDITOR

About the cover
Matt Bederman, a member of the staff at Bethpage State Park in New York, takes a soil moisture reading in this photo taken by Seth Jones.

Fertilizing by the Light of the Moon
Fertigation is a valuable irrigation tool, but it’s not for every course.
By Stacie Zinn Roberts

Your Ad Here
Could American golf courses take a tip from this Nepalese golf course?
By Curt Harler

Near Miss
What are superintendents and manufacturers doing to keep workers safe?
By Steven Tingle

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The Grand Golf Club, San Diego, CA (David Yanez, Superintendent)

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EDITORIAL STAFF
Marty Whitford  EDITORIAL DIRECTOR  216-706-3766  mwhitford@northcoastmedia.net
Seth Jones  EDITOR-IN-CHIEF  760-680-7047  sjones@northcoastmedia.net
Beth Garad  SENIOR EDITOR  216-706-3756  bgarad@northcoastmedia.net
Carrie Parkhill Wallace  ART DIRECTOR  216-706-3780  cwallace@northcoastmedia.net
Joel Jackson  CONTRIBUTING EDITOR  jflgan@com
Clark Throssel  RESEARCH EDITOR  clarkthrossel@freesman.net
Anthony Williams  CONTRIBUTING EDITOR  anthony.williams@marriott.com
John Walsh  CONTRIBUTING EDITOR  jwalshhed@t.com
Mark Dannenberger  SCIENCE EDITOR  mdannenberger,1@bsu.edu
Mark Woodward  CONTRIBUTING EDITOR  markwoodward@gmail.com
Mike Klemme  PHOTOGRAPHY  mikonigolo.com

BUSINESS STAFF
CLEVELAND HEADQUARTERS
1360 EAST 9TH ST, SUITE 1070, CLEVELAND, OH 44114

Patrick Roberts  VICE PRESIDENT, SALES  216-706-3736  proberts@northcoastmedia.net
Jason Desarte  ASSOCIATE PUBLISHER  216-706-3758  jdesarte@northcoastmedia.net
Petra Turkio  SALES ASSISTANT  216-706-3768  pturko@northcoastmedia.net
Ryan Bockmuller  MARKETING MANAGER  216-706-3772  rbockmuller@northcoastmedia.net
Debbie Parker  MANAGER, PRODUCTION SERVICES  216-978-9623  dparker@northcoastmedia.net
Antoinette Sanchez-Perkins  Sr. AUDIENCE DEVELOPMENT MANAGER  216-706-3750  asanchez-perkins@northcoastmedia.net

MARKETING/MAGAZINE SERVICES
Nick Iademarco  REPRINTS & PERMISSIONS  877-652-5295  niademarco@wrightmedia.com
Antoinette Sanchez-Perkins  CIRCULATION LIST RENTAL  216-706-3750  a.sanchez-perkins@northcoastmedia.net

Subscibers, Customer Service  847-763-4942

CORPORATE
Kevin Stoltman  PRESIDENT & CEO  216-706-3740  kfstoltman@northcoastmedia.net
Steve Galperin  VP OF FINANCE & OPERATIONS  216-706-3705  sgalperin@northcoastmedia.net
Pete Seltzer  VP OF GRAPHIC DESIGN & PRODUCTION  216-706-3737  pseltzer@northcoastmedia.net

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American Society of Irrigation Consultants
PO. BOX 426
ROCHESTER, MA 02770; 508-763-8142, WWW.ASIC.ORG

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Syngenta Takes (No.) 2

EXECs AND MEDIA HIT PINEHURST FOR A MAINTENANCE LESSON — AND SOME FUN.

By Beth Geraci Senior Editor

It was early in the morning Aug. 21, and Pinehurst Resort Director of Golf Courses and Grounds Bob Farren had just finished giving a tour of the maintenance facility and discussing Pinehurst’s practice area, currently in the midst of an upgrade.

“We’re looking for ways to introduce people to the game, make it fun,” Farren said, adding with a laugh, “or make it at least appear to be fun.”

Farren said his job is both challenging and rewarding. “A lot of times you feel like you’re on top of the world and an hour later you feel like you fell off a cliff,” he said.

While Farren was discussing work at Pinehurst, Syngenta execs were getting their hands dirty working with the grounds crew on fabled Pinehurst No. 2. They were getting an inside look at what it’s like to be a greenkeeper, and they plan to use their experiences as inspiration in product development.

It was all part of a day noting not only Pinehurst’s grandeur, but also Syngenta’s approach to business and the release of its two new fungicides, Briskway and Secure. The two products come not far behind Daconil Action, and Syngenta anticipates releasing 15 new products during the next two years.

“About four years ago, we reorganized lawn and garden,” said Tim Kroenke, head, Lawn and Garden North America, with bunker rake in hand. “We looked at the market globally, and when we reorganized that way…we put more attention on a product development pipeline and really started thinking about how we grow in this market.”

Syngenta Technical Representative Lane Tredway left North Carolina State to join Syngenta in February. Over at the 14th green, he was about to roll up his sleeves to rake bunkers himself.

Syngenta to Acquire DuPont’s Insecticide Business

Shortly before press time it was announced that Syngenta will acquire DuPont Professional Products’ insecticide business for $125 million. The acquisition, still subject to regulatory approval, is expected to close in the fourth quarter of 2012. It includes many of DuPont’s registered trademark brands, including Advion, Atril, Acelorpyrin and Altriset.

Syngenta says the acquisition will further strengthen its Lawn and Garden division and broaden its portfolio of brands in professional pest management. “The insecticide business really represents the next step in scaling the turf and landscape business,” says Scott Reasons, head, Syngenta Turf and Landscape North America.

“These insecticides that will come to Syngenta at the closing will really help our portfolio,” he continued. “They give us the opportunity to grow in the lawn and garden space.” Reasons added that Syn-
Like a President Passing

By Karl Danneberger, Ph.D.

Stan Zontek passed away recently due to a massive heart attack. I knew Stan since the early 1980s, when he would come to Columbus to speak to my turf classes. Stan always behaved the same, whether speaking publicly or to me privately as a friend. His comments, ranging from golf to turf to wine, were always insightful.

Many people knew Stan better than I did and will no doubt have a much better eulogy than me, but hearing the news of his passing was like hearing of a former president passing… and in some ways, Stan was the President of GolfTurf.

Now reminiscing and thinking of Stan, all I can do is smile. You just liked being around him. You never knew what he might say or do. He loved to hold court among those willing to listen, and he spoke in the same tenor no matter the crowd.

Stan enjoyed speaking and traveling, oftentimes on his own time and expense. Stan especially loved traveling through the United Kingdom — “The Home of Golf” — and the rest of Europe. I will always cherish my memories of Stan, such as sitting across from him at a farmhouse table in Slovenia, drinking homemade “wine” at 9:30 a.m. and talking turf, world events, and his newly purchased Shelby Cobra Mustang.

Stan was like a kid when he looked ahead to the 2013 U.S. Open at Merion, where in many ways it all started for him. And the fact that Merion will be next to host the U.S. Open might be a fitting end to Stan’s USGA career.

I miss him…but can’t stop smiling. Stan, I raise my glass to you.

Golfdom Accepting Graffis Award Nominations

Do you know someone who, through outside-the-box thinking, is making a positive impact on a course’s bottom line? Drop us a note and tell us why he or she is deserving of our Herb Graffis Businessperson of the Year Award.

The winner not only gets a trip to the GIS on Golfdom, he or she will be the subject of a cover story in the magazine.

Paul Chojnacky was the inaugural winner of the award (Read about him in our January 2012 issue). With his innovative and sustainable approach to golf maintenance, the superintendent at Pasatiempo Golf Club in Santa Cruz, Calif., embodied the pioneering spirit and business savvy of golf industry legend and Golfdom’s founder, Herb Graffis, for whom the award is named. Graffis left an indelible mark on the golf industry. If you know someone who’s doing the same, email Editor-in-Chief Seth Jones at sjones@northcoastmedia.net.

“With the products we’re bringing to the market now, you’re seeing a shift in our focus toward helping golf course superintendents manage not just diseases, but environmental pressures as well,” said Tredway.

“You look at issues like water quality and the availability of quality irrigation water,” he continued. “That’s a definite challenge, so if we can develop products that will help improve the turf’s efficiency with which it uses water, that would be a great thing for the industry.”

As footprints were evident on the greens from the morning mist, Shawn Potter, head of marketing, Lawn and Garden, was inside talking to me about Briskway and Secure, two brand new products to emerge from Syngenta R&D onto the market.

Briskway, which received registration a month ago, is a DMI-containing fungicide intended to be used in hotter climates. It’s effective on summer diseases and has plant health benefits such as water use efficiency, shade tolerance and improved color.

Secure, on the other hand, is a multi-site contact fungicide in a new chemical class. Containing the new active ingredient fluazinam, it has no known resistance.

In addition to all of this was a ton of North Carolina barbecue (which we’re still craving), and, of course, a round of golf. It was a great day from beginning to end.

Syngenta is excited “about what we can do with these products and active ingredients in the future.”

Tim Kroenke, head, Syngenta Lawn and Garden North America, reiterated that sentiment. “This acquisition will help Syngenta gain leadership in the professional pest management market and increase our presence in turf,” he said in a statement.

The acquisition, if approved, would enable Syngenta to pursue opportunities in the ornamental horticulture and consumer markets. —BG
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Around the Web
ALL JUST A CLICK AWAY

YEAH OR NAY?
Based on a recent Gallup poll, it looks like the election’s going to be a toss up. Survey says…

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<th>Obama Approval Rating</th>
<th>Who'll Win the Election</th>
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FOUR!
Some golf clubs take a ride on a runaway golf cart as their owner watches helplessly.
http://tinyurl.com/9oqor74

THAT'S SO BUNK
Steve Kealy, CGCS at Glendale CC, shows how to rake a bunker and where to place that rake.
http://tinyurl.com/8tvrao0

MUST SEE VIDEOS

TOP TWEETS
Gary Czynski (@GaryCinChicago)
#Chicago is on track to get its 45th 90-degree day of the summer

David Brandenburg (@Trapking9 )
Dewpoint of 71 is bad for the greens verticut process and my hair!

Jeff Johnson (@MinikahdaTurf)
Is there an unwritten rule among golfers to not fix ball marks since the grns already have holes in them?

APPLIED KNOWLEDGE™
USE PROPER APPLICATION EQUIPMENT
By Mike Kellum | FMC

Pesticides are powerful substances that must be transferred carefully in order to ensure overall safety. Pesticides should be kept in a locked storage container during transport. Absorbent materials such as sand should be kept on hand in case of a spill, along with a shovel, broom and bag. In the event of a spill, avoid contact with the pesticide and keep unprotected persons away from the affected area. Then, follow the instructions provided on the pesticide product label.

Mike Kellum is the Market Specialist for FMC Professional Solutions in Alabama, Arkansas, Georgia, Louisiana, Mississippi and Tennessee.

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TOP TWEETS
Darren Reddekopp (@Greywolfsuper)
Congrats to the crew and staff @FHResort. Amazing job of recovering from mudslides and getting Mountainside GC open before 2013. Amazing.

Scan this tag with the Microsoft Tag Reader app on your smartphone for additional tips on safe and responsible pesticide use from our latest Stewardship Brochure.
Need the mobile app? Get it free at http://gettag.mobi
I tend to make confessions on this page, so here’s another one: I’m a comic book collector.

That statement might not get me thrown in a locker like it did back in 1986. These days, comic books are the inspiration for blockbuster movies, raking in millions of dollars in theaters worldwide. Just this year I’ve seen Spider-Man, Batman and the Avengers — all personal favorites — on the silver screen. And these are first-class movies, too, something I would have never imagined possible of a comic book movie 20 years ago.

Knowing that I’m a comic geek, it won’t surprise you that at 3:30 this morning I had this most comic-booky of thoughts: Man, I wish I had a clone.

Yes, a clone, a mainstay of comic book fiction and science fiction. I want one.

I was brushing my teeth, bleary-eyed from only two hours of sleep, hastily getting ready to catch a flight to Milwaukee. And I wondered what life would be like if there were two of me.

I’ve given up collecting new comics recently. It was partly the price of comics (a new issue regularly retails for more than $4), and partly the quality of comics coming out. But mostly it was a lack of time that killed my hobby. I just don’t have the time to keep up with Spider-Man’s monthly exploits anymore.

I’m not totally out of the hobby — I’ll still fork out some decent coin for an old 1960s issue of Amazing Spider-Man on occasion. But when it comes to the new stuff, I wouldn’t know if Spidey is fighting the Green Goblin or the flu these days.

If I had a clone — like Spider-Man did — I could keep up on comics. If I had a clone I wouldn’t be dictating this column into my iPhone at 4:30 in the morning, driving down I-70 at 85 mph on the way to the airport. In fact… I’d be sending the clone on this trip to Milwaukee.

If I had a clone, my fantasy football draft would have gone much better, and Jay Cutler wouldn’t be my starting quarterback.

How would a clone help you battle back against time? Would it take on fall aeration?

The board meeting? Soccer practice?

These days I’m giving up a lot of things because of a lack of time. Our generation is at odds with time. Where does our time go? If a guy like me can’t afford the time to peel through a comic book, what chance does he have of teeing it up for 18 holes?

It’s like Golfdom publisher Pat Roberts keeps telling me: We’re not competing with the other industry magazines. We’re competing for time.

This column comes with another confession: When I got to Milwaukee, chance had it that there was a professional wrestling event across the street from my hotel. After dinner, I checked a few emails and called home. Then I slammed the laptop shut and walked across the street and bought a ticket to see WWE’s “Monday Night Raw.”

Am I a WWE fan? Not since Jimmy “Superfly” Snuka retired in the ’80s, no. But it was the equivalent of flipping the bird to my new enemy, time. I burned two hours of time sitting there cheering, shouting and generally enjoying life.

Enjoying life — that’s the key. We might be losing time every day, but that doesn’t mean we can’t take the time to enjoy ourselves once in a while. We deserve it. Remind time every once in a while that we spend it, it does not spend us.

Labor Day is behind us. College football, NFL football, and even a few more comic book movies are here (“Dredd 3D,” Sept. 21st, looks awesome). So hit a tailgate. Go see a movie. Heck, buy a ticket to pro wrestling and heckle the bad guys.

Sure, a clone could help… but who would want to miss out on the good time?

__Email Jones (who has a comic collection that numbers into the thousands, much to his wife’s chagrin) at sjones@northcoastmedia.net.__