• Pet Peeve: Don't put your ACSP prints, certification certificates, etc on the wall in the maintenance facility! How many of your golfers make it down to your office to check this out? Display these things in a more public area. You worked hard for your ACSP certifications. Share them with more people other than your maintenance staff.

• Host a "Wild" photography contest. Get with club officials and come up with some prizes, categories and basic, easy rules. Write a little information. Post it on the website in your newsletter, the locker rooms, the clubhouse, the pro shop, etc. Display all the entries and make a party of it one night. Let your members/golfers vote on winners, and just make it fun. One of the basic simple rules should be that the photographs are taken on the property. You are getting the management involved and your golfers/members involved in the project, and you are highlighting the environmental assets of your property.

• Displays can be scary. However, and this is my secret tip of the day: If you hate doing displays, give that job to someone else. If I were the boss and if I were charming enough, I could find someone who would love to do this. Now, I have seen displays of all kinds and styles; big budgets with built-in cabinets, all the way to poster boards. You know your golfers/members. What will attract their attention? Make it really nice, or make it simple. Just find a place in the clubhouse to display it.

• Lots of folks have created some nifty brochures of all kinds. From information sheets on a particular subject such as wetlands preservation that are posted around the clubhouse, to brochures that describe the club's involvement in the ACSP and the projects they have implemented or are planning, to beautiful topographies of native vegetation, to laminated sheets that list why golf courses are good for the environment.

There are some pretty creative folks out there. I have to say that some of my all-time favorite Florida-specific brochures have come from David Bailey at Turnberry Isle Resort & Club. David is an incredible photographer and the club has utilized his talent in creating some very nice color brochures that depict plant and wildlife species that can be found on the course. One is called "Golf Course Residents" and has descriptions of more than 35 of the most common birds found on the course, as well as some spectacular photos from David. The other is a "Botanical Tour" of the property that not only lists plant materials, but has great photos as well, and even Trivia/Facts from the Landscaping Department.

Win a \$200 Golf Art Print!!!

2004 Golf & Environment Survey

Audubon International is working with golf organizations such as the United States Golf Association and the PGA of America to learn more about golfers' perspectives on golf and the environment across the United States. Please take a few minutes to complete the following survey. Each completed survey will be entered into a drawing for a golf art print, valued at \$200. You may enter only once, and the winner will be notified by November 30, 2004. 1. How often do you golf each year (circle one)? Over 25 times/year 8-14 times/year Less than 8 times/year 2. What type of golf courses do you play at primarily (circle one)? Daily Fee Private/Club Municipal Resort Other: 3. Do you feel that it's important to protect the natural environment (circle one)? Yes No 4. Do you belong to any local, state, or national conservation or environmental groups? Yes No If Yes, which groups: 5. What type of effect do you believe golf courses have on the natural environment? No Effect Either Way Negative/Harmful Positive/Beneficial 6. Would you pay more to play at a golf course that had been certified as "eco-friendly"? Yes No 7. Have you ever heard of the Audubon Cooperative Sanctuary Program for Golf Courses? No If Yes, where?: Yes 8. Are you awate of ever playing at a Certified Audubon Cooperative Sanctuary golf course? If Yes, where?: Yes No 9. Would you ever seek out certified, environmentally-friendly golf courses in order to play them? Yes No 10. Would you want the course(s) where you play enrolled in a voluntary environmental program and working to reduce the environmental impacts of its day-to-day operations (chemical use, water use, etc.)? Don't Care Yes No 11. Would you ever consider joining a national group of golfers interested in protecting the natural environment? Yes No If Yes, what fee would you pay to join?: Thank you for your participation. To be entered into the drawing for the golf art print (valued at \$200), please provide the following contact information: Address: City, State, Zip: Phone (optional): Email (optional): Audubon International, 46 Rarick Road, Selkirk, NY 12158 Phone: (518)767-9051: Fax: (518)767-9076: Email: audubon@audubonintl.org

Survey used by Metropolitan GCSA. See Consumer Golf article page 50.

• WCI's Raptor Bay Golf Club in Bonita Springs also has a spectacular yardage book that has tons of information about the golf course, as well as great pictures. However, on each page they also list environmental facts about the golf course or environmental projects to notice on a particular hole.

• An easy way to get some buy-in with environmental programs is to enlist the help of your golfers in creating a wildlife inventory. This can be done in several ways. One simple way is to just have a book in the clubhouse where golfers can list wildlife sightings. Tip: Make it a nice book, not a spiral-bound \$1 version from the local discount store.

• Several golf courses have created some very nice information cards that can go right on the golf cart. The famous "Have you seen me today" card from Kapalua has pictures of birds, and all golfers are asked to do is circle the ones they see while they are out playing golf. These information cards are inexpensive ways to get member involvement. Remember, there is a chance that once they actually take their eyes off the golf ball and look around the golf course, they just might actually get into the wildlife you have and start noticing some of the other great environmental benefits of golf courses as well.

• A lot of you are now including "wildlife tours" in your seasonal programs. There are folks from local Audubon chapters, or retired ornithologists like George McBath in Naples, who will come out to the golf course and lead your members/golfers on tours. Craig Weyandt at the Moorings Club in Vero Beach leads his own tours. He just wrote an article about this in the last issue of the Florida Green, so dig it out, go back and reread it. Matt Taylor at Royal Poinciana has George McBath come out and do "grandchildren tours". After the tour they give each child a bag filled with goodies. Closest way to a grandparent's heart? Through their grandchildren.

• Some people have school groups

come and tour the golf course. Let me just say for any of you out there who may be confused on this matter, you are not required to have kids on your golf course in order to achieve certification in Outreach and Education through the ACSP. I am truly amazed at how many of you still believe this and how many of you use this as an excuse to not get involved in the program.

Don't get me wrong, it is wonderful to educate children about the environmental benefits of golf courses, and if you can bring them out to the golf course, please do so. Ever heard of the trickle-down effect? Kids hear something at school; come home and tell mom and dad, grandma, the neighbors, the family dog, etc. However, in a lot of situations, you are better off in my opinion, spending the time educating your own golfers/members.

I heard through the grapevine that the

ACSS Update



New Florida Members

Country Club at Boca Raton, Randy Bushway, Palm Beach GCSA Doral Golf Resort & Spa, Eric VonHofen, South Florida GCSA Kelly Greens G&CC, Anthony Dumas, Ft. Myers Links at Greenfield Plantation, Mark Todd, Bradenton Okeeheelee GC, Jim Witt, CGCS, West Palm Beach Tampa Palms G&CC, Bill Kistler, West Coast GCSA Wycliffe G&CC, Steve Tilley, Palm Beach GCSA

New Florida Certifications

Old Marsh – Recertified Brooksville CC at Majestic Oaks – Recertified Copperleaf GC – Environmental Planning



WCI - Club Renaissance at Sun City Center – Environmental Planning The Jupiter Ritz Carlton Golf Club & Spa – Environmental Planning, Resource Conservation and Water Quality Management Don't put your ACSP prints, certification certificates, etc. on the wall in the maintenance facility! How many of your golfers make it down to your office? You worked hard for your ACSP certifications. Share them with people other than your maintenance staff!

owner of the Indian River Club in Vero Beach loves to have school tours at his club, and has even offered \$100 to the school that spots a bald eagle during their tour.

These are just a few ideas of outreach and education ideas going on around the state. One last thing I would like to share with you as a potential chapter or state project is something that the MetGCSA in New York did in 2004. They borrowed a display from Joellen Zeh at Audubon International and took it to a local golf show.

Several of their superintendents manned the booth during this educational show and took turns telling the golfing world what it is they do, how they do it and explaining why golf courses are good for the environment. They also had Audubon donate an art print, and everyone who took the time to fill out a one-page survey had a chance to win the print. Please see the survey reprinted in the Stewardship section. They collected more than 60 surveys that day and learned that golfers do view their golf courses as being good for the environment and that they would be willing to travel further and pay a little more for golf courses that demonstrated good environmental stewardship.

Hopefully I have convinced some of you to take a closer look at your outreach and education philosophies and make some changes that will benefit everyone. There are a handful who are doing an incredible job on this topic, and there are those who think they are doing a good job, and unfortunately there are many who aren't doing much at all.

So you may agree with my friends who tell me that I "preach" too much, but trust me, all this is for your own good, as well as for the good of your industry.



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SUPERINTENDENTS JOURNAL



The Uncle Freddy Band rocks at a Memorial Day barbecue in Casselberry.

By Joel Jackson

All work and no play can make Jack a dull superintendent. One group of superintendents has found a unique way to unwind and relieve the stress of maintaining manicured Central Florida golf courses. They get together once a week and have a jam session playing classic rock music for their own enjoyment and decompression. Occasionally they perform publicly at the Kerryman's Pub in Altamonte Springs and at a couple of private parties. But the main goal is just jamming for the fun of it.

The Uncle Freddy Band, as they are known. is the result of a road-tripping bull session between Lake Nona superintendent Brett Harris and John Kopack, then superintendent of theLegacy Club at Alaqua. They were on a holy pilgrimage to golf's Mecca, Augusta National, in 2002 when they discovered they had a common love for music.

Both had been involved in bands years ago. Harris no longer owned a drum set and hadn't played in nearly 12 years. But the musical conversations continued back in Orlando over beers after Central Florida Chapter monthly meetings. Soon Jack Kress, the superintendent at The Alaqua Club, and his mechanic, Steve Kulka, became regulars in the bull sessions until they finally agreed to meet and just goof around.

They drew from Blues, R&B and classic rock performers like Elvis, Joe Walsh, Stevie Ray Vaughan among others to create a play list. By mid-2003 they had 25 songs they could play reasonably well. Well enough that, after a year of weekly Friday jam/practice sessions they made their public debut at the Central Florida Superintendent/Vendor Tournament in February 2004 at Deltona Hills. Originally they called themselves "Supt-Up" (Souped Up), but later changed the name to The Uncle Freddy Band.

Subsequent appearance offers didn't come rolling in, but John Kopack's favorite watering hole, the Kerryman's Pub agreed to let them perform under the beer tent in the parking lot on St. Patrick's Day. They have done a couple of gigs at Kerryman's. It was Brett on drums, Jack Kress and Steve Kulka on lead and rhythm guitars, John on vocals and a mean tambourine and Wayne from the Kerryman's on bass guitar.

Wayne moved on a short time later and Mike Hamilton, head mechanic from the Ventura Golf Club, filled in on bass for awhile and is still the group's sound man. It turned out that Mike Dean, John's assistant superintendent at the Legacy Club also played bass and, according to Brett, may be the most talented musician of the bunch.

The musical influences within the group are Jack (Blues), Steve (Classic Rock) and Mike (Master of improvising). Brett says, "Wherever we perform we need a little room for the sonic blast. The mashers definitely outnumber the finesse boys." While the group has concentrated on covering tunes from known bands, ...the fun-loving, stressrelieving turf gurus meet weekly in an un-airconditioned warehouse in Altamonte Springs. They drag out some fans and a barbecue grill and have steaks or ribs while jamming on a Friday night.

Steve has been writing some original songs for the band.

The group used to practice in John's office in the golf course maintenance building, and then they moved into a vacant rental home until it was, duh, rented. Now the fun-loving, stress-relieving turf gurus meet weekly in an un-air-conditioned warehouse in Altamonte Springs. They drag out some fans and a barbecue grill and have steaks or ribs while jamming on a Friday night. Coincidentally it turns out this warehouse complex is also the practice home to several area pro bands. Who knew?

The group has no aspirations for a professional music career. They like to perform in public to get the crowd feedback and maybe help defray some expenses, but they are content to mostly play for themselves for the fun and relaxation on Friday nights. Rock on!

The Quarterly Question

What do you do away from work to relieve stress or just balance your life beyond turfgrass?

EDITOR'S NOTE: We're introducing a new feature, "The Quarterly Question." We will ask FGCSA members one question each issue to shed some light on the range of positive, negative and humorous and experiences we have all had along the way.

I go out on my boat and get away. Sometimes just to cruise but most of the time to go fishing. Chris Neff, Timaquana CC

I build, repair and service guitars and play in a classic rock band.

Brett Harris, Lake Nona G&CC

A group of superintendents and suppliers get together once in awhile for fishing expeditions. I also coach and/or help support my kid's sports teams.

Matt Taylor, Royal Poinciana CC

I settle back and enjoy a glass of merlot, cabernet or an Italian red.

Darren Davis, Olde Florida GC

Twelve superintendents in the Everglades GCSA have earned their boat captain's licenses. Mark Black, Quail West GC

I am an NCAA football referee." Mike Mongoven, Shell Point GC

I am a Civil War history buff. Mark Jarrell, Palm Beach National GC

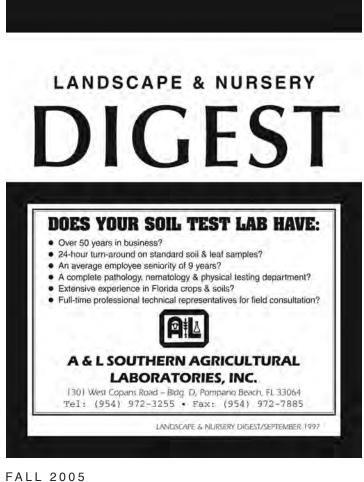
Is it lobster season yet? Paul Crawford, Palm Beach CC

I try to go skiing once a year. Colorado is great. Been to Winter Park, Aspen, Crested Butte, and Breckenridge. Park City Utah is another great

spot. Easy in and out of Salt Lake and a 50minute drive to Deer Valley, Park City and The Canyons slopes. I have been lucky enough to take the family most of the time and also spent time with just the boys. We have been out skiing with other families as well: Steve Wright from Boca West; Ken Ezell of Clifton, Ezell and Clifton; and M.G. Orender . I would like to go more than once per year, but time never seems to be abundant enough. Great scenery, great exercise, and just a whole different get a way. Tom Alex, Grand Cypress Resort

We like to travel. Highlights so far: The Carolinas; California Coast and Palm Springs; Pacific Northwest; Minnesota; London, Edinburgh and St. Andrews."

Joel Jackson, Florida GCSA



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Photo Contest Results

Category 4 - Scenic Hole



First Place (tie) — A Florida Holly frames sunrise on the 12th Tee at Bent Tree, Sarasota. Photo by Tom Biggy



First Place (tie) — Sunrise on the 18th Hole. Photo by Teri Hoisington, Lansbrook GC, Palm Harbor.

These views show some of the many daily benefits of working on a golf course.

Congratulations to the winners. The judges declared a tie.

2006 PHOTO CONTEST RULES

Category 1 – Wildlife on the course: includes any critter on the course that walks flies, swims, slithers or crawls.

Category 2 – Formal Landscaping: includes annuals

and ornamental shrubs and trees planted in formal beds on the course or club entrance.

Category 3 – Native Areas: includes beds of native plants including trees, shrubs and grasses used in naturalized areas to reduce turf inputs and aquatic vegetation plantings used to create habitat and protect water quality.

Category 4 – Scenic Hole: includes any view of a golf hole (panoramic or close up) that demonstrates the scenic beauty of a golf course.

EASY RULES

1. Color prints or slides. Prefer prints. Only one entry per category. Digital images: Digital image entries must be taken at the highest resolution setting on a camera rated at least 2.2 megapixels and saved as JPEG or TIF (or TIFF) format images. For the technically inclined, we need at least 1800 pixels by 1200 pixels (2.16 megapixels) of digital information to print a 6x4-inch image at 300 dpi. Images taken, saved and sent at lower resolutions will not qualify for the contest. If you're not sure. Send a print instead.

2. Photo must be taken on an FGCSA member's course. Photo must be taken by an FGCSA member or a member of his staff.

3. Attach a label on the back of the print or slide which identifies the category, course and photographer. DO NOT WRITE DIRECTLY ON THE BACK OF THE PRINT. Each print shall be attached to an 8.5 x 11-inch sheet of paper using a loop of masking tape on the back of the print. Slides should be in plastic sleeves for easy access for viewing. Digital images must be accompanied by the same information in an email or document, or on a CD.

4. A caption identifying the category, course and photographer should be typed or printed on the sheet of paper below the mounted print.

5. Judging will be done by a panel of FGCSA members not participating in the contest.

6. Mail entries in a bend-proof package marked, "PHOTOS DO NOT BEND" to Joel Jackson, 6780 Tamarind Circle, Orlando, 32819. Entries postmarked after August 1, 2006 will be automatically entered in the 2007 Photo Contest.





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A F T E R W O R D S

3-2-1 BLASTOFF

After a two-year hiatus, the U.S. successfully launched the Space Shuttle Discovery from Cape Canaveral. I don't remember the circumstances surrounding the day, but I remember being home and watching the launch on my 50-inch, high-definition TV. What a wonderful and glorious sight it was with all the rumbling, roaring, fire, and smoke associated with the initial blastoff.

Fast forward a couple of weeks to August 11. The launching of little white balls began at Baltusrol. I was absolutely horrified to watch not just Tiger, John, and Phil hitting it over 300 yards every

AS IT LIES



time they teed off, but the entire field was bombing it out of sight. Then came the Ladies Amateur won by Morgan Pressel, a high-school senior who was hitting it 260 yards. The *coup de gras* was the World Championship at Firestone where, on one particular hole, the entire field of 64 hit it 300 yards-plus except for two weaklings who only got it out in the

Jim Walker

290s. On one hole, Tiger hit it 340 and was still behind Mike Weir. That's correct, the little Canadian who must be all of 5-7 and 140 pounds soaking wet smoked it 365 yards. Enough of the groundwork, my point is the ball is going too far, and anyone who doesn't think so is looking at the world — or in this case, golf course — through rose-colored glasses.

Now I don't want to sound like a bitter old frump who can't hit it out of his own shadow anymore, but where is this all going to end? The equipment has gotten so good, along with the players and their strength conditioning and personal sports psychologists that every golf course in the world is too short unless it is tricked up with rough 4 inches long and greens faster that than the speed of light.

I played a course recently where I had a downhill 8-footer for birdie that missed and went 6 feet past the hole. Not because I hit it too hard, but because gravity wouldn't let it stop any sooner. It was like putting a ball from the back of your bathtub and trying to stop it short of the drain.

I know the USGA and the R&A have had a tough time trying to keep the lid on the equipment frenzy over the last 10 years or so, and the whole thing has been driven by the manufacturers who have turned the game into a corporate sideshow with each one jockeying for a bigger share of the marketplace.

Our balls go farther, are softer, and don't spin as much. Our drivers are bigger and better. They are made with space-age alloys, and are the size of two-slice toasters. Let's don't forget the shaft which spent two years in development — and you can have it all for about the same price as a small Japanese car. But it's worth it, because if you hit it in the sweet spot it will drive the ball 8 yards farther.

Ninety-five percent of the golfing public can't break 100 and may not hit one ball dead solid perfect in a round. They would be just as well off with the clubs they had 10 years ago, provided it was quality equipment to begin with, but the equipment folks keep grinding out the new products every year to feed the financial corporate giants of the game. Their talking head marketing folks do one hell of a job convincing people that this year's equipment will add distance and lower their scores. There's about as much chance of that happening as the U.S. military finding Osama Bin Laden, and giving him his own personal 9-11.

In preparing to write this article I contacted the USGA and spoke to Carter Rich who is the manager of equipment rulings. He pointed me in the right direction of which USGA Web sites to visit to get some nuts and bolts, and he was most helpful and polite. I want to further state that nothing I have written thus far — or will write to this article's conclusion — was said or implied by Mr. Rich.

There is a "Joint Statement of Principles" put forth by the USGA and the R&A that states in part: "...the game has seen progressive developments in the clubs and balls available to golfers who, throughout six centuries, have sought to improve their playing performance and enjoyment.

" The R&A and the USGA continue to believe that the retention of a single set of rules for all players of the game, irrespective of ability, is one of golf's greatest strengths.

" The R&A and the USGA regard the prospect of having permanent separate rules for elite competition as undesirable and have no current plans to create separate equipment rules for highly skilled players.

" Golf balls used by the vast majority of highly skilled players today have largely reached the performance limits for initial velocity and overall There was just so much stuff coming down the pike at once that they blinked a couple of times, got threatened with a few lawsuits and here we are with a 15-year-old girl hitting it 300 yards!

distance.

" The R&A and the USGA believe however, that any further significant increases in hitting distances at the highest level are undesirable. "

They go on to say that lengthening courses is cost prohibitive and have negative environmental and ecological issues. It would also slow the pace of play and playing costs would increase.

So it's safe to say that the rule-makers are very aware of what's going on in the game of long ball: hitting for the fences, taking it deep.

So, here's what happens: You take a ball with 432 dimples which is 1.682 inches in diameter, weighs 1.59 ounces, put it on a tee 2-1/2 inches long, and hit it with a driver with a head that fills 460 cc, has a coefficient of restitution of .83, on the end of a high-tech shaft. The ball is in contact with the clubhead for 450 microseconds, hit with 2,000 pounds of force, compresses one-fourth of its diameter, and — if properly hit — has backspin making it fly as wings make an airplane fly.

My personal take on the situation is that the governing bodies got caught with their pants down because everything hit at the same time. They were testing clubs and balls, but not launch angles or aerodynamics. They didn't see the guys in the gym getting stronger. They didn't see them throw away their cigarettes and drinking Perrier or diet soda instead of scotch and beer. There was just so much stuff coming down the pike at once that they blinked a couple of times, got threatened with a few lawsuits and here we are with a 15-year-old girl hitting it 300 yards!

Yes, she's a great player... but 300 yards?

The rule makers are back on track and need our support to keep the game we all love safe from the corporate techies. If you do not belong to the USGA, join! Visit their Web site at www.usga.org and see what they are doing to protect our game. In particular, look at the list of non-conforming clubs and balls. So much technology, so little time.

See you on the range... or maybe in orbit.

Quail Hollow Club, Charlotte, NC.

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OK! Now I have seen it all. Spray-on Mud for SUV owners who want to look like off-roaders but never get past the city limits or off the Interstate or, as the Orlando Sentinel newspaper article said, "...send out rugged vibes even though you go no farther than the corner market."

It is a mixture of water and real dirt strained to remove stones and debris with a "secret" adhesive that helps it stick to the vehicle's body. It will be available in the U.S. and Canada within a few months. The British

> inventor says he can't keep up with the Internet orders. A spokesman for

You've Got to be Kidding!

the Sport Utility Vehicle Owners of America says he wouldn't be surprised if the product sold well in America. He also said, "There are some who would buy this product to show how macho they are." But he also added that he feared it could fuel more SUV-bashing as evidence that people don't really need these gas guzzlers to go off road.

In another depar-

ture from reality, a new cottage industry is springing up that is made up of people who have real life skills like sewing, knitting and cooking. They are being hired by members of the younger generations of parents who, for whatever reason, never learned the basic skills of home economics.

GREEN SIDE UP



Joel Jackson, CGCS

These people who can operate computers and camera cell phones just can't boil water, fry an egg or bake a cake. So they are hiring people to show their kids how to accomplish the staples of life. I guess on balance that is a good thing. My thirty-something daughter is one of a few of her age group who actually cooks meals and bakes things. Admittedly she isn't much of a seamstress, but I am proud to say she is pretty practical and self-sufficient overall.

Let's all agree that Hurricane Katrina was a terrible disaster and that there's plenty of blame to go around for the mounting loss of life and sheer lack of preparedness for a known dangerous storm. But you've got to be kidding when there was the guy on CNN who reportedly flew to New Orleans from California expressly to experience the hurricane. They gratuitously showed the video he shot from his waterfront hotel showing the storm surge, all the while admonishing the audience not to take such a risk for 15 seconds of fame.

I think we are all shaking our heads at reporters trying to make a coherent report of hurricane

I think we are all shaking our heads at reporters trying to make a coherent report of hurricane conditions while being buffeted by winds and rain and then tell people not to go outside. Duh! One of these days a piece of wind-blown debris... oh well, the ratings will soar.

conditions while being buffeted by winds and rain and then tell people not to go outside. Duh! One of these days a piece of wind-blown debris... oh well, the ratings will soar. Do these reporters have to sign a waiver or can their families sue the network or station for placing them in jeopardy?

Here are a few more things that make no sense these days. We have ripped and frayed blue jeans fresh off the rack and faded fabrics that make a shirt look like it's ready for Good Will. There are bullet-hole decals finding their way onto cars and trucks as if road rage violence wasn't already an issue. There are virtual pets you take care of with a hand-held device and radio controlled robot doggies, although those are yesterday's toys for people who have forgotten real life.

And this just in from David Robinson, associate director of grounds operations for Marriott Golf: "In the Thursday Sept. 1, 2005 edition of *The Wall Street Journal*, Personal Journal section there was a special advertising section for the Deutsche Bank Championship. Within this section was a part titled "Getting The Course Ready." In my rudimentary thinking process, I actually thought this would be an interview with the golf course superintendent. Wrong. It was with the general manager. He did manage to mention the superintendent. He also mentioned the "ergonomic" experts from the PGA Tour who would help troubleshoot the course. That's right, "ergonomic." At least the operators will be comfortable with little fatigue. I thought you might find this funny as well as disturbing."

"Thanks for sharing, Dave. I'll bet there are a lot of us looking for an ergonomic flymow. Oh well, we've endured pet rocks, cans of souvenir air from wherever and pregnant pig gestation crates in our own state constitution. Now back to spray on mud. I mean, are we nuts or what? The next thing you know, they will be inventing green paint for turfgrass.

Oops, I'd better go now."