

USGA

Nothing Happens Fast In Agriculture, Except For . . .

Mike Huck, Agronomist

Modern technology allows a number of things to happen at a rapid pace today. This availability of instantaneous response has led the populace to become what I call an "immediate society". It seems that everything in life is now so urgent that we need it yesterday: "Would you fax that to me right now? Page me as soon as you get that. Leave a message on my answering machine. Call me on my cellular immediately. Leave me an E-mail message. Ship it Next Day Air." All common responses from people in the 90's.

In my opinion, the pace that technology is changing is placing an additional stress on everyone in our society and especially those in agriculturally related businesses like golf course management. Golfers can develop unrealistic expectations as to how fast things should happen regarding growing grass at their courses. Their minds are clouded by how rapidly the rest of the business world moves around them due to modern technol-

ogy. They don't understand that grass does not grow one bit faster in 1996 than it did in 1976. They forget, or refuse to believe, that Mother Nature is in control of the growing environment as much or more than the superintendent. They need to understand that there will never be a computer made that will control temperature, humidity or positioning of the sun. Technological advances aside, this issue is significantly influenced by our society having become increasingly distanced from agriculture in their day to day lives. Gone are the days where three out of five jobs in America were somehow related to agriculture. Today the number is approximately one in ten.

I don't want these statements to discount the improvements made in this business. We certainly have better and more advanced chemicals, mowers and irrigation equipment than twenty, or even ten years ago. This has allowed the conditioning of golf courses to improve greatly. The fact still remains,

however, that all this makes very little difference regarding how fast a damaged green, tee, or fairway recovers. All the computer chips, cellular communications, and faxes in the world cannot make grass resist an attack of a fungus, insects, germinate more rapidly, or develop into a mature turf any faster than Mother Nature will allow. Technology may allow you to order a truckload of sod a bit quicker, but that's about it.

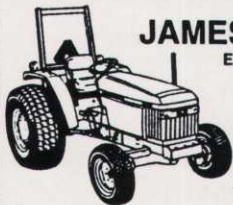
Some superintendents fall into the technology trap themselves, constantly searching for the magic elixir in a bottle. Just add some of this or inject some of that, and everything will be okay. They, too, are searching for that unrealistic, immediate response. In reality, the solution often requires improving the growing environment and most importantly, being patient. Cutting down a few trees to improve air movement and provide additional sunlight

Continued on page 7

TURF & INDUSTRIAL EQUIPMENT SINCE 1968

SALES • PARTS • SERVICE

JAMES SHERMAN JR.
EQUIPMENT ADVISOR



1 (800) 655-8873

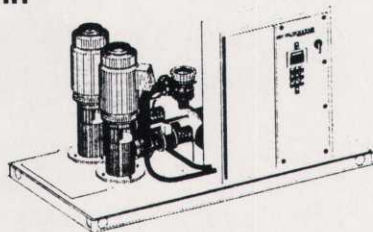
2715 LAFAYETTE STREET • SANTA CLARA, CA 95050

JOHN DEERE
CUSHMAN
CLUB CAR
LAND PRIDE
HOWARD PRICE
DAIHATSU

FLOWTRONEX PSI Pumping Systems

Industry Leaders in
Quality, Service
and Innovation

Wes Hall
619-747-1662



Supporter Listing

SCOTTS PROTURF

Fertilizers - Poly S and new Triaform technologies Herbicides, Fungicides, Seed, Soil, tissue, water and turf disease testing.
Chuck Dal Pozzo, Sr. Tech. Rep. 510-791-8985

CALCIUM

Pacific Pearl Oyster Shell — the most efficient calcium for the turfcare professional. Available from your fertilizer dealer.
For Technical assistance call John Mazura.
Jericho Products, Inc. 707-762-7251

RUSSELL D. MITCHELL & ASSOC., INC.

Providing quality irrigation design and consultation services including bid document development, hydraulic analysis, and field staking.
510-939-3985 FAX 510-932-5671

Space Available