

Dynasties



**AS I SEE IT
BY JIM WALKER**

“When the power of love overcomes the love of power, the world will know peace.”

That quote by Jimi Hendrix really has nothing to do with this article, but I was so taken by it, and amazed Jimi could be that deep. Maybe it reflects the angst and human condition around the world. I wanted to share it with you.

I want to talk about dynasties. There are many types, of course, like the success the Yankees have enjoyed a couple of different times. The Boston Celtics had a great run with Auerbach and Russell. The Steelers in the 70s had their way with the NFL. The Patriots have been on a tear since 2003 and the list could go on and on.

I must say here and now that the Giants winning the Super Bowl this year was one of the most wonderful

sporting events I have ever seen. Handing “Bill Billacheat” his crushing and only defeat of the season sat sweetly on my tongue as a Dolphin fan of their undefeated ‘72 team. Tom Brady flew his hairdresser in for a Saturday haircut. How’d that work out for ya Tom? You should have flown in a stone mason to build a wall at the line of scrimmage to keep the New York Football Giants off your ass and you off the ground. Sorry I got carried away there, but God, that was a “make mine a double of your best single-malt scotch” victory.

Eldrick has been King of the Hill on the PGA tour for so long now, that his may be the most impressive and dominating of dynasties in the history of sports. Nick Faldo is predicting that, given the venues of the Majors this year, Tiger could actually achieve the first Grand Slam since the great Bobby Jones. Normally I would be a vocal doubting Thomas of this feat being accomplished, but after Woods starting 2 for 2 this year, even I have to say the odds are even money he climbs that mountain in 2008. I’m not sure if this magazine will hit the streets prior to the Masters, but if he doesn’t win, you know he’ll be there in the hunt when the tournament begins on the back nine Sunday.

There are lots of other dynasties as well. I saw a man buy a rundown pizza joint from George Mira (the U. of Miami and 49’er quarterback) 25 years ago and turn it into a hugely successful Italian restaurant which is better than

ever now. *Ciro* is out front spinning pizzas and *Mama* *Ciro* is back in the kitchen turning out some of the best food you will ever eat. Given that 90 percent of all restaurants fail, his is a real dynasty. *Joe’s Stone Crab* on Miami Beach has been there since the 1930s and it takes a C note to the Maitre D to get a table unless you want to wait a couple of hours. There are many other great restaurants, hotels and such around the country and the world, so I think you get the idea.

This is another example of a dynasty: My friend Bryan Singleton and a gentleman named Bill Wagner both went to work at a private club about the same time 17 years ago. Bryan was the golf course superintendent and Bill was the club manager. At the time they began, the club was not doing that well as they had less than 300 members and teetered on insolvency.

After seven or eight years, the membership was capped at 500 members and there was a waiting list to join. Beyond that there were also 500 social members and this place was rocking. Their run went on for 15 years and then sadly both were let go despite all the success they had achieved and the dynasty they had built.

Ironically, Bill who was a past president of the National CCM Association was on his way to receive a national award as one of the most important people in golf course management when he got the news he had been terminated. Sort of like the head coach whose team makes the

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playoffs but is then fired because they didn't win the championship.

Another pal of mine – and I must say without a doubt one of my best friends ever – has also built a dynasty not only at the club where he currently practices his gift of golf – course maintenance but at the other clubs he worked along the way. Joe Pantaleo's career has been his own personal dynasty full of success and accomplishments as he left each place he worked better than he found it upon his arrival.

Across Alligator Alley on the West Coast, Tim Hiers has blazed trails for our profession ever since he was the first FGCSA president back in 1978. He has walked the talk so long his environmental stewardship and advocacy for the positive contributions of golf courses is legendary. His counsel and leadership is often sought when issues arise. Tim has garnered so many awards for his unselfish service to our

industry, his walls must be sagging from all the plaques and certificates. You lads in Collier County are certainly lucky to have such a dynasty builder in your back yard. On top of everything else, Tim's a down to earth guy and very nice man.

Dynasties, like houses, are built one brick at a time. A guy is born, goes to school, grows up, meets a girl, gets married, has a family, works his entire life, hopefully retires and then goes gracefully into that sweet goodnight.

How is your dynasty going? You don't have to be a star, baby, to be in my show. Build your own dynasty one brick at a time and please exercise the power of love.

“Watch your thoughts; they become your words. Watch your words, they become your actions.

“Watch your actions, they become your habits. Watch your habits, they become your character. Watch your character, it will become your destiny.”

Why Not Lead By Example?



GREEN SIDE UP By JOEL JACKSON

Instead of local governments picking on fertilizers in particular and turfgrass in general in an attempt to show the voting public that they are doing something about the environment by passing virtually unenforceable



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ordinances, they should pursue a course of action that leads by example instead of “do as I say and not as I do.”

When discussing recent Phase 3 restrictions which cut water use by 45 percent in South Florida, the following statement emerged when talking about fairness and equity in the cuts to golf courses versus other businesses and industries: The comment was, “But, golf

courses are so visible!”

Yes we are visible but we are not irresponsible. We are easy to find and they hold a big stick over our heads – our consumptive-use permits. So we scrimp and squeeze by as best we can and hope it rains enough to keep our turf alive while being singled out for severe cutbacks.

All businesses and trained

professionals will abide by the ordinances and restrictions because we have a lot to lose if licenses or permits are revoked. But we aren’t the big part of problem in the first place. Homeowners and renegade “unlicensed” landscapers don’t know or don’t care about the proper BMP methods are hard to identify and regulate. So the “visible” targets get picked on the most

What are visible to me are the results of decades of turf research into the application rates and fate of fertilizers when properly to turfgrass. When properly applied with the right rate, at the right time and the right place these nutrients are used by the plants and do not go running or leaching helter-skelter to the nearest water body.

What’s visible to me is the 300 million gallons of lightly treated effluent being dumped into the Atlantic Ocean by Miami-Dade County during a drought because they haven’t invested in the necessary infrastructure to capture the reclaimed water and distribute it as residential and commercial irrigation.

Dumping reclaimed water into the rivers, bays and oceans by any government and then claiming that fertilizer ordinances will clean up the water challenges their credibility. And the myriad septic-tank systems that border rivers and lakes also constitute a source much more constant and less restricted than lawn fertilizing.

What are visible to me are the municipal, homeowner association and residential sprinkler systems running and wasting water during a rainstorm or just after rainstorms when they should be shut off for a week or more. You can’t get away with that kind of “set and forget” mentality in the golf business. Water bills, power bills for pumping, weeds, disease and wet and soft playing conditions dictate that we use our water efficiently.

What’s visible to me is that homeowners have no real incentive



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to conserve water other than the appeal to do the right thing. If utilities would enact higher “conservation” rates, most households would get serious about budgeting water use to reasonable levels.

What’s visible to me is a local government approving a new water amusement park in the middle of a drought. If existing golf courses can’t be given adequate water to survive, how can we siphon off more water for a different form of recreation?

What are visible to me are the new developments adding to the urban sprawl in the face of repeated warnings about maxing out our water resources. You can’t have it both ways. If the politicians and regulators aren’t going to adopt a “no-growth” policy – which they won’t – then new users should have to pay for more expensive alternative sources of water.

What’s visible to me is that golf is the only \$5 billion dollar a year recreation/

The hard part to swallow is that privately to us, the Districts admit that the majority of golf courses do manage their water very efficiently. It is just that no one has said it publicly.


tourism industry required to report water use weekly and stay within strict allocations while other businesses are only held to voluntary standards.

The hard part to swallow is that privately to us, the districts admit that the majority of golf courses do manage their water very efficiently. It is just that no one has said it *publicly*. If *we* say it, we are just being self serving. Based on the consistent figures on water-use studies over the past 12 years, golf courses only use 2-3 percent of the water.

Water management districts don’t have to make a big deal about golf courses. If they would just publish, print or display the water-use chart that shows the major water-using groups in the state. It will show exactly, factually who is using the most water and people can decide for themselves where to focus on conservation.

In case you didn’t know, in descending order of water use the primary consumers are: Agriculture, Public Supply, Industry/Mining/Commercial, Power Generation, Recreation and Private Domestic Wells. Golf is contained in the Recreation category. Only the first two user groups are in double digits.

We need our state and local governments to lead by examples instead of passing laws they can’t enforce and that don’t end up really improving the environment. Like they always say, “Actions speak louder than words.”



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