

Infrared photography captures the unseen

## Savvy Super: Overlaid aerial photos tell whole story

Continued from previous page

photography shoot the golf

It is usually done on four 35mm slides after making as many flyovers at much lower altitudes than conventional aerial pictures. It is the only existing method of seeing the unseen and detecting the undetected. It can reveal:

- · Irrigation system patterns, leaks and underground water-flow
  - Drainage problems.
  - · Photosynthetic changes in

help discover areas susceptible to stress, disease and insects.

· Rocky areas.

Infrared helps us see what is not visible to the naked eye. It can also measure the photosynthetic rate, not heat. All healthy plants reflect 88 to 92 percent of the infrared rays from the sun.

The cost is about \$1,800 for a 150-acre site. The hardest part of infrared photography is interpreting the film. The most renowned - and perhaps only

soils and all kinds of vegetation to trained professional - who takes his own pictures and then interprets them is John Seid, formerly of Innova Corp.

Seid interprets his photos with the superintendent, who can help him with plant types, history, etc., on existing courses, and with architects on newly planned

Further information is available from Jim Raden of J.W. Raden Enterprises in Akron, Ohio, at 216-

## Supers share feelings on mortality study

David Gardner, Eagle's Landing Golf Club, Stockbridge, Ga.: I'm not concerned with it one bit. If I were a super 20 years ago, when they were using all those mercury compounds and arsenic compounds for insect control, it would be different. But these days, with integrated pest management, if you follow the rules and read the labels, you should have no problem.

Beside, I haven't personally applied a pesticide in five years. I have somebody else doing that.

Personally, I have changed my philosophy on pest management. I am a curative type of person now. I wait for a problem and then I try and address it. We have not sprayed a broad-spectrum or pythium product in five months. Five or six spots of brown patch is not a problem... I wait for a population that justifies putting an insecticide out.

That's my theory. Some other superintendents may say I'm an idiot, but my turf is healthy. And I would stack this golf course up against anyone's.

Mark Esoda, Atlanta Country Club, Marietta, Ga.: Wel without having read the report, I think there's a tremendous oportunity to move forward with the study and protect people in the industry. If there is a higher lung cancer rate, which is 30 percent higher than normal, they ought to look further and deeper into it. And I think they're doing that.

I think that, if they find a cause, it may be gasoline fumes or something surprising - who knows? They may be able help protect people in other industries,

Larry Wood, Oak Cliff Golf Club, Dallas, Texas: I'm not worried about I'm very confident in my program

I was born and raised on a farm and I've worked with chemicals all my life - long before EPA and all the regulatory agencies got involved. I was raised to use them in a safe way. Chemicals are a lot like automobiles. It all depends on how you use them. If you drive safely, go 55 miles per hour and mind your business, you've got nothing to worry about.

## This publication gives you good reading, good writing

## and good arithmetic.

We present the information in our articles clearly, accurately and objectively. That's good writing. Which means good reading.

We present the information in our circulation statement clearly, accurately and objectively. That's good arithmetic.

BPA International helps us provide precise and reliable information to both advertisers and readers.

An independent, not-for-profit organization, BPA International audits our circulation list once a year to make sure it's correct and up to date. The audit makes sure you are who we say you are.

This information enables our advertisers to determine if they are reaching the right people in the right marketplace with the right message.

The audit also benefits you. Because the more a publication and its advertisers know about you, the better they can provide you with articles and advertisements that meet your information needs.

BPA International. Circulation Intelligence for Business & Consumer Media.

270 Madison Avenue, New York, NY 10016, 212-779-3200.

