Nothing is more powerful than the all-new seven-gang AR722T™ contour rotary mower from Jacobsen. With a massive 65.2 horsepower Kubota® turbo-charged diesel engine, the AR722T powers its ultra-productive 124-inch width-of-cut without slowing down. The AR722T glides over ground contours and climbs hills with ease – thanks to the exclusive SureTrac™ four-wheel drive traction and weight transfer control. See for yourself why the powerful and productive Jacobsen AR722T contour mower is at the head of its class – call your local Jacobsen dealer today.
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Why is Dismiss® the industry’s number one choice for sedge control? Dismiss herbicides not only deliver visible results against sedges in just 24–48 hours, they produce a noticeable difference the next season: a significant reduction in new sedge populations.

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Save big on Dismiss and other products with the 2013 FMC Early Order Program, going on now! To learn more, scan this code or contact your FMC Market Specialist.
A Year in Review
A look at who bet on black and won big in 2013, and who busted.

The Art of Doing it Cheap
Doing the most with what you have.

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Experience more of Quali-Pro® — Visit www.quali-pro.com or call 800-242-5562.
Does this steak sound familiar?

Our favorite steak in the world is at a little corner restaurant in New Orleans. It’s something magical, a blue cheese encrusted cut of heaven that melts in your mouth.

The only problem? We had it one time, when the Golf Industry Show was in New Orleans back in 2009. We haven’t been back because, well, we can’t remember the name or exact location of the place.

Which reminds us of the importance of marketing. As good as that steak was, you’d think we’d remember the name of the restaurant. But we don’t.

As important as it is for golfers to enjoy their visit to your course, it’s equally important that they remember your course when they drive away. At Standard Golf, we can help courses market their brand in a classy, unobtrusive way. We don’t want golfers forgetting the name of your course the way we forgot the name of that steak place.

Give us a call to discuss how we can help you market your course at 866-743-9773, or visit us online at www.standardgolf.com.

Oh, and if you think you might know the name of that restaurant? You can call us with a guess on that as well. We even have a photo from inside the place, if that helps…
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“When Rory McIlroy took the stage to accept his 2012 Male Player of the Year award, Mark turned to me with a shocked look on his face and said, ‘I didn’t know Rory was actually going to be here!'”

SETH JONES, Editor-in-Chief

My worst, best of 2013

I am on a roll. Just when I think I literally lived the best year of my life, the next year gets even better. ¶ I’m on a three-year streak right now. Professionally and personally, things are going great. Job is awesome, my family is doing great. It’s often that I look to the stars and think to myself, “thank you.” ¶ So here’s my three worst and five best moments of 2013. Keep in mind the worst weren’t that bad, but the best? They were awesome.

3. Go it alone — Poor me! For a couple months Golfdom was operating with a skeleton crew, accelerating the graying of my hair. Thankfully, I’m through the woods on that experience (see story on page 9.)

2. Missed international flight — My flight landed in Philadelphia, but they didn’t have a gate for us to pull into. So we sat on the runway for over an hour. My connection to Manchester, England, took off without me. Panicked, I jumped on the day’s last flight to London Heathrow, setting off an international game of “Where am I and where is my luggage?”

1. An awkward Palmer meeting — In my mind’s eye, my first in-person meeting with Mr. Arnold Palmer was going to be all sorts of awesome. We’d tell stories, laugh, take a couple photos, maybe get an autograph, maybe have one of those iced tea/lemonade drinks. Instead, I was shown into his office at an inopportune moment – unintentionally interrupting an interview with the Associated Press. Adding to the confusion, Mr. Palmer had just taken out his hearing aid, so I found myself essentially yelling at one of golf’s true legends.

And now, the best...

5. Deep-sea fishing — One of the corporate meetings I attended this year (the company shall remain nameless) took a big group of us deep-sea fishing. I was a rookie, but I caught quite a few red grouper, more than most of the guys fishing on my corner of the boat (truth!)

4. Palm Beach GCSA meeting — The best presentation I made all year combined with grilled steaks for lunch, 18 holes of golf, the fastest beer cart I’ve ever witnessed and a trip to the 19th hole bar that I can barely recall. (Which makes me even more excited to be asked back to MC their January meeting, when they’re having Medinah’s Curtis Tyrrell as their keynote speaker.)


2. Taking my bro-in-law to the Masters — By taking my brother-in-law Mark along on my trip to the Masters this year, I had a constant reminder of how cool my job is. Mark was walking on air the entire time he was at Augusta National. My favorite moment, though, was at the annual Golf Writers Dinner. When Rory McIlroy took the stage to accept his male player of the year award, Mark turned to me with a shocked look and said, “I didn’t know Rory was actually going to be here!” I just gave him a knowing smile. He did another double-take, then said to me, “You’re the man.”

1. Meeting Mr. Palmer — How could this be both my best and worst moment of 2013? Because in hindsight, my awkward meeting made for a memorable story, and was also immortalized in an Associated Press story (remember the guys I interrupted?) that ran in papers across the world. An excerpt from the story: A staff member came into the room and mentioned two men who were outside the office and wanted to say hello. One was Seth Jones, the editor of Golfdom magazine who recently interviewed Palmer. “Well, bring him in,” Palmer said, rising from behind his desk with a broadening smile. Doesn’t sound awkward at all when it reads like that, huh?

Email Jones at: sjones@northcoastmedia.net.
Introducing the 72-volt Hauler™ PRO.

Armed with a more efficient AC electric drivetrain, the new Hauler PRO delivers an industry-leading 50-mile range, so your crew can now tackle a full day of work without stopping to recharge. And silent electric performance means you'll never disrupt golfers, so you can keep the peace in more ways than one.

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Add the First Tee of Louisville, Ky., among the big winners of 2013. The organization opened a new 9-hole course last month. In honor of the occasion, the course was also gifted a shiny new greens mower.

To commemorate the opening of the course, a GP400 riding greens mower was donated by Jacobsen. The local Jacobsen dealer for the area, Wolf Creek Company, helped make the donation possible. The gift retails for over $40,000.

“The equipment donation from Jacobsen and Wolf Creek was a critical part of getting this done and we appreciate their partnership,” said Ed Perry, President of the First Tee of Louisville. “The maintenance equipment will help keep the course in top-notch shape for many years to come.”

Louisville’s Mayor Greg Fischer was at the opening of the course along with other local officials. Within the Louisville Metro Parks system, there are three other golf courses run by the First Tee.

The nine-hole course, which is expected to serve hundreds of Louisville area youths, will not only host young golfers, but will also serve as a testing ground for turfgrass varieties.

“The First Tee of Louisville and Louisville Metro Parks are doing some great things to grow the game and improve the lives of young people,” said David Withers, President of Jacobsen. “We’re very proud of their initiatives and look forward to helping them succeed.”

The First Tee golf program is designed to get youths ages five through 18 onto golf courses. Through their time on the course, youngsters can cultivate life skills such as respect, honesty and responsibility. For additional information visit thefirsttee.org.
Welcoming Golfdom’s new staff members

In November, Golfdom welcomed two new employees: Molly Gase, Associate Editor and Joelle Harms, Digital Media Content Producer. Gase will be working on the print magazine as well as the social media outlets for Golfdom. Harms will work on the digital side, creating content for Golfdom and other brands across North Coast Media.

A little background — Molly Gase is an Ohio native. Originally from Wauseon, she completed her undergraduate degree in English at The University of Akron. While in Akron, she quickly moved up the ladder at the independent college paper, The Buchtelite. After graduating in 2012, she moved on to graduate school in Syracuse, N.Y. Gase completed her master’s degree in Magazine, Newspaper and Online Journalism at the S.I. Newhouse School of Public Communications at Syracuse University in July of this year.

Joelle Harms is from the small town of Oxford, Mich., a suburb north of Detroit. She completed her undergraduate degree in Athens, Ohio, earning a Bachelor of Science in Journalism from the E.W. Scripps School of Journalism at Ohio University. Harms spent four years working at Ohio University’s golf course and was a summer intern for WJFK Fox 2 Detroit.

Welcome to the team, Molly and Joelle!

Tom Russell
Superintendent, Tahquitz Creek Golf Resort, Palm Springs, Calif.

To The Desert Sun, describing the late-summer storm damage that the course recently reopened from:

“When it came down it was a charcoal wall of (sludge) three or five feet high... This is the first time I’ve seen this where it was mixed with a soil and caused this much damage.”

Joelle Harms

What do I find most ironic about GCSAA’s announcement (see “Change-Up,” page 8)? For one, the fact that @Golfdom tweeted it 11 minutes before @GCSAA.

—John Kaminski, Ph.D. (@ITweetTurf)

Matt, I thoroughly enjoyed your article (“I’m a flip-phone user,” November 2013.) I am a smartphone user and I have to say that I admire your bucking the system that most of us in society have been sucked into. Keep bucking the system... you’ll look back one day and have one less regret than me.

—Noy Sparks, superintendent Fossil Trace GC, Golden, Colo.

TOM RUSSELL
SUPERINTENDENT, TAHOQUITZ CREEK GOLF RESORT, PALM SPRINGS, CALIF.

To The Desert Sun, describing the late-summer storm damage that the course recently reopened from:

“When it came down it was a charcoal wall of (sludge) three or five feet high... This is the first time I’ve seen this where it was mixed with a soil and caused this much damage.”

Joelle Harms
1 Now on Golfdom TV We just wrapped up a Golfdom TV interview with Quali-Pro’s Jerry Corbett when Marissa McDowell, of Pickseed, walked by. And now that we have your attention, we’d like you to know that you can see Jerry’s interview right now on Golfdom.com. Thank you, Marissa!

2 Show business It was a great sight, seeing so much action at the Carolinas GCSA Conference & Show. The event set a record for the Carolinas, raking in $650,000 in gross revenue.

3 Familiar faces We were happy to run into some old friends at GIE+Expo. Stone Mountain GC director of grounds Anthony Williams (third from right) was in attendance with his lovely wife Phyllis. Pat and Seth took advantage of the photo op and put sister publication Landscape Management’s sign in the background.

4 A good walk It was fun to get outside and demo some equipment at the GIE+Expo show in Louisville, Ky. Human Resources was just happy that none of our editors harmed themselves.

5 Mud in your eye For some reason Golfdom EIC Seth Jones continues to wear white on the golf course, even in November. A fashion faux pas for sure, especially when most of his tee shots end up looking like this muddy ball.

6 The Wolfpack N.C. State’s Ben Pease, turf field lab superintendent, and Dustin Corbett, assistant superintendent (and son of Jerry in photo 1) took in the sights and sounds at the Carolinas show. Don’t worry Dustin, we’ve read that baldness comes from the mother’s side of the family.