

## TradeShow Week Compiles Rankings, Recognizes GCSAA's 2001 Conference and Show

*The Golf Course Superintendents Association of America's (GCSAA) 2001 International Golf Course Conference and Show has received a top-100 ranking by the industry publication TradeShow Week magazine. Each year, the publication reports the top 200 trade shows in the United States, with the GCSAA event ranked no. 94 last year.*

The *TradeShow Week* 200 is a year-long process of compiling and analyzing data on more than 4,700 shows in the United States and Canada for the 2001 year. The rankings are determined by net square footage of exhibit space, number of exhibiting firms and professional attendance.

Show management receives a show report form approximately two weeks after its show closes. Statistics are compared with the previous year's figures, and *TradeShow Week* editors check any discrepancies or incomplete data directly with the show manager. *TradeShow Week* requires every show ranked in this year's *TradeShow Week*

200 to submit a signed document confirming 2001 figures. *TradeShow Week* also requests a show program from each ranked show to help verify statistics.

As the largest trade show in the golf course management industry, GCSAA's trade show has risen in the rankings for the past several years. The ranking for the 2002 show in Orlando will not be available until spring 2003. The following is a list of previous rankings: 1997—Las Vegas, no. 123; 1998—Anaheim, no. 115; 1999—Orlando, no. 111; 2000—New Orleans, no. 101; 2001—Dallas, no. 94.

"This is an outstanding accomplishment for the staff and exhibitors of the GCSAA Conference and Show," says GCSAA president Michael Wallace, CGCS. "It shows how dedicated our membership is to becoming educated and staying current. The hard work and effort by everyone involved is rightfully recognized."

"It is reassuring to know that during uncertain economic times, GCSAA's show gained ground compared with other shows held in 2001," notes GCSAA CEO Steve Mona, CAE.



## GCSAA Publications Earn Eight TOCA Awards

*The GCSAA's publications department has been honored with eight awards for writing, design and photography by the Turf and Ornamental Communicators Association (TOCA). Winners were announced during TOCA's annual May meeting held this year in San Antonio, Texas.*

The association's magazine, *Golf Course Management* (GCM), received the first place award in overall magazine design for its special September 2001 issue commemorating the association's 75th anniversary. Roger Billings and Becky Drager make up GCM's design team.

Billings also took a first place in the Best Use of Photography—Printed Magazines category for "Front and Center," the preview story for the 2002 GCSAA Golf Championship in the October 2001 issue of GCM. He received a merit award for Best Use of Photography—Printed Cover for the October 2001 issue of GCM, and a merit award in the Printed Magazines—Two-Plus Page Design, Editorial category.

Bunny Smith, GCM managing editor, won a first place in Special Projects—Writing and a Best-in-Show writing award for "Icon in Bronze" in the September 2001 issue of GCM.

Amy Bird, editor of *Newsline*, GCSAA's monthly members-only publication, won a merit award in the Writing for Commercial Publications—Column category for "Golf Connections Open Doors," an article published in the January 2001 issue of GCM.

Jim McCabe, a golf writer for the *Boston Globe*, also received a first-place recognition in the Writing for Commercial Publications—Turf Feature Article category for "Trial by

Ice," published in the October 2001 issue of GCM.

"It comes as no surprise that the GCSAA publications team received such lofty awards from TOCA," says GCSAA CEO Steve Mona, CAE. "Their efforts have always been outstanding in representing the association and the golf course superintendent profession."

The GCM staff includes editor-in-chief Ed Hiscock, editor Scott Hollister, senior associate editor Angela Nitz, science editor Teresa Carson, associate editors Seth Jones and Scott Wogomon, and coordinator Alicia Meyer.





## COMPOST

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# Speed Kills

*Editor's Note: This article originally appeared in the spring 2002 issue of The Florida Green, newsletter of the Florida GCSA.*

*When I was a young lad of about 10, I watched a movie about the Indianapolis Speedway and the Big Race held there each year. It starred William Bendix, who played the part of "Burn 'em Up" Barnes. Needless to say, old "Burn 'em Up" slammed into the wall and expired amid the wreckage and twisted metal near turn two . . . or three . . . or one of those turns. Funny how that movie stayed with me all these years, but it has. The moral of the story, obviously, was "speed kills."*

*I think the time has long since passed that the USGA and particularly the GCSAA began aggressive education to the masses that the green speed they see on TV every week is not what they should expect from their clubs on a regular basis.*

Last April, my wife and I had the opportunity to get up close and personal with Daytona International Speedway, thanks to her ex-husband, with whom she has remained cordial. Bruce is an architect working for the France Company, which owns the Daytona Track and several others across the country. He took us on quite a tour of the facility, but the most compelling part of the excursion was almost being able to touch the wall in turn three where Dale Earnhart, "The Intimidator," had bought it just a couple of months before. Moral of the story: "Speed kills."

In case you were wondering what the hell a bunch of people going around in circles at 180 miles per hour has to do with turf, it is that speed kills.

I have seen too many good superintendents lose jobs because their greens took a dump as they tried to maintain them at speeds of 10, 11 or 12 on the stimpmeter. This quest to have the fastest greens in town is taking a toll, and it seems to me that it is all so needless.

Now don't get me wrong, I'm not someone who putts badly on fast greens and has a personal axe to grind. As a matter of fact, the faster they are, the better I like it. This fact can be verified by any number of people whose socks I've knocked the dust out of. Putting on fast greens brings out the Jerry Maguire in me.

But enough is too much already! A stimp of 8.0 or 9.0 is plenty fast enough and leaves the plant sufficient leaf tissue to accommodate photosynthe-

*(continued on page 29)*

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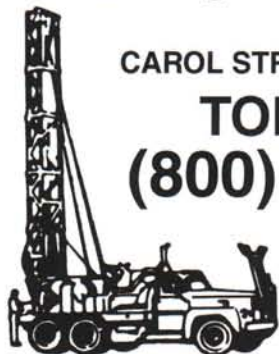
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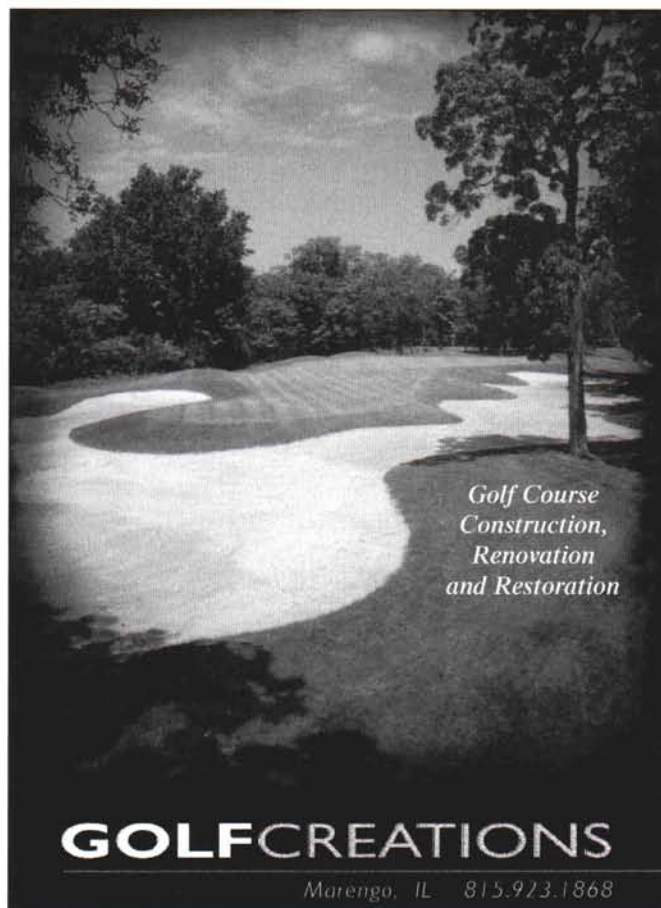
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# Our Friend, the Stimpmeter

*Editor's Note: This article originally appeared in the May/June 2002 issue of Through the Green, the newsletter of the Georgia GCSA.*

*There is no doubt: putting green quality is the most important component of the golfing experience. "What are the greens rolling today?" is the most common question I find myself answering.*

*As we prepare the golf course each day for play, stimpmeter readings guide us to perform or skip different cultural practices . . .*

*If readings begin approaching the excessive end of the range, a greens roller may replace the mowers . . .*

*As stimpmeter readings begin approaching the lower end of the optimum range, we realize the need to increase our management aggressiveness.*

Since opening in fall of 1998, The Frog at The Georgian Resort has been recognized for its superb Crenshaw bentgrass greens. The stimpmeter, like it or not, has become a universal way of judging our greens management success. Most golfers are familiar with the process, and each has his own range of acceptable measurements. Unfortunately, the announcement of stimpmeter readings during PGA televised tournaments has unrealistically lengthened the expectations of many golfers, but the stimpmeter, however perceived, can be a very effective management tool for promoting green speed consistency.

Our first year after construction, green speeds were predictable and easily managed. As with most USGA spec greens, fast and firm were the conditions regardless of what nature threw our way. The stimpmeter was used more for shock value than for aid in management. Stimpmeter readings varied little, regardless of surface moisture or management practices performed. Because so few nutrients were stored in soil, plant growth was readily managed with weekly spray applications. Rain and irrigation brought no surprises.

With time came a gradual accumulation of an organic component to the greens. While golfers were pleased with the improvement in golf ball receptibility, green speed became less predictable. Growth often followed precipitation or ideal temperatures and sunlight. Because greens are now more responsive to factors we can not control, we use the stimpmeter for guidance before and after any activity, natural or cultural, that might affect green speeds.

As we prepare the golf course each day for play, stimpmeter readings guide us to perform or skip different cultural practices. For normal play, our management team and owners have developed an optimum range for green speed. If readings begin approaching the excessive end of the range, a greens roller may replace the mowers. The stimpmeter has given us the confidence to divert labor to improve other components of the golfers' experience. This is especially helpful during the winter months when we are short-staffed. Without an accurate means of predicting green speed, we may feel compelled to mow greens everyday.

As stimpmeter readings begin approaching the lower end of the optimum range, we realize the need to increase our management aggressiveness. Rolling, light topdressing, grooming or double-cutting may be required to maintain pace during periods of excessive growth. Slight increases in fertility or decreases in growth suppression often precede aerification or verticutting. This

*(continued on page 26)*



necessary growth for recovery must be monitored. Daily readings after such events allow us to accurately relate our recovery status to the golfing staff. Golfer warnings and reductions of green fees can be eliminated when stimpmeter readings return to the optimum range.

Our weekly (seven- to ten-day intervals) spray applications of fertilizer and growth suppressants are also guided by stimpmeter readings. By monitoring green speeds after an application, we can gauge the effectiveness of the mixture and predict the most effective day to make another application. At any time during the year, we may slightly alter the rate of either to maintain desired pace.

Tournament or special event preparations increase the need for and use of the stimpmeter. Reading comparisons between greens guide management practices of each

green. Mowers and rollers are guided by readings to promote uniformity. Ideal ranges for speed and variances between greens become smaller. By double-cutting, rolling or skipping greens on an individual basis, a difference of no greater than 6" becomes the goal. Each green is managed independently to achieve the goal speed.

Because green speeds are greatly influenced by plant condition, seasonal changes affect stimpmeter readings. The more active the bentgrass, the slower the pace of the greens. By spoon-feeding nutrients and incorporating growth regulators, we have minimized the dreaded growth spurts that drastically reduce stimpmeter readings. Many practices cannot be altered or skipped without negatively affecting bentgrass health. The stimpmeter gets little use during July and August when we are focused on maximizing plant health. Green

speeds are only one component of golfer satisfaction; greens health is never jeopardized to increase pace. My highest priority as superintendent is to protect the owner's investment.

Green speed consistency is of undeniable importance in the golfing experience. While the most prevalent controlling factors of green speed may be out of our hands, there are cultural practices we can perform to minimize variances. The golfing staff is informed daily of stimpmeter readings, and this information becomes another benefit of playing at The Frog. The stimpmeter allows us an accurate means of predicting nature's effect on green speed and the effectiveness of our management program's ability to control them.



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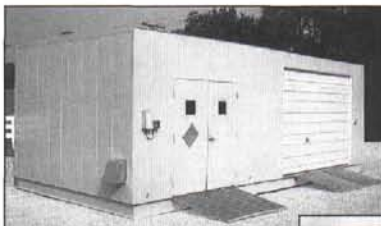
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sis. Furthermore, there doesn't seem to be a loss of root mass at these speeds. With products like Primo, around 8.0 on well-shaped greens is more than what 90% of golfers can handle. I know it's one of the main reasons play has slowed down. The greens are too fast and all these pork chops are chipping from one side of the green to the other and following that up with three or four putts.

I think the time has long since passed that the USGA and particularly the GCSAA began aggressive education to the masses that the green speed they see on TV every week is not what they should expect from their clubs on a regular basis.

I wish I had kept the article in *GolfWeek's Superintendent News*, which alluded to the fact that the greens on three of the last four U.S. Open courses had to be replanted immediately after the event because

they had gotten so stressed out during tournament week.

That's the part of the story the golfing public never hears. "Speed kills" is the part of the story our industry, and the people to whom we have entrusted our profession, need to begin preaching. Slow 'em down!

I know that this commentary will be read by some folks at big-time clubs and be laughed at, but not everyone has a million-dollar budget and a staff of 20 or more for each 18 holes.

Come on, USGA! Come on, GCSAA! Get on board and come on in for the victory lap, or else we'll have you standing tall before the Man.

Start telling the masses: "Speed kills!"



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# the Bull Sheet

John Gurke, CGCS  
Contributing Editor

## DATES TO REMEMBER

August 1 — 2002 University of Illinois Turfgrass and Landscape Field Day at the Landscape Horticulture Research Center and Hartley Selection Gardens in Urbana, IL.

August 5-7 — 53rd Illinois Open at The Glen Club in Glenview, IL, **Tom Prichard** host.

August 5-11 — Buy.com Tour's LaSalle Bank Open at Kemper Lakes Golf Course, **Dan Tully** host.

August 7 — Illinois Landscape Contractors Association's 41st Annual Summer Field Day in Hampshire, IL. Host for the day is Wilson Nurseries, Inc. and Wilson Nursery Supply, Inc.

August 17 — MAGCS Kane County Cougars Family Picnic at Elfstrom Field in Geneva, IL.

August 26 — MAGCS monthly meeting at Green Acres Country Club, **Dave Radaj**, CGCS host.

September 24 — MAGCS monthly meeting at Pine Meadow Country Club, **Tom Savage** host.

October 7-December 13 — The Rutgers Professional Golf Turf Management School's Two-Year Certificate Program at Rutgers University in New Brunswick, NJ. Call 732-932-9271 for info.

I don't mean to sound like a broken record in each August issue, but **Ken Lapp**, his staff and everyone at Cog Hill Country Club just keep outdoing themselves. The Advil Western Open was held on the venerable Dubsdread course once again (July 4-7), and once again the

course was in magnificent condition, despite Mother Nature's interference. Thank you, Ken and crew, for another fine advertisement to the golf world on how to prepare a course for tournament play. Now cut it out—our golfers are wondering why they can't have a course like that . . .

The MAGCS Kane County Cougars Family Picnic is just around the corner, and you really shouldn't miss it. This is the perfect opportunity to pay your family back for all the time you've been away (or asleep) this summer. The picnic starts at 4:00 p.m. on August 17, and game time is at 7:00. The kids love it, it's cheap (\$15 a pop, which includes ticket, games for the munchkins, food and all kinds of other good stuff). Call **Kevin DeRoo** before the 10th at 630-483-4991 to get in on

the fun. See you there!

I know—you're reading this after the fact, but the U of I Turfgrass and Landscape Field Day on August 1 has something for everyone. Not only can you catch up on current research, not only can you speak with the U of I horticulturists, educators, plant pathologists and entomologists about your turf and landscape issues, not only can you have coffee, doughnuts, a barbecue lunch and a walk through the trade show, but you can participate in the Interactive Turf Web site's computer session where you will have your own computer work station and learn the ins and outs of the system. Highlights include analysis of pest bulletins, weather/pest database, pest alerts, pest newsletter and sponsored research. Check out [www.interactive.com](http://www.interactive.com) for more details, or give Lee Miller at the CDGA a call at 630-257-2005, ext. 111, to find out what you missed.

This just in from **Tim Anderson**, our Membership Director—from now until September 30, the MAGCS is offering Class C memberships at a pro-rated

(continued on page 32)

A few select MAGCS members were lucky enough to have been invited to the wedding of **Russ Stachlewitz** and Jenny Dalton on July 6 in beautiful Mendota, Illinois (which is just west of Earlville, which is just west of Somonauk, which is just west of Sandwich, which is just west of Plano, which is just west of Yorkville—in other words, it's not quite Iowa, but real close). Russ is currently teaching turf management at the Southeast Technical Institute in Sioux Falls, SD, and remains a loyal MAGCS member (because he was given a free ride as a member of academia). **Paul Yerkes**, **Dave Braasch**, **Todd Schmitz**, **John Gurke** and spouses were treated to a very nice day that included nine holes at the much-ballyhooed Earlville Country Club. Congratulations, Russ and Jenny.



L to R: Todd and Tina Schmitz, Dave Braasch, Jenny and Russ Stachlewitz, John Gurke (behind the bride and groom), Julie Gurke, Tiffany and Paul Yerkes.