

Get ready for GIS 2011

Sneak peak product previews and our insiders' guides on what to expect this year in Orlando.

It's been quite a year since the 2010 Golf Industry Show in San Diego.

Crazy, unpredictable weather, a struggling economy, stagnant rounds, uncertain futures – it can make even the most optimistic turf pro scratch his head and update his resume.

Luckily, the annual Golf Industry Show is a great way to not only reconnect with your colleagues, but also to get a sense of the hot-button issues turf professionals like yourself will be facing in the coming year and the direction the industry is going, both in the near- and long-term.

On the next few pages GCI provides you a sneak peak of some of the new products the industry's leading manufacturers and suppliers will be debuting and featuring

this year in Orlando. Make sure you stop by their booths and let them know you saw their products first in this issue of Golf Course Industry.

Also, GCI insiders Monroe Miller, Tim Moraghan and Brian Vinchesi provide you with their thoughts on what to expect at this year's big industry show.

And back by popular demand, GCI's crew of columnists and personalities will be holding office hours during the show. So stop by Booth #901 and say hello. And make sure you check your email during the show for GCI's latest dispatches and videos from the show floor.

So lace up a comfortable pair of shoes and pack your mouse ears. We'll see you in Orlando. – *The Editors*



HUSTLER 1500 RIDING GREENS MOWER

BOOTH #2618

- Easy to maintain and operate
- Reliable Briggs & Stratton Vanguard engine
- Easy to adjust cutting units
- Lightweight and versatile all in one package
- Superior cut quality every time

www.hustlerturf.com

SANDMAT SM350 ULTIMATE

BOOTH #1260

- The ultimate in sand stabilization and contamination prevention
- Keeps out rocks and fines to protect and preserve bunker sand
- Industry exclusive dual density architecture
- Widest rolls in the industry means less seams, less staples, faster installation and less waste
- 10 year warranty

www.SandMat.com

SandMat
Bunker Liner

WIENMANN NORTH AMERICA TERRA GROOM

BOOTH #2023

- Groomer/drag brush suitable for brushing in sand and other top dressing materials on golf course greens and fairways
- Design and placement of the brushes allow for consistent distribution of sand and other top dressing materials
- Combination of zigzag brushes with a straight row of brushes in the front and rear of the brush prevents streaks (lines) of sand left by most brushes when turning
- Leaves a clean surface with just one pass.
- Less expensive and about 25 percent lighter than Wiedenmann's heavier Terra Brush; however, the R&D results have been similar



www.terraspikeusa.com

PENN STATE



World Campus

PENN STATE WORLD CAMPUS MASTERS OF PROFESSIONAL STUDIES IN TURFGRASS MANAGEMENT

BOOTH #679

- Complete course online
- Sharpen your communication and financial management skills
- Learn to plan and implement projects and direct personnel
- Prepare yourself for the challenges of managing a multidimensional turfgrass facility

www.worldcampus.psu.edu/mps

QUALI-PRO ISOXABEN 75 WG

BOOTH 1931

- Up to 8 months of selective pre-emergent control of broadleaf weeds with a single application.
- Performance proven on both cool and warm season turfgrass and in the ornamental, landscape and nursery markets.
- Proven pre-emergent control of 95 broadleaf weeds
- Stops weeds at germination – before they grow
- Excellent tank mix partner with labeled fungicides, herbicides and insecticides
- Labeled for use on turf and hundreds of ornamentals

www.quali-pro.com



Tim Moraghan previews the 2011 GIS

What to expect from this year's GIS?

There will still be an air of caution among all GCS's. This will be a combination of poor budgets, lousy weather and an industry which continues to slide in the economic arena we are currently in. Though the market is finishing on an upward trend clubs are still failing and the daily grind of trying to cut back and still provide a high level of conditioning will frustrate the GCS. Many will be deciding on whether or not to continue in this profession which those outside the ropes do not understand. Plus the older the GCS becomes the harder it is to compete whether due to age or cost of employment.



Moraghan

Weather. No GCSAA CEO. Loss of turfgrass, budgets and the scarcity of quality jobs. Throw into this mix the reduction and lack of quality water sources. Maybe even Tiger Woods and how Élin was player of the year based on her wedge game, or at least the leader on the money list.

Top topics of conversation when the attendees leave?

A renewed sense of camaraderie based on the fact that we are all in the same boat and a unified attempt to make golf affordable through stable conditioning, better on-course management and the newest, cost-saving pieces of equipment. Also, I expect there will be some buzz about the improved weather forecasting equipment for the golf course and more education opportunities for the non-agronomic members of the club.

- Exploration of new job opportunities overseas
- Reasons for a shrinking job market within the US
- Opportunities to grow the game for young, old men and women
- Increase networking opportunities
- Improve your abilities to meet the challenge of an ever decreasing quality job market
- As always, new and improved agronomics for better turfgrass

What are the top topics of conversation among the attendees when they enter?

What attendees will be expecting to accomplish form this year's GIS?

GIS trends – good or bad?

The loss of the CMAA and its membership. For years the GCSAA toted the joining of forces between themselves, the PGA and now the CMAA. By losing the CMAA in the midst of a general decline in golf participation will eventually hurt and set back the team aspect among golf's professional bodies to assist in rejuvenating this game. – *Tim Moraghan is the author of GCI's "Outside The Ropes" column.*

500,000 GALLON BIODEGRADABLE AQUASPHERE PRO

BOOTH #2636

- Easy to use
- Great for irrigation ponds
- Reduces sludge
- Eliminates odors
- Greatly improves clarity
- Safe for people, pets and fish

www.bioverse.com



AQUATROLS REVOLUTION

BOOTH #653

- Balances moisture in the rootzone under wet or dry conditions
- Produces drier, firmer putting surfaces
- Allows deep and infrequent irrigation without sacrificing playability
- Dramatically reduces the need to hand water
- Strengthens plant's natural ability to withstand stress and disease pressure

www.aquatrols.com



DURATION CR MICRO- AND MINI-SIZED FERTILIZERS

BOOTH #1419

- New DURATION CR Micro- and Mini-Sized Controlled-Release Fertilizers give

you more flexibility and options for your nutrient programs

- Micro- and mini-sizes help deliver more cost-effective potash from tee to green
- Advanced generation polymer-coating technology provides steady, long-lasting potassium, which promotes increased plant health, so turf stays in top condition
- Enhanced efficiency allows you to reduce applications and total nutrient applied per year, which is good for the environment and your annual fertilizer budget
- Smaller granular sizes penetrate the tightest turf canopies to prevent mower pickup

www.agriumat.com/us/duration

FIRST PRODUCTS VC-60 VERTI-CUTTER

BOOTH #1110

- Carbide tip blades
- Patented swing hitch
- Up to 1 1/2 inches deep
- Easy height adjustment
- Belt-driven
- 2-inch spacing

www.1stproducts.com





RAIN BIRD 751 ROTORS
BOOTH #1400

- Rapid-Adjust Technology featuring MemoryArc makes it possible for superintendents to easily and quickly adjust watering on greens, fairways or roughs as needed
- Simple, top-adjustable rotation settings retain the

memory of their part-circle arc setting when shifting between full- and part-circle operations for quick, dry arc adjustments for the life of the rotor

- Backward-compatibility with every EAGLE Rotor manufactured since 1992 means that many superintendents can simply drop the new 751 Rotors into their existing rotor cases, saving both time and money
- Field and laboratory tests have found 751 Rotors to be up to 23 percent more efficient than those offered by the next-closest competitor—with durability that helps the rotors last up to 10-times longer

www.rainbird.com/golf



SILVER STREAK TRIMMER LINE COLLECTION
BOOTH #1253

- Announcing three all new and distinct Silver Streak trimmer line brands: The Core, The Fire and The Edge
- The Core is an extremely durable line with a dual core and round shape.
- The Fire is an efficient red, round shaped line manufactured with durable copolymer
- The Edge is a hexagonal shaped green line with six cutting edges, giving a clean cut that leaves a professional finish and a healthier lawn
- Each trimmer line will have retail ready labeling and packaging, featuring a multi-spoke design spool for additional strength
- Spools have netting to prevent the line from unraveling

www.stens.com

UNDERHILL GULP SYRINGE DE-WATERING PUMP
BOOTH #541

- New Gulp Syringe pump removes water from sprinklers or valve boxes can be used for spa and fountain clean-out or plumbing and pipe repair
- Features a 12-inch clear plastic chamber and pumps up to 12 ounces per stroke
- Constructed from heavy-duty, corrosion-proof materials and has stainless-steel shaft for reliable performance
- Self-priming and easy to clean. Inlet and exit caps twist off for rinsing and dual wiper seal can be replaced
- Pump chamber is so strong it can withstand damage from accidental "run-overs" by carts or trucks

www.underhill.us



Looking Ahead to 2011 GIS

Over the years, I have observed golf course superintendents are pretty much an optimistic group with a low tolerance of gloom and doom; I would put myself in that group, too.

Nonetheless, I suspect 2011 GIS attendance will be lower again. Golf courses are still struggling, and younger families are, too. What in past years has been a great opportunity for a pre- or post-conference family vacation will be less so this year. The Disney theme parks are a huge draw, but economic considerations will prevail.

And many companies are experiencing tough times; leading to what could be a somewhat reduced roster of exhibitors. Those with only a tangential application to golf turf will be completely gone.

Even though the show may be smaller, attendees will leave delighted with the experience and grateful for the opportunity to be there. The seminars will be well attended and the overall educational opportunities simply cannot be found in one place anywhere else.

There is a chance some superintendents will shorten their stay by a day or two to save money; to compensate; their schedules will be packed to the maximum. Everyone will be looking for and listening to ways to reduce their costs even more, through conversations with colleagues, manufacturers and suppliers.



Miller

Since my first conference and show in 1973 until couple of years ago, the GIS experienced significant growth; it has more or less followed our national economic growth. Since we are a depressed national economy these days, it is no surprise our attendance is also down. No doubt other conferences in other professions have experienced the same. But for those of us who are fortunate enough to attend, it will be an awesome few days, both as a practical matter and as an inspiration. —Monroe S. Miller is a columnist and frequent contributor to GCI.



PBI/GORDON ZYLAM 20SG SYSTEMIC TURF INSECTICIDE
BOOTH #852

- Controls root- and leaf-feeding insects
- Labeled for all turfgrass areas
- Moves from the soil into the plant
- Rapid translocation
- Residual systemic control
- For tough turfgrass insects
- Knockdown activity
- Low-odor
- Convenient 1-acre packaging

www.pbigordon.com/Zylam

SPREAD IT & FORGET IT
for greener turf all season long

SPREAD IT & FORGET IT
BOOTH #1419

- Spread it & Forget it, Driven by DURATION CR, is a new controlled-release fertilizer that feeds turf for six months or more with just one application.
- Single application delivers green, healthy turf for 6 months of beautiful playing conditions
- Available in a 190 SGN size, perfect for fairways and roughs
- Reduced applications saves you time and frees up labor for other important tasks
- Enhanced efficiency allows you to use up to 40 percent less nitrogen per year, which is good for the environment.

www.spreaditandforgetit.com

Irrigation and GIS

Irrigation at GIS this year is not expected to have the buzz that happened in 2010 when there was the introduction of new control systems.

There are however some major enhancements to several manufacturers sprinklers that will be showcased. These include a second part/full sprinkler on the market and several variations of "attached decoders."

Since golf irrigation sales are not very brisk in many parts of the country, the research and development has decreased for most manufacturers and they are concentrating on fine tuning and enhancing current product offerings. Look for more companies selling moisture sensing solutions and some talk about their usefulness and effectiveness among attendees. Many superintendents

will be looking at what they can do to upgrade their irrigation systems and to make them more water efficient and versatile without spending lots of dollars. How to get projects such as irrigation off of hold will also be a subject of discussion.



Vinchesi

Those superintendents and owners stopping to look at equipment will be more serious than in the past, as they try to do more with less. Expect to see less local distributor personnel in the major manufacturer's booths, but their will still be plenty of sales people to answer your irrigation questions.

– Brian Vinchesi is GCI's irrigation columnist.



JOHN DEERE GOLF SL WALK GREENS MOWER BOOTH #2001

- Line includes models 180SL, 220SL and 260SL
- Adjustable height of cut from one point on either side of the mower cutting unit
- 70 percent reduction in steps

needed for height adjustment

- Patented front roller bracket to quickly change roller to meet changing conditions
- Optional push brush attachment that helps stand up grass prior to cutting, providing a more pronounced stripe

www.johndeere.com/golf

VISION PRO ADVANCED VISUAL SPRAY APPLICATION AID AND UV RESISTANT TURF COLORANT BOOTH #2017

- Achieve uniform applications of plant protection products with the added feature of a long-lasting natural green turf color
- Resistant to adverse effects of prolonged UV light exposure
- Tank mixable with a variety of pesticides
- Specially formulated to be pump-seal friendly
- Take pride in your turf's enhanced color and uniform pesticide applications with Vision Pro application aid.



www.beckerunderwood.com



MTD FOAM MARKERS BOOTH #1842

- So you know where you have been
- Save on chemicals
- Spray fast
- Eliminate gaps and overlaps
- Foam marker models for all sprayers
- Push, pull and self propelled
- Sizes for boom widths up to 40 feet

www.richway.com



TURFCO WIDESPIN 1540 EC TOPDRESSER BOOTH #2740

- Gives an accurate, wide range of applications with the least amount of adjustments due to patented WideSpin technology and a unique electronic controller
- The controller allows you to dial in and set three custom application rates from ultra-light to super-heavy, ensuring a consistent spread every time

- The industry's only topdresser that provides the greatest range of spinner angle, both up and down, for up to 40-foot ultra-light applications or angled down for even better turf penetration
- Adjustable belt and spinner speeds, spinner angle and a metering gate give you precise control
- Includes Turfco's industry-leading, three-year warranty

www.turfco.com

Tourney

FUNGICIDE

TOURNEY FUNGICIDE BOOTH #1800

- Provides golf course superintendents with a versatile and effective tool in the fight against tough diseases.
- Tough on a broad spectrum of diseases, including brown ring (Waitea) patch fairy ring, grey leaf spot, necrotic ring spot, summer patch, snow mold, take-all patch and others
- Proven to provide control of the "Big 3" turf diseases—anthracnose, brown patch and dollar spot
- One of the most active fungicides on the market,

meaning superintendents get fast and effective control of the diseases that plague their turf

- Effective in early season, spring and fall, providing flexibility and value for budget-conscious superintendents
- Synonymous with exceptional turf quality
- Applied at low-use rates, meaning less stress on turf and less environmental load

www.valentpro.com