

GOLF INDUSTRY NEWS

Dr. Kenneth Diesburg, an honors graduate of the Iowa State University horticultural department, has joined the research staff of International Seeds, Inc., Halsey, Oregon, according to Research Director Craig Edminster.

He will manage breeding and agronomic service programs in turf and forage grass seeds.

Dr. Diesburg earned a B.S. in botany, a M.S. in plant breeding and cytogenetics as well as a Ph.D. in horticulture turf science.

He was a research agronomist and assistant turfgrass breeder for Northrup King Co. at Stanton and Eden Prairie, Minnesota from 1978 - 1982.

International Seeds, Inc. breeds and markets forage and turfgrass seeds, cereal crops and protein legumes. ♣

TYPOS

The typographical error is a slippery thing and sly; you can hunt it till you're dizzy. But it somehow will get by.

Till the forms are off the presses, it is strange how still it keeps;

It shrinks down into the corner, and it never stirs or peeps.

The typographical error is too small for human eyes

Till the ink is on the paper, when it grows to mountain size.

The boss just stares with horror, then he grabs his hair and groans;

And the copy reader drops her head upon her hands and moans.

The remainder of the issue may be clean as clean can be,

But the typographical error is the only thing you sea! ♣

LOFTS PAYS \$176,000 IN ROYALTIES — ALL FOR BETTER TURFGRASS

"Royalties are the lifeblood of continuing turf programs." That statement was made recently by Rutgers University's Dr. Henry Indyk. And that's what one leading seed company, Lofts, has committed itself to support.

For many years Lofts Seed Inc. has contributed hefty royalties to Rutgers University. Each year the increased sales of Lofts' proprietary turfgrass seed varieties allow the company to give proportionally more generous royalty checks to Rutgers. This year's payment of \$176,000 represents a good share of the 3/4 million Rutgers hopes to receive during 1988.

Royalties, in turn, help to perpetuate turf research. Much of the money paid by Lofts directly funds programs conducted by Dr. C. Reed Funk; the balance goes to other Rutgers research projects. Ultimately, this process results in the sale of new and improved turfgrass varieties, beginning the cycle again. Lofts conducts some of its research programs jointly with Rutgers University. During the many years of their association, Lofts and Rutgers have together introduced many turfgrass varieties. Three of Lofts' current proprietary varieties, Palmer and Prelude Turf-Type Perennial Ryegrasses and Rebel II Turf-Type Tall Fescue, have offered significant benefits to professional grounds people. These varieties have been so successful that they made up the largest share of this year's sales and royalties.

This year's ample royalties result not only from increased domestic sales, but also from expanded foreign markets. Lofts has developed as the world's largest marketer of turfgrass varieties. The global network includes Canada, Japan, Europe, South Africa, New Zealand and Australia.

Domestic markets include golf course overseeding, sod, parks, retail and unused areas such as roadsides. When turf professionals in these markets buy certified seed, more funding is available to further academic research of better turfgrass varieties for the future. ♣

GOLF COURSE RECONSTRUCTION

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To Your Health: Disease-Fighting Fiber

The message is loud and clear. "Eat foods with adequate fiber," say the USDA Dietary Guidelines. "Eat more high-fiber foods," urges the American Cancer Society.

What is fiber and why is everyone talking about it? Coming from plant sources only, dietary fiber is that portion of fruits, vegetables, whole grain cereals and other plant foods which is not broken down by the body during digestion.

Fiber is becoming one of the most important health and nutrition issues of the '80s simply because our convenience-oriented diet doesn't have much fiber left in it. But over the years, more refined foods, as well as more fats and sweets, have replaced many of the higher fiber foods our grandparents used to enjoy -- basic foods such as fruits, vegetables, whole grain breads, and whole grain cereals.

Although fiber doesn't supply any nutrients and we can live without it, diets without an adequate amount of fiber have been linked to a number of diseases. Among them are heart disease, stroke, diabetes, obesity, and cancer.

There are two types of dietary fiber: water-insoluble and water-soluble. The benefits of the former -- adding bulk, absorbing water, and decreasing the time it takes food to move through the digestive system -- are more well known. But it is the benefits of foods high in water-soluble fiber that are making the most recent news.

Studies show that water-soluble fibers may have a beneficial effect as a dietary component in the treatment of high blood cholesterol and certain kinds of

diabetes.

Dr. James W. Anderson, professor of medicine and clinical nutrition at the University of Kentucky College of Medicine, is among those who have found a favorable relationship between water-soluble fiber and cholesterol.

Dr. Anderson conducted a series of studies using his "HCF" diet, one high in complex carbohydrates and dietary fiber with an emphasis on whole grains, fresh fruits, and vegetables. Red meat, sugar, and fats are avoided when possible, with fish and poultry substituted.

A group of men between the ages of 35 and 62 with high cholesterol levels participated in the studies. Oat bran, a concentrated source of oat fiber and an excellent source of water-soluble fiber, was added daily to the HCF diet. On this oat bran-rich diet, cholesterol levels dropped 13%. When oat bran was continued, cholesterol levels dropped, totally, almost 20%.

Not all types of cholesterol perform the same function in the body. For this reason, it's important to note that the patients who participated in these studies experienced a significant drop in the type of cholesterol that is believed to deposit into body tissues, the low-density lipoprotein cholesterol that is believed to be more closely associated with heart disease.

The body's "good" cholesterol, high-density lipoprotein (or that which removes cholesterol from the tissues), was not adversely affected by the oat bran diet. For that reason, researchers believe that even a well-balanced "average" diet that includes foods high in water-soluble

fibers may help reduce "bad" cholesterol levels and, in turn, potentially reduce the risk of heart attacks.

"Our work has shown that water-soluble fiber lowers blood cholesterol levels. If you lower your blood cholesterol 10%, you're reducing your risk for heart attack by 20%", says Dr. Anderson.

Dr. Anderson also found that his HCF diet, which included generous amounts of oat bran, helped stabilize blood sugar levels, thereby lowering the insulin needs of many diabetics. When the HCF diet was used in the treatment of adult-onset diabetics, many were able to discontinue or reduce the amount of insulin needed.

Oats, barley, and dried beans are among the best sources of water-soluble fiber, followed by fruit and vegetables. Oats, in particular, are an excellent nutritional investment. In addition to the fiber, oats contain more protein than any other grain. They are also rich in vitamins and minerals, and contain no cholesterol or sodium.

Aside from hot cereal, here are some ways to use oats in everyday meals: instead of bread crumbs as a meat extender or in stuffings and fillings; as an ingredient in toppings for coffee cakes, fruit cobblers and crisps: ground into flours and substituted for one-third of all-purpose flour in muffins, breads, pastry, even cookies and cakes, or to thicken soups, stews, and sauces.

You can also use the oat flour as coating for poultry or fish.

--- HOME LIFE 

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CHIPCO® MOCAP® 5G REGISTERED FOR THE CONTROL OF MOLE CRICKETS (Southeast Version)

Rhone-Poulenc Ag Company announced the EPA registration of CHIPCO® MOCAP® brand 5G pesticide. The 5 percent granular product was registered for the control of mole crickets and other surface and sub-surface turfgrass pests on Home Lawns and on Commercial Turf such as Golf Courses and Sod Farms.

Andy Seckinger, Rhone-Poulenc Ag Company's Product Manager for CHIPCO® branded products, said "Years of testing by Universities and Rhone-Poulenc Ag Company of CHIPCO® MOCAP® 5G have consistently shown high levels of mole cricket control. The high efficacy levels are the result of the product's effectiveness and the increased ground coverage achieved by the 5 percent granule".

In addition to mole crickets, CHIPCO® MOCAP® 5G also was registered for the control of chinch bugs, black turfgrass Ataenuis beetle, blue grass billbug, sod webworm, white grubs and nematodes.

To control mole crickets, CHIPCO® MOCAP® 5G should be applied by a Certified Applicator at the rate of 4.5 lb/1000 sq. ft. or 200 lb/acre. Irrigate immediately after application to increase safety and efficacy.

CHIPCO® MOCAP® 5G will be available January 1989 in 50 pound bags from the nationwide network of CHIPCO product distributors.

For more information, write to CHIPCO/Specialty Products, Rhone-Poulenc Ag Company, P. O. Box 12014, Research Triangle Park, NC 27709.

CHIPCO and MOCAP are registered trademarks of Rhone-Poulenc. ♣

MANAGEMENT FAILURES OR HOW TO DEVELOP UNLIMITED INCAPABILITIES

by Gary Grigg, CGCS,
Heart of America GCSA

1. If a worker makes a mistake, chew him out real good, preferably in front of others.
2. Never accept responsibility for a decision if you can possibly avoid it.
3. Develop an ability to pass the buck.
4. Keep your nose to the grindstone; don't expose yourself to new ideas.
5. If a superior gives you advice, endear yourself to him forever by quickly letting him know you really don't need advice.
6. Keep your finger on every little detail of your job -- both past and present -- that way, you'll never have time to look ahead to future problems.
7. Never consult with others over problems.
8. Never teach a younger employee your job.
9. Never check up on your health, or if you do, pay no attention to your doctor's advice.
10. Be so impatient for advancement that you fail to learn your present job.
11. Be sparing of praise for a job well done.
12. Be sure to get involved in gripe sessions with your subordinates.
13. Always cover up your errors; it teaches your employees to do the same.
14. Get involved in company politics; if there aren't any, start some.
15. Develop a good management image to your employees. Always talk, but never listen.

---- THREE RIVERS GREEN ♣

BROUWER TURF EQUIPMENT DOUBLES ITS SIZE

Brouwer Turf Equipment has reached another milestone in its 17 year history.

After starting this business in a small building in 1972, it moved to the 50 acre site in Keswick in 1974, with a new 23,000 sq. ft. factory.

Since 1974, Brouwer has had three expansions resulting in a total of 66,000 sq. ft. by 1979.

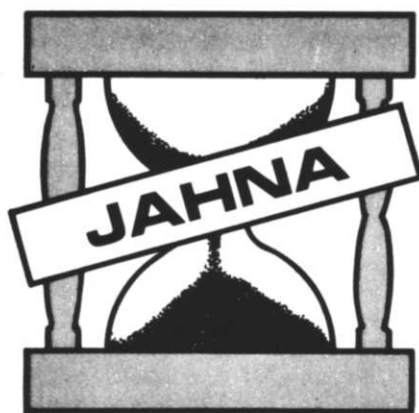
With the completion of their fourth expansion of the plant and offices, Brouwer has almost doubled their size to 124,000 sq. ft.

The company believes that this new expansion and other improvements, place Brouwer Turf Equipment Limited in an excellent position to compete and meet market demand for quality, innovative turf equipment world wide.

Over the years Brouwer has become a leader in the manufacturing of a complete line of equipment for both the sod production and turf maintenance markets. In a keen and competitive market, Brouwer's unique equipment is known worldwide for its economy, reliability and versatility.

Brouwer Turf Equipment is an Outboard Marine Corporation Company. ♣

Turf Management Graduates Available: Two year program, Golf Course, Dallas, Texas. Excellent credentials. Contact Cliff Wood, Grayson County College, 6101 Grayson Drive, Denison, Texas 75020, or phone 214-465-6030, ext. 321. ♣



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