

Putting a pretty face on your golf course to make it photogenic

By MARK LESLIE

Since superintendents spend their lives beautifying their golf courses, what more welcome companions could they have than photographers?

"That's something I try to impress on them. My coming in to photograph their golf course doesn't just sell their facility. It furthers their career as well," said Mike Klemme, president of Golfoto, Inc. in Enid, Okla. "If Joe Blow from XYZ Golf Course has his course showing up in books, calendars and magazines all over the world, he's bound to get some credit. Spontaneous ads help everybody."

Golf course photography is serious business that can create big business, and a superintendent's role is crucial, according to Klemme and colleague Tony Roberts of Scottsdale, Ariz. They both contact the superintendent when hired to do "a shoot" for a course.

"In order to do a good job, I ordinarily talk to the point man and then the superintendent," Roberts said. "The reason is, what looks good to one person doesn't necessarily look good to me. They may think their brand-new grass popping up suddenly makes the place look like the Garden of Eden. To my eye, they may be a year away. They say, 'You're the magician. Make it look good.'"

"I like to talk to the superintendent two to three weeks in advance," Klemme said. "If I don't have a real good idea of the geographics and terrain, I like to visit with him about how tall the trees are, so I know how long the shadows are going to be, and it gives me an idea how long in the day I can shoot. If the trees are real tall and the shadows are real long, you can work a long time during the day. But if it's real open like Arizona, the only shadows you have are the undulations on the course, and it's a short day."

"If you don't have shadows, you don't have drama, and there's no sense of you being out there. Also, the shadows define the undulations and the feeling of the roll of the course. Without those, it's a flat-looking golf course and that doesn't sell anybody. We're trying to sell rounds."

"Practically speaking," said Roberts, "if it's an arid climate I'll ask if they can overwater the course for a couple of days beforehand, especially if there is any kind of brown grass or patches."

Saying the photographer's "not worth his salt if he can't work around the superintendent and his crew," Klemme added: "They are the ones who come first. Their job has to be done before the course looks right."

To that end, in his pre-visit conversation with the superintendent Klemme tries to

pinpoint the best time for him to get out on the course, working with the grounds crew's schedule as well as that of golfers.

"We also try to work with their maintenance schedule. Overseeding has to be done certain times of the year. Certain times greens have to be top dressed and fairways aerated."

The photographers' tips for preparing a course to be photographed include:

- Fine-tune the sand traps. "I

See related story, page 47

use traps as a foreground a lot," Klemme said. "Any kind of footprint really shows up. Also, the bunkers should be edged real well."

- Pick up all the rakes. "I guarantee, the quickest way to spot an unprofessional photo is the presence of rakes," Roberts said.

- Get ponds and lakes up to

level. "If water levels are down, it leaves a brown, ugly stripe between the water and the grass," Klemme said. "It doesn't hurt to put dye in the waters to blue them up, especially after a big rain."

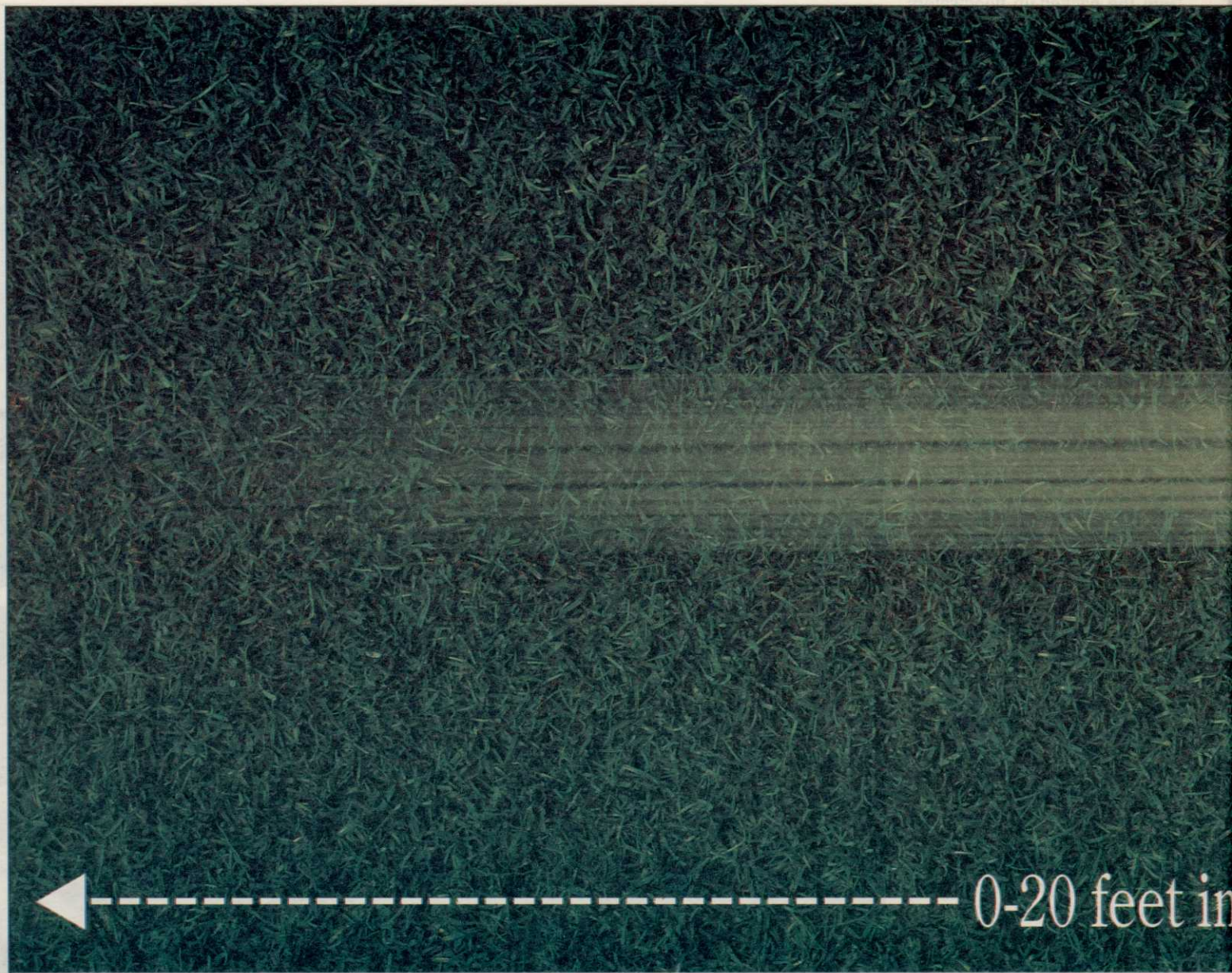
- In case of a heavy rain for two or three days before the photographer arrives, which keeps them from mowing the fairways, do not cut the grass all the way to normal height immediately. "Just bring the grass down a little bit, to where you

have definition but without scalping it too low," Klemme said. "Chop it low and it turns white. It plays havoc and looks terrible."

- If it's the time of year when dew appears, the pictures must be taken before ground crews track up the course or after they mow and drag the fairways to get off the dew.

- Send a crew member with the photographer in order to place the pins in the best places. "Usually, I'll

Continued on next page



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TGIF fortunes improve

First index of turfgrass library to roll off the printing presses this summer

By MARK LESLIE

EAST LANSING, Mich. — Turfgrass Information Foundation (TGIF) subscribers can expect their first printed index to the turfgrass library at Michigan State University by mid-year.

"It's new and exciting. There's nothing else like it," said Peter Cookingham, director of the Turfgrass Information Center which operates TGIF, the world's largest collection of turfgrass-

related material.

He said the index will list all articles in the library by author and subject. Volume 1, numbers 1 and 2, a combined issue for articles through 1993, should be mailed out by May. Numbers 3 and 4, covering articles through 1994, will be mailed 60 days later, Cookingham said.

Directors decided in February that the index will be updated semi-annually. TGIF is accessible

by telephone and computer.

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Within a year, turf managers in the Asia-Pacific region should be able to access TGIF through computers.

An Australian company is testing the use of the international computer network Internet to gather material from TGIF.

"Australians are disproportionately interested in this technology and dispro-

portionately perceptive," said Turfgrass Information Center Director Peter Cookingham.

Last December TGIF added access to Internet, which Cookingham called "the mother of all computer networks."

The work with the Australians, Cookingham said, "is prototype testing, but it is viable. I don't think there's any question it's going to work."

The bigger problem in the Far

East is gaining access to Internet — which is being called "the super-highway." The politics and mechanics of getting onto the network is difficult to generalize, varying from country to country.

"In some countries it's centrally and tightly controlled by the government. In other countries it's almost a free-for-all," Cookingham said. "But once it's 'do-able' it's totally location-independent."

Long-time super Crosby dies

Lonnie Crosby, an honorary member of the West Texas Golf Course Superintendents Association and a board member of Lake Cisco Country Club, died Christmas Day in Eastland Memorial Hospital.

Between 1968 and his retirement in January 1993, Mr. Crosby was superintendent at Snyder Country Club, Meadowbrook Golf Course and Winkler County Golf Course. He is survived by his wife, Dixie; a son, Russel of Lubbock; and a daughter, Brenda of Abilene.

15,386 attended GCSAA conclave

Registration totaling 15,386 highlighted the Golf Course Superintendents Association of America's (GCSAA) 1994 International Golf Course Conference and Show in Dallas. A total of 1,309 attendees from more than 50 countries attended the week's events. A record 671 exhibitors showcased their products and services during the three-day trade show at the Dallas Convention Center.

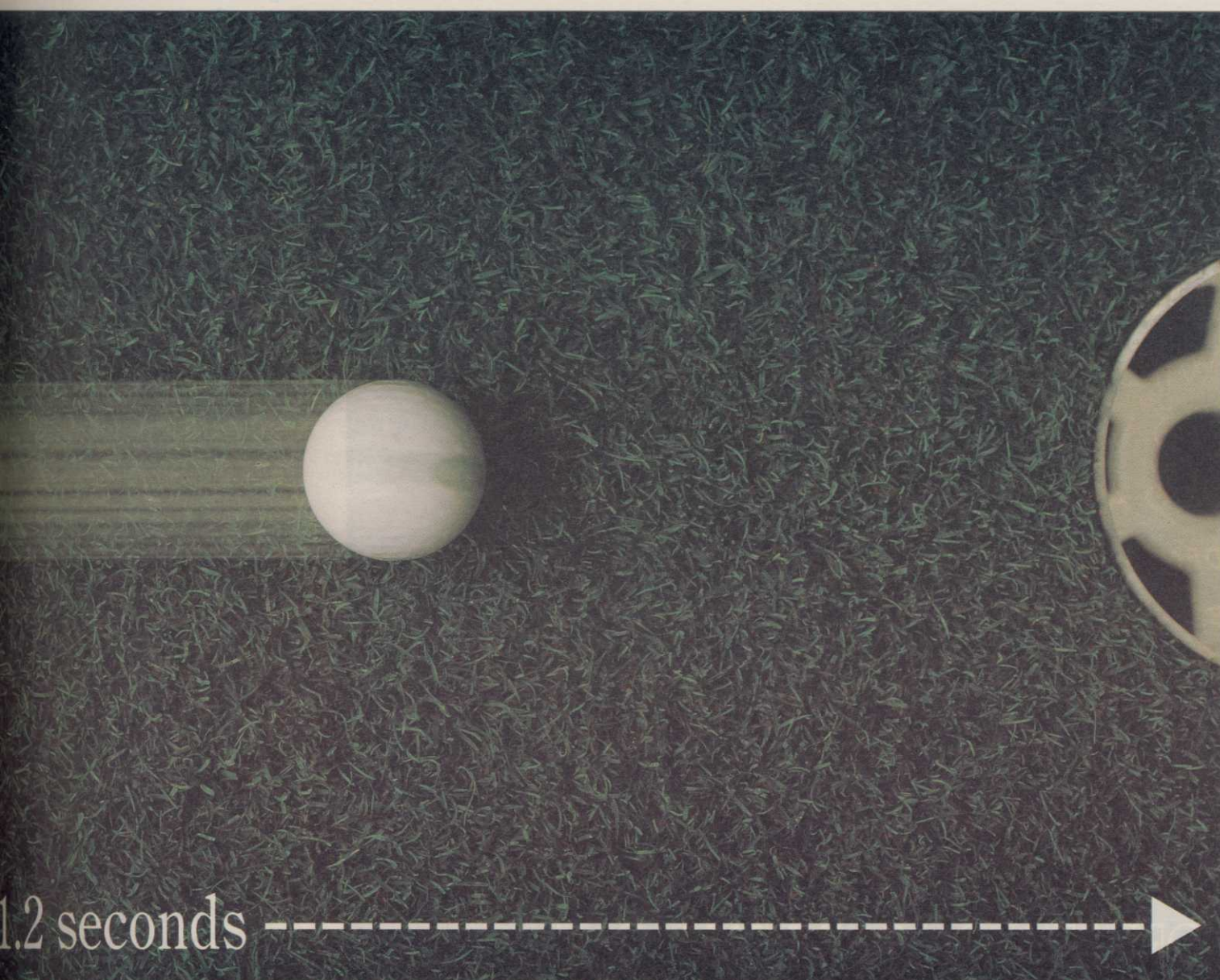
Beauty turf deep on golf courses

Continued from previous page
get to a position I think will make the hole look good and make sure they move the pin so it's not in front of the tree, and that the photo is balanced," Roberts said.

Klemme, who prefers to work alone, asks for a two-way radio. "It's nice to have that backup if you need ropes, signs or something else moved. If it's for a big-time ad campaign, I'll have them pull all the stakes, too."

To help the superintendent, Klemme arrives at least two or three hours prior to shoot, rides the course quickly, and tells the superintendent which holes he will shoot that afternoon and the next morning (providing photos with the light coming from both directions).

"That way, they'll be prepping just a few holes rather than the whole course," he said.



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