Polluting by the Numbers
By Scot Ender
Ruffridge-Johnson Equipment Co., Inc.

In the February-March issue of Hole Notes, we took a glimpse at regulatory limits on pollutants in discharge water. This would include vehicle washwater, shopfloor water and rinsewater being discharged to septic systems, drainfields or to the surface.

The Minnesota Pollution Control Agency (MPCA) has decided that Drinking Water Standards will be applied to these types of discharges. How does that relate to the Golf Industry?

Some of the pollutants commonly found in wastewaters are listed below along with the Drinking Water regulatory levels. Allowable concentrations are expressed as Mg/1 (parts per million) or Ug/1 (parts per billion).*

To help put these numbers into perspective, one inch out of sixteen miles would be one part per million. As would be one cent per $10,000 and one bogey per 3500 golf tournaments. (I could live with that.)

As you can see, the potential for discharging “polluted” water is tremendous. So, hook up to city sewer,* collect your discharge in a holding tank** or recycle using treatment equipment.

By being proactive you can avoid possible remediation costs or fines, not to mention keeping added ammunition out of the hands of the anti-golf lobby. Whatever you choose to do, get some PR mileage from the steps that are taken.

**Contact your local treatment plant or agency to find out what is acceptable.

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<th>Constituent</th>
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<tr>
<td>Oil &amp; Grease</td>
<td>10 Mg/1</td>
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<td>Sodium Chloride</td>
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<td>2, 4, 5TP</td>
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Commission Proposes Golf Tax

In an attempt to generate revenue, the Florida Game and Fresh Water Fish Commission has turned to a proposed golf tax, setting off quite a debate outside the walls of Tallahassee.

In a report published in the Orlando Sentinel, the proposed 25-cent per round fee would generate approximately $14 million that the commission does not feel it can additionally charge for hunting and fishing licenses. Instead, the golf fee would support game programs, including those to offset the "environmental harm" done by golf courses, according to the commission. It says that "Golf courses consume a significant amount of native wildlife habitat and more are under construction," and that "chemicals used on courses can hurt the environment."

The golf industry is having none of it.

An unprecedented meeting of golf agencies, including the PGA Tour, the PGA of America, the Florida Turfgrass Association, the National Golf Foundation, the National Golf Course Owners Association, the Florida Golf Council and the Golf Course Superintendents Association, has resulted in a unified "no new tax" stand, stating that the tax "unfairly and without justification discriminate against Florida's golfers."

In a lengthy letter sent to the game commission, the signees argue that golf courses do not significantly add to environmental damage, and in fact of all the pesticides and chemicals sold in Florida, only a fraction of one percent (0.13%) of the dollars spent on chemicals are spent on a golf course. In other words, such an environmental tax could much better be targeted to larger companies, agricultural industries or even citizen John Smith, who sprays his yard with unregulated and probably excessive amounts of chemical each week. Further, the golf industry already spends millions regulating itself for such environmental concerns, and does not see the need to be taxed for research it is already conducting.

Moreover, golf courses do far more good than harm, and that any alleged environmental damage is a "joke". Courses "create extensive and varied edge habitats, which provide excellent foraging conditions," the response argues. "Many birds (e.g. eagles, scrub jays, sandhill cranes) thrive in golf course settings." Additionally Florida's turf industry research has developed grasses which use less water and which are pest-resistant, not to mention the development of many golf courses that directly benefit an area by serving as facilities where wastewater (effluent) can be used and processed at no additional environmental or financial cost.

Finally, the golf industry contends, it is clear the commission has identified the golf community as an easy target for a new tax to fund its existing programs, and moreover has developed a flimsy smokescreen of reasons to justify the tax. As there is no organized special interest group for golf in Tallahassee (unlike other industries), the golf industry speculates the game commission did not see any lobbyists to complain about the tax, and reasoned they could get it pushed through without opposition.

If you agree with the contention that this proposed tax is fundamentally wrong, you are urged to write your state representative or legislator and/or the game commission. After all, as a golfer YOU are the one who will ultimately bear this new financial burden. Sure, it's only 25-cents now, but once enacted, you can bet your 'skin's money' it will soon become 50 cents, then one dollar and so on. Get involved—let them know this whole proposition is "Out of Bounds."

For more information or to get involved, contact Bob Young at the Florida Turfgrass Association, (407) 898-6721. —Golfer's Guide

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What People Really Want to Know About Pesticides on the Golf Course

People who manage golf courses have found themselves in the unenviable position of defending their use of pesticides.

Let's face it, we live in a world in which more people are raising concerns about almost everything. The pesticides that you rely upon to maintain the integrity of your course are coming under attack from those who, most likely, do not have an understanding about these products. In fact, they probably have a negative view of pesticides. You, like most of your colleagues, have attempted to convince your members that there is nothing wrong with those products. You use complicated science, facts and figures to demonstrate that pesticides are okay. Well, what I am about to tell you may shed some light on just what are the most effective messages to use when discussing the use of pesticides.

First, let me provide a little background on this subject. In 1990, the crop protection products industry conducted extensive research into the general public's attitude regarding pesticides. This research was in response to a California ballot proposition known as “The Big Green Initiative.” “Big Green” would have seriously curtailed pesticide usage in California. Public opinion polls indicated that at least 73% of the voting public was in favor of this ballot proposition. We learned several very interesting insights regarding the public's perceptions of pesticides.

One of the key messages brought out by this research pointed out that the general public simply does not understand the amount of testing and regulation that pesticides must undergo, prior to being allowed on the market. People believe products are discovered in the chemist's lab, produced in the factory and applied on a crop or golf course, with very little testing or oversight from EPA. In addition, your members most likely do not realize that you must be trained and licensed in order to apply pesticides. They believe anybody can purchase and apply a product with no training or supervision. They do not view you as the professional that you really are. So the message here is, let everyone know that you and your staff are trained and certified. You might consider hanging your annual pesticide training certificate on the wall in your office as a sign of professionalism. Place a story in your club's newsletter explaining the recent training your staff has completed. Let them know at every turn “I AM A PROFESSIONAL.”

Also let them know about how thoroughly the products you are using have been tested. Here are a few key facts about pesticides that help get that point across.

- On average, only one in 20,000 chemicals makes it from the chemist's laboratory to a farmer's field or golf course.
- Once registered for use, the pesticide continues to be monitored by the EPA and state regulatory agencies.
- Each pesticide must undergo a rigorous testing process which includes more than 120 separate tests, takes eight to ten years and costs between 35-50 million dollars before a product is registered for use by the EPA.
- The greatest concern expressed by the public was the “C” word, namely cancer. Since the causes and origins of this disease are not completely understood, we search for answers. Many cite pesticides as the cause. One useful tool is to explain how much of a pesticide it would take in order to cause an adverse health effect. Let me give you an example: “A 150-pound adult could eat 875 pounds of broccoli every day for the rest of his life and still not consume the amount of pesticide residues found to cause health problems in laboratory mice. By the same token, a 20-pound child could eat 873 apples and still not consume that amount.”

There are a few messages and techniques that do not work well when explaining pesticides to the public. These are arguments which may sound convincing to us, but, to the general public, they simply do not make sense. Here are a few examples of messages that do not work.

1. Explaining risk in terms of one in a million. We have all heard of the claims that the risk of eating, drinking or breathing a particular substance will only increase our chances of cancer by one in a million. Although those may sound like great odds, people do not relate favorably to those statistics. Automatically an individual may feel as though he will be that one in a million.

2. The natural carcinogen argument. How many times have you heard that we consume more natural carcinogens in our food, than we are exposed to via man-made compounds? Although this is true, the general public believes that Mother Nature is benign. They simply do not feel as though anything in nature can hurt them.

In general, you should adopt the attitude that pesticide can be used safely. You are a professional trained in the proper application and storage of these products. And you are also a steward of the environment. You would not put something on your golf course that would cause injury to the ecosystem, because you know that the long term viability of that course depends on a healthy environment.

The next time one of your members asks you about the products you're using, try to work one of the key messages into the conversation. I am certain you will see a different reaction when people know a few key facts.

Tim Maniscalco
Government & Public Affairs
Dow Elanco
SOIL CORE ANALYSIS
A DIAGNOSTIC TOOL

By Joe Farina, Golf Course Turf Specialist
Read Sand & Gravel, Inc., Rockland, MA

(Reprinted with permission)

The turfgrass plant, much like a human being, requires a proper balance of air, water, food and a healthy environment to sustain life and survive in its flora world. The basic teachings of turf physiology have sharpened the expertise of many a superintendent to help combat against the elements that seek to upset this balance and to weaken, stress or kill our grasses. When an adverse condition is noticed—whether a pathogen, insect or climatic influence—the turf manager becomes a physician of sorts who analyzes, defines and resolves the problem using diagnostic methods of on site visual or off site laboratory tests. Most of the time this occurs after the damage has been done to some degree. We know that a weakened turfgrass plant is more susceptible to disease, stress and parasitic invasion. Identification of what causes a weakened plant in the first place could be the key to prevention and could increase the survivability of the turfgrass. A soil core analysis should be part of your check list.

True, many factors from close mowing to foot traffic or phytotoxicity can put a turfgrass plant in a weakened state, but the subsurface environment of the root zone area can set the stage for “do or die” of the turfgrass plant. Infiltration, porosity, organic content and particle distribution are the dynamics of a soil structure engineered for turf. Harmony and balance must exist among these root zone characteristics below the surface in order to support your cultural program atop the surface. When a soil imbalance exists, the turf cannot respond fully to the applications you apply to enhance its quality and vigor. Thus the turf plant becomes weak due to the soil environment in which it is anchored. Unfortunately, by the time the weakening effects are felt the mercury hits 90 plus, humidity is oppressive, there is a shotgun member guest at 12 o’clock, and you cancel lunch while you grab that bottle of antacid. Sound like the summer of ’94? It’s “no holds barred” with Mother Nature and the last thing on your mind is a soil test.

Spring and Fall are more opportune times to conduct a soil test analysis as a diagnostic tool prior to aeration and topdressing, and to prevent proper decisions on what material you should or shouldn’t be amending the root zone with. Conventional soil testing methods are good for choosing a new root zone or topdressing material for greens and tees. However, for an existing soil profile in either a new high sand or an old push up green, a more surgical approach is required to locate, pinpoint and isolate a soil malfunction within a specific area from 0 to 12” so that you can implement the proper corrective action (a “smart bomb” analogy, if you will). Such a method has been developed by International Sports Turf Research Center of Olathe, Kansas, to test intact, undisturbed soil cores inch by inch and evaluate the physical well-being of the soil medium as it relates to the root system and health of the turf plant. This is especially effective on golf greens where intense culture and abuse struggle to find an equilibrium. Now soil testing technology has devised a way to bring your golf green to the laboratory. Okay, sure, core samples have been done for years by using a cup cutter or pounding in random lengths of PVC, but never with this high degree of accuracy.

This New ISTRC SYSTEM cores with a plugger device and extracts a 2” diameter by 3” deep intact core into a copper sleeve that is then capped and sent off the the lab. Two types of cores are extracted which represent specific levels of the root zone for analysis. First, the most crucial upper tier — 0” to 3” — that is subject to general aeration practices, topdressing, soil amending, surface contamination and direct compaction. Second, the lower 3” to 6” tier that can harbor hard pan, fines build up, and is affected during vertidrain, deep tining and hydrojet practices. Additional lower tier cores may be extracted from 6” to 9” and 9” to 12”, especially when considering deep tining or rebuilding. Identification of the make up of the soil profile with inch by inch accuracy is the intended purpose when subject to the following series of tests: USGA physical evaluation guidelines including infiltration rates; Walkley/Black organic; Particle distribution and textural analysis; Bouyoucos test; Porosity in capillary and non-capillary; Particle sphericity/angularity; and Root mass and feeder roots analysis.

Where and what are the most common soil problems found through core testing? Definitely in the upper tier 0” to 3”. Buildup of organic and fine layers that seal off the root zone and impede proper infiltration, choking of the soil porosity creating an imbalance of air and water, the restriction of feeder roots from penetrating the depths of the root zone, and confining the root mass to the upper portion of the root zone. What could cause all the mayhem? The cause could be as simple as using improper topdressing material. Not that your topdressing material may be bad, but it just might be too much of a good thing such as high organics or particles too abundant in coarse or fines. Can you imagine what would happen to our cholesterol levels if we ate steak and eggs every day? Just as a blood test is a good diagnostic tool for human health, soil core analysis is a good diagnostic tool for the health of your turf.

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PROUD SUPPORTER OF RESEARCH AND EDUCATION THROUGH THE MGCSA
The big thought coming out of the recently held Golf Summit '94 is what the golfing world should do about its Public Relations. The immediate response from Joe Beditz and Ed Van Dyke, National Golf Foundation honchos, seems to be, hire a PR agency. And the even more immediate reaction is to invite the four PR/advertising-type agencies, which just happened to attend the year's big conference in Scottsdale, to make proposals and bids for a PR campaign should one be decided on. One might just wonder what brought these PR people there, since they might never have been considered the best choices for a 'golf-oriented' PR campaign. Peanut butter or Mylanta maybe, but for golf one should question their savvy. But that's just a small part of the story. What the golf world has to do first is analyze its problem. So what is the problem? Let me give you the viewpoint of a fairly average golfer who plays all types of courses all over the country and has for 30 years or more.

As I See It
The big problem in keeping our golfers, developing the occasional golfer into a regular and slowing the attrition from the ranks isn't one of Public Relations and selling the game to non-golfers in an across-the-board campaign of some sort. You can try to sell the pleasurable experiences of golf with print and TV and radio, but that isn't the problem and it isn't the way to go. The supplier group which makes up the bulk of the NGF membership thinks like this, since they envision bigger equipment and clothing sales if they can attract more bodies. The bulk of the dollars that support the NGF comes from that source and the rest of us contribute to the cause without too much direct or even indirect benefit. So, what's the real answer?

The Real Answer
The real problem with our golf world in attracting and holding people with a golf interest is the way golfers are treated and how they interface with the golf course and the establishment which runs their place of play. The basic problem is simply that we, as the people who run and keep the place of play, must become more 'customer conscious' and have much more of a Personal Relationship than we do presently. That's the PR we should be developing, and the golf business doesn't need to spend the dollars on a high-powered, expensive PR/ad agency to achieve this. The two major keys to accomplishing this are not even in the scope of the National Golf Foundation. In essence, their part is almost passive when it comes to this phase of how to attract and keep golfers golfing!

The first real Personal Relationship situation comes into play when the player approaches the pro shop tee time desk and enters into the world of play. Mostly, this 'tee desk' is relegated to a not-too-savvy assistant pro who has to serve his/her time doing this chore. And, believe me, most of these characters aren't the best PR for the game and/or the business of golf. Guess what I'm saying here is that the player seldom, if ever, sees the 'real pro' and has what one might describe as a pleasant pro shop experience. Yes, the PGA awards their "Merchandiser of the Year" award, but I have yet to ever, ever have this type fellow appear in his pro shop and 'sell' that great line of clubs and clothes he stocks. Never have I had the experience of this 'pro' appearing out of his cubby hole and inquiring how we found the course or give advance advice on how to stay out of trouble or play the course better. So, our first real PR problem is one the PGA will have to eventually answer, since its multi-million dollar budget hasn't done it yet!

The Next Problem
The second biggest problem is one which concerns the bulk of the readership of Southern Golf. Yes, the superintendents (or course managers, as the GCSAA prefers to call them) play their part in this, making our golf courses more user friendly. The major problem is that players never see nor experience a visit with the superintendent's staff. As players our contact is never, never with the expert managers who work very, very diligently to keep the grass green and the course pleasing and an enjoyable place to play. Fact is, even at a private club, where the same players play time and time again, most members, aside from those who serve on the green committee, seldom even know the superintendent's name or have visited with him about the course. That situation is simply many times worse at the daily fee, public or resort course. This is all wrong!

Somehow, someway, the course manager, the expert who keeps his course in great shape in spite of weather, pestilence and environmental problems, must find a way to interface with the golfer. Again, I must report that on all the many, many courses we have played on as representatives of Southern Golf, only once have we ever had the superintendent appear during our round or visit. At the Greenbriar, where Bob Mitchell manages the golf, we were very pleasantly surprised when Bob made sure his assistant Pat McCabe came out and visited during our round, since he, himself, was away attending the retirement party for an old friend 'super' over in Ohio. What a pleasant experience! We, as 'supers,' should try hard to find a way to interface with the golfer. It won't be easy, but our course managers must become more visible to the golfer. Maybe someone should be visiting with the golfer about how he liked the course, how it played and suggestions for improvement.

(Continued from Page 17)
Public Relations —
(Continued from Page 16)

The Real PR!
The PR this game of golf needs more than anything else is a better Personal Relationship, not a public-relations campaign. This right sort of PR will keep the 25 million golfers we have and, once the word spreads, we will attract the bigger numbers the NGF is concerned about.

A PLAYER’S EYE VIEW of Augusta National’s first hole at the Masters. ▶
QUESTIONS
for Superintendents Around the State

Editor’s Note: The purpose of Hole Notes is to get information to MGCSA members. Some of the most important information is that from exchange between superintendents. It could be a simple idea, a complex plan or a certain philosophical approach to golf course management.

In this issue, three superintendents were asked the same questions. Sometimes the answers will be similar but the idea is to exchange information and perhaps learn from a fellow superintendent. A thank you to Gerald Bibbey, Goodrich Golf Course; Rob Barr, St. Cloud Country Club; Bob Distel, Wayzata Country Club.

Describe any maintenance practices you use to either maintain Poa annua or eliminate it.

Rob Barr: On our greens, I feel we’re doing a little of both by using a plant growth regulator. The PGR regulates the Poa annua to a greater degree than the bentgrass, allowing the bent to out compete. While this conversion approach will be slow (3 to 5 years), an immediate result has been more consistent green speeds throughout the day. We also overseed with bentgrass and implement a fertilization program that favors the bentgrass; i.e., lower levels of nitrogen and phosphorous. Soil tests indicate that an N-P-K ratio of 1-0-1 is adequate for our greens. With a fairly high percentage of annual bluegrass on our course, we are structuring our irrigation program more towards management of the Poa.

Gerald Bibbey: We do not have a problem with Poa Annua on our golf course. There is a very small amount on our greens. We try to maintain this through proper maintenance practices.

Bob Distel: We have approximately 30% Poa annua on our greens and we are trying to manage it more than eliminate it. We are implementing cultural practices to create a favorable growing medium for the bent grass. We are also exploring seed head inhibition techniques.

What are your procedures for safety training employees?

Rob Barr: Although it seems inevitable that certain new crew members became “specialized” in one of two areas, it is our goal to train employees in all areas of maintenance. To do this, we try and work one on one with new employees when training them in on the operation of equipment and how we do things at our course. I feel it is a good practice for an inexperienced person to sit down and read the operator’s manual. It is also essential to stress that if they don’t know or are unsure, to ask questions!

Gerald Bibbey: The parks department offers classes, demonstrations and videos on the proper handling of equipment, chain saws, riding mowers, etc. The assistant superintendent instructs all part-time employees of the proper servicing of equipment.

Bob Distel: We are implementing a new employee training program for the 1995 season. During the winter we put together a Policy & Procedures manual for the Grounds Department. We hold a two-hour meeting to go through and explain the day-to-day operations of our department. The purpose of the manual is for employees to have a written reference regarding their roles and responsibilities.

The next stop in training is to explain and demonstrate the proper techniques involved in specific tasks. This is where safety and quality must be stressed. The employee performs the task under supervision until he or she achieves the desired results. This training is done by the Superintendent, Assistant Superintendent or an experienced senior staff member. The employee is then signed off as competent in performing that specific task.

What are some of the benefits you find from belonging to the MGCSA? Are there any suggestions you have for our organization?

Rob Barr: I would say one of the main benefits in belonging to the MGCSA is attending the monthly meetings and having the opportunity to visit with superintendents you don’t usually communicate with. The Annual Turf Conference is also a major benefit. Something I would like to see are different, more diversified speakers.

Gerald Bibbey: There are many benefits to being a member of the MGCSA. The Annual Conference, Mini-Seminars and the monthly meetings. The camaraderie you have with fellow superintendents in discussing your problems and their suggestions is very valuable. I think the Board of Directors is doing an excellent job of running the MGCSA. I would encourage more superintendents to attend our monthly meetings.

Bob Distel: The most important benefit of belonging to the MGCSA is meeting and getting to know people in our industry at monthly meetings, seminars and the state convention. These gatherings provide the opportunity to share ideas, discuss issues and realize that there are others dealing with the difficult and stressful situations involved in our business.

One change I would like to see is a review of the procedures involved in dealing with difficult issues such as ethics. A comprehensive plan of action should be developed and put in place to deal with these matters.
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