

Good people



From left: Don Smith, President; Scott Taylor, Chief Engineer; Bill Kenny, VP Engineering and Manufacturing and the new Smithco Sweep Star P-48 Turf Sweeper.

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Ted Smith,
founder of Smithco

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rake maintenance forever. Today Smithco, the company he founded, continues to operate as a family business. And every year we still come up with new products packed with new ideas to help make golf maintenance easier.

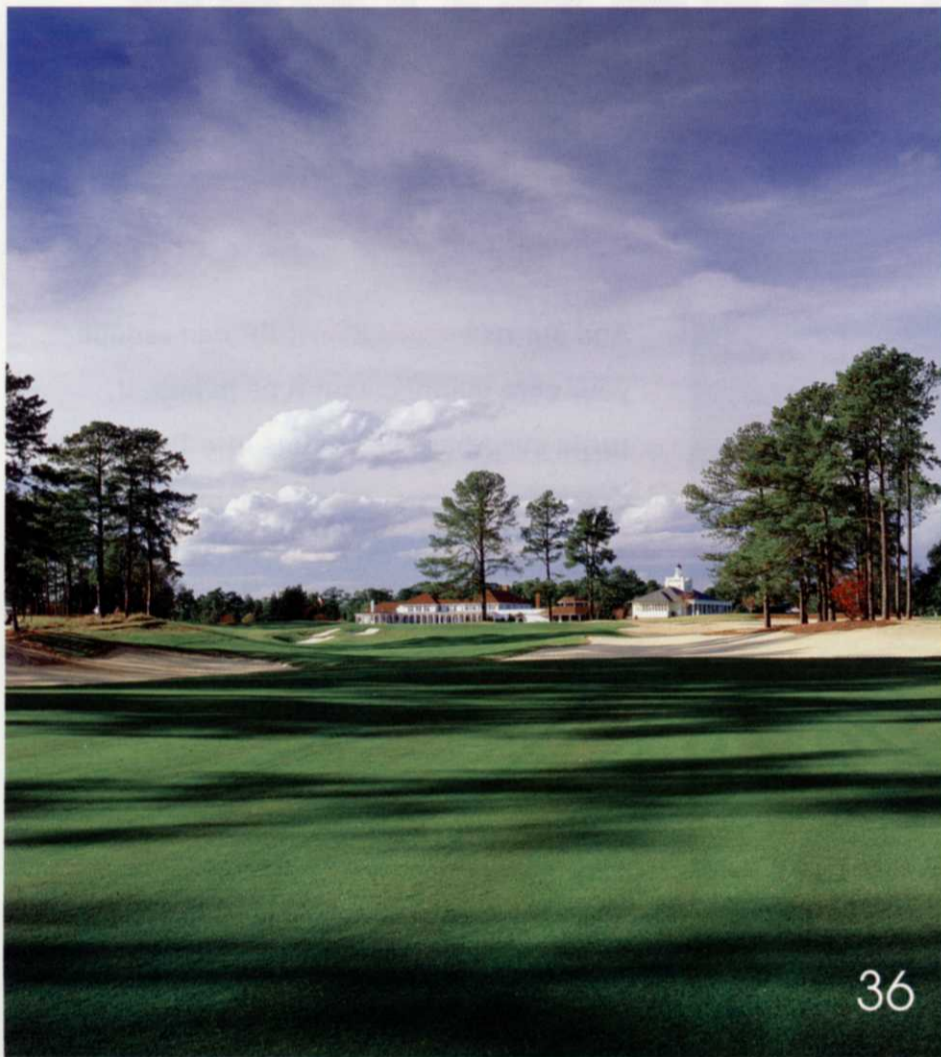
Take the new **SWEEP STAR P-48 TURF SWEEPER**. It comes in two models and its



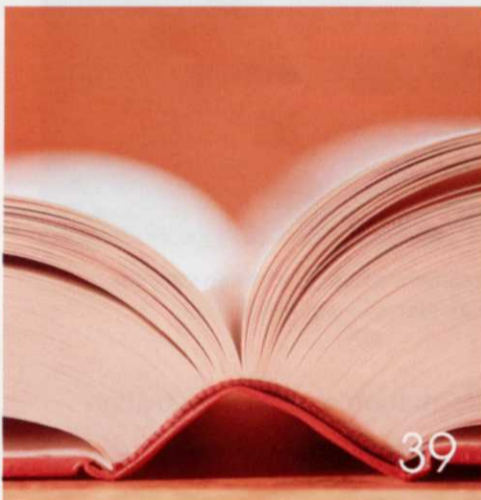
After aeration.



After one pass with P-48 Sweeper.



36



39



32



42

Personnel management: cover feature

STAFF REVIEWS AT PINEHURST

36 At Pinehurst, establishing an extensive employee evaluation system helps superintendents keep track of employee performance, manage their staffs and identify leaders.

Career management: features

32 **IN THE BALANCE**
Steve Renzetti, CGCS, golf course superintendent at Quaker Ridge Golf Club in Scarsdale, N.Y., plans ahead and hires compatible assistants to help him achieve stability between home life and work.

39 **UP TO SNUFF**
In the constantly changing environment of golf course management, superintendents need to further their education to do their jobs effectively and remain competitive.

Design solutions: feature

42 **DEVIL'S THUMB**
Planning and building an affordable course, such as Devil's Thumb in Delta, Colo., that can be financially successful in today's golf market in no easy task.

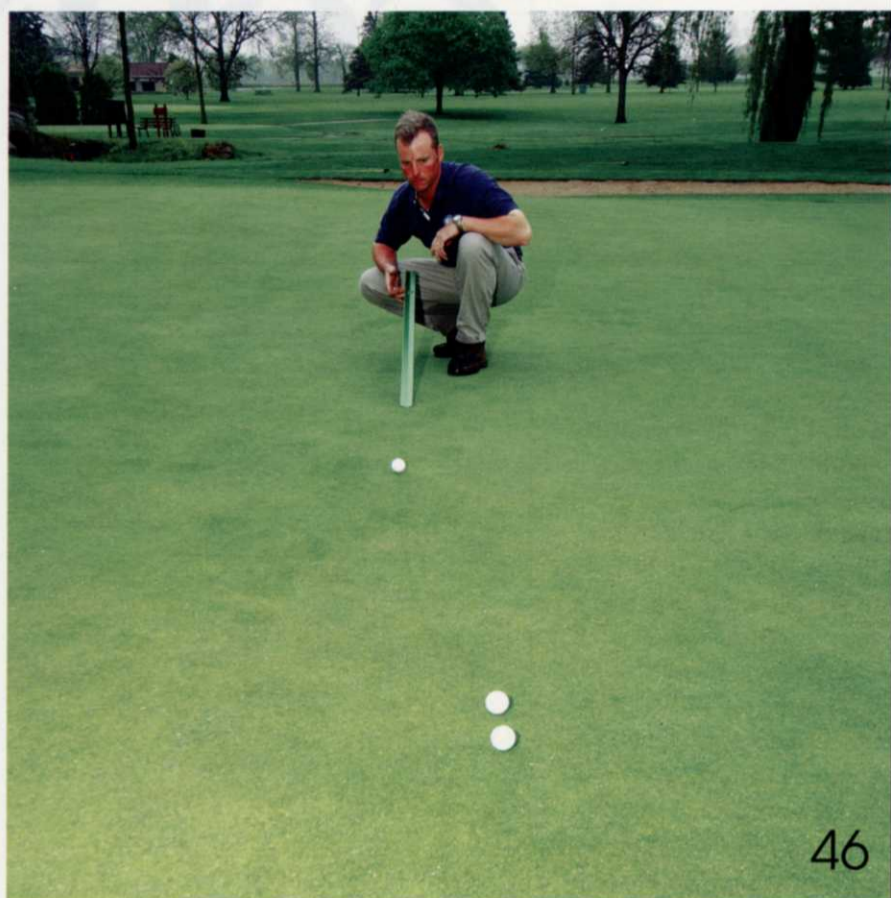
Course operations: feature

46 **FULL SPEED AHEAD**
Managing the modern putting green for demanding golfers is as much an art as it is a science. Increasingly, performance expectations are challenging superintendents' skills, pushing biological boundaries and stretching budgets.

Course maintenance: features

51 **MANAGING NATIVE GRASS**
Native grasses on golf courses have become en vogue during the past 25 years. Irrigation, species selection and seeding rates ensure native grass benefits aren't outweighed by drawbacks.

55 **TRIPLEX MOWERS**
Getting the job done faster on greens is probably the greatest advantage of triplex mowers. They offer golf courses increased productivity and a quality cut.



46



51



55

Up front: in every issue

- 6 EDITORIAL**
It's your business
- 8 LETTERS TO THE EDITOR**
- 10 INDUSTRY NEWS**
- 24 MARKET UPDATE**
Golf facilities revenue
- 63 PRODUCTS**
- 69 ADVERTISING INDEX**
- 70 MAKING A DIFFERENCE**
USGA's grants initiative

Columnists:

- 26 MARKETING YOUR COURSE**
Jack Brennan: Contests inspire results
- 28 DESIGN CONCEPTIONS**
Jeffrey D. Brauer: Greens in renovation
- 30 ADVANCING THE GAME**
Jim McLoughlin: Why they quit the game

Research updates:

- 52 MANAGEMENT OF WHITE GRUBS AND ANTS**
- HEAT TOLERANCE IN BENTGRASS**
- RAPID BLIGHT BIOLOGY**

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Roger Stanley
Editor-in-Chief /
Associate Publisher

It's your business

Golf course manager Bob Farren, CGCS, of Pinehurst believes in mid-season employee reviews (see "Measuring success" on page 36). Mid-season reviews allow employees to make meaningful changes during the season when it counts most.

But the challenge to mid-season reviews is *making* the time when there is no time.

I suggest that right now, when you are the busiest, is the best time to do some big-picture planning for 2005. Right now you're acutely aware of what needs fixing with your staff, equipment and course. Postponing planning until fall or winter means forgetting the details and possibly justifying the reasons to leave things the same.

Deciding to plan significant changes can be as simple as carrying a pocket sized note pad during the week to jot down ideas as they come to you and setting aside some time each week just to think.

Summer is a hectic time in the publishing business as well. In addition to all the "normal" work, this is the time of the year when we get invitations to numerous golf outings and manufacturers' product demonstrations. It's also the time when staffing becomes an issue because of vacations. On top of that, this is the time when we begin planning our editorial content for the coming year.

When work gets wild, the phrase "working *on* your business" comes to my mind. The phrase was coined by Michael Gerber, a business consultant and author of the bestseller, "The E-Myth." The central principle in the book is that three types of people are needed in any business—the technician that performs the tasks, the manager that manages the technicians and the owner who directs the business.

The "myth" in "The E-Myth" is that technicians and managers who are good at a jobs can start their own business—the entrepreneurial dream. For a golf course superintendent, for example, this might mean deciding to become a turfgrass consultant. Unfortunately, technical skill alone doesn't ensure success. More than 90 percent of all business start-ups fail within the first five years.

Gerber's solution is that businesspeople need to spend some time working "on" their business, not just doing the day-to-day tasks and getting caught up in pressing manage-

ment issues. Working on your business means taking the time to see the problems clearly, then planning to take advantage of the opportunities to get things done faster, better and cheaper.

Getting caught up in the day-to-day job is as big a problem for managers as it is for owners. Gerber addresses this in another book he wrote, "E-Myth Manager." He contends that managers will be happier and more productive if they adopt the mindset their department is a stand-alone business and they own it.

For example, imagine the owner of the golf course at which you work decided to eliminate your position and your maintenance staff because next year course maintenance will be handled by an outside service. The course owner wants you to provide him with a proposal encompassing everything needed to maintain the course for the coming year. He wants a bid that includes all materials, equipment and overhead. Your bid has been accepted, and you won the contract for the coming year.

Under this scenario, nothing has changed in the sense that you would still be doing the same work you did the year before. But at the same time, everything would have changed. Now you work for yourself. If you do all the work and come in under budget, you get to keep all the money. But if you go over budget to get all the necessary work completed, then you have to pay for it out of your own pocket. Taking this view probably changes the way you think about maintenance requirements, staffing needs, management systems and your responsibilities.

In the real world, Gerber says taking on the ownership mindset revolutionizes what department managers do, how they do it and how happy they are in the process. His contention is that the manager who thinks and works like the owner—even though they're not—makes improvements that echo throughout the organization.

Approaching your job as the "owner" helps you avoid the trap of working in your business versus working on it. It's easy to get too involved with working on tasks and management issues that need to be addressed and fail to work on directing the business. But that's what's needed if lasting progress is the goal. Having an owner's view also means making the time to plan, even when you don't have the time. GCN

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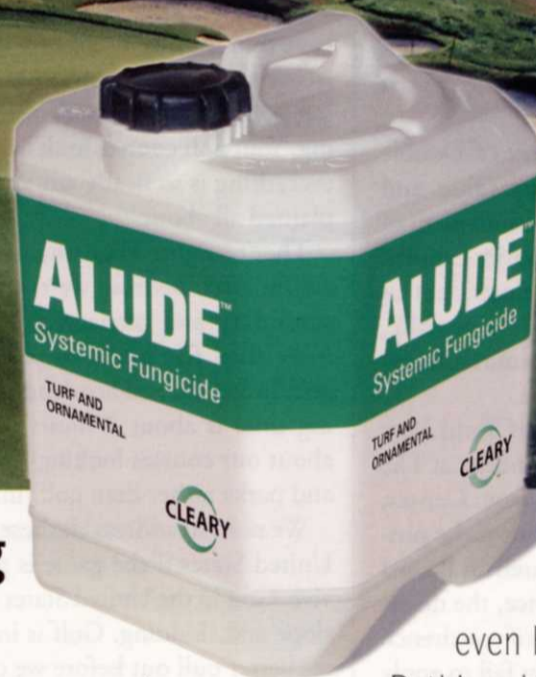
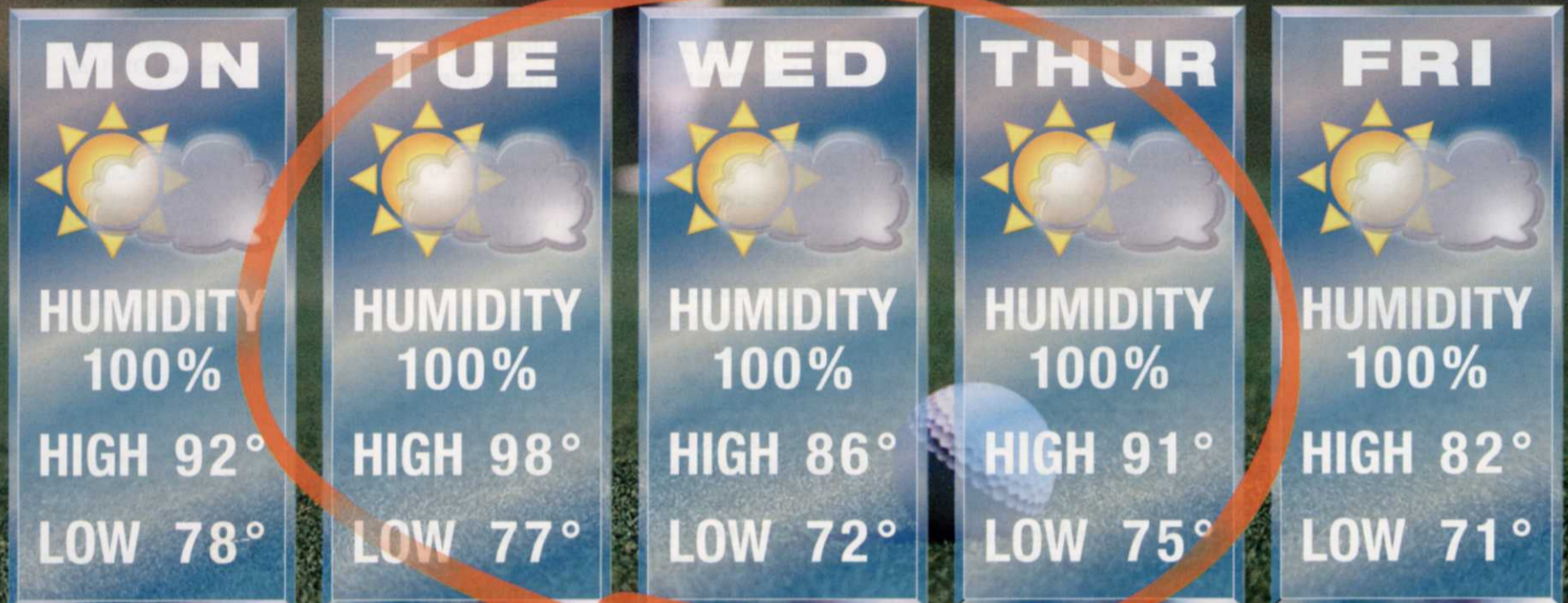
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An applicator spot treats moss, thoroughly soaking the spot until it puddles with the mixture.

Moss control revisited

I would like to clarify some of the information presented in the article, "Moss control on greens," by Kevin Ross in the April 2004 issue. First, the moss treatment procedure developed at the Sharon Golf Club and referred to in the article doesn't involve drenching the green as shown in the photo used. The procedure we have used successfully involves spot-treating moss using 4 ounces of Ultra Dawn mixed with one gallon of water and applied with a one- or two-gallon hand pump sprayer. The applicator thoroughly soaks each moss spot until it puddles with the mixture by holding the nozzle about 1 inch from the surface. When this proportion of mixture dries, the moss dehydrates, which kills the plant. Adding extra water or drenching the surface of the green with water only dilutes the mixture and nullifies the desired result.

Second, conditions needed for the desired result are full sunlight and temperatures between 60 F and 80 F. Under such conditions, we've experienced no damage to the surrounding Bentgrass or *Poa annua* turf. The moss will turn an orange-brown color within 24 hours. The surrounding Bentgrass spreads over the top of the dead moss in a week or two. If the application is made as we have stated above, the desired results have been consistent.

Todd Voss, superintendent of Double Eagle Golf Course in Galena, Ohio, and Tony Mancuso, former superintendent of New Albany Country Club in Columbus, Ohio, and now superintendent at Bellerive Country Club in St. Louis, Mo., also have experienced excellent results using the described procedure.

Finally, it's the opinion of Todd Voss and Frank Dobie, superintendent at The Sharon Golf Club in Sharon Center, Ohio, that failures may result if the procedure, as we have stated, aren't followed exactly. From our experience, the detergent mixture won't kill moss if you drench it with extra water, or if you fail to apply enough mixture to wet the base of the moss plant. Boom spraying has been shown to discolor the moss, but will not kill it because there isn't enough volume to penetrate to the base of the plant.

You can obtain a copy of our procedure for the treatment of moss by sending an e-mail to SharonGC@gte.net.

DAVID WILLMOTT
Assistant Superintendent
The Sharon Golf Club
Sharon Center, Ohio

Editor's Note: The Sharon Golf Club in

Sharon Center, Ohio, was listed incorrectly in the previous article as being in Pennsylvania.

More about moss control

You provided valuable insight on a prominent recurring issue. Well done. One of the clubs I currently am consulting for is the Country Club at Muirfield Village. They have had a moss problem during recent years. Last fall and throughout the winter, they increased their granular sulfate of potash levels, and we are seeing some good results. So far this spring, we have found only two dime-sized spots on all of the greens! We think it's a major contributing factor.

MIKE MCBRIDE
Agronomist/renovation services
Nicklaus Design
North Palm Beach, Fla.

U.S. courses are overdone

After 26 years in the U.S. Marine Corps, Jack Nicklaus hired me to be his design coordinator on one of his courses in Japan, the Komono Club. I've been in the golf business ever since and am now the U.S. Army's training area manager in Hawaii.

My travels to Scotland and Ireland have led me to believe that we in the United States, as the folks in Ireland and Scotland have told me often, "all love the game but have ruined it with the way you play, driving golf buggies around instead of walking. Your golf courses look like cemeteries, everything is so neatly cut and flowers are planted all about."

They're right. High maintenance costs are incurred because we cut the primary, secondary and tertiary roughs. It takes more than five hours to play a round of golf. In Ireland and Scotland, average walking time is about 3 hours. They're right about our courses looking like cemeteries and parks rather than golf links.

We need to address all these items in the United States if the game is going to survive. Golf in the United States is on a down slope and skidding. Golf is in a spin, and we better pull out before we crash.

KEN ZITZ
Training area manager
U.S. Army
Oahu, Hawaii

CLARIFICATION

The 2003 Superintendent of the Year Award presented to Paul Voykin of Briarwood Country Club in Deerfield, Ill., was sponsored by Golfweek's SuperNEWS. *Golf Course News* failed to credit SuperNEWS for use of the photo of Voykin in the April issue.

GOLF COURSE NEWS

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Industry News

Rounds increase during first quarter

Jupiter, Fla. - Rounds of golf increased 5.3 percent nationwide during the first quarter 2004, according to the National Golf Foundation and Golf 20/20. Traditionally, the first quarter accounts for about 15 percent of total annual rounds.



Regionally, the Northeast and Mid Atlantic achieved strong gains during the first quarter, partly because of having more play days—10 more days on average in the Northeast and four more in the Mid Atlantic. The Mountain region, which had the sharpest percentage decrease (-5.0 percent) for the quarter, also had fewer play days—an average of 10 fewer days open in the region.

Beyond a consideration of weather, there's evidence rounds increased because rounds per play day increased 11 percent during the quarter. An increase of rounds per play day indicates an increase of new golfers, an increase of rounds by existing golfers, or both.

"We're seeing gains in activity not just due to weather but also due to a fundamental growth in demand—the increase in rounds per play days," says Joe Beditz, president and c.e.o. of the NGF. "We have three-quarters of the year left, but it's nice not to have to dig out of a first-quarter hole."

The report is available at www.ngf.org and www.golf2020.com. Data is based on a survey of more than 1,100 golf facilities conducted by the NGF during the first quarter of this year. Data is weighted statistically to be representative of all U.S. golf facilities by region, type (private/public), number of holes and price point.

Pesticide market research study completed

Mendham, N.J. - Specialty Products Consultants completed a research study of the professional turf and ornamental pesticide market in the United States. More than 1,000 golf course superintendents, lawn care operators and ornamental plant producers were surveyed.

As part of overall turf management in the United States, 1.1 million acres of

turf are being managed by golf course superintendents. Those surveyed said they made an average of more than 14 fungicide applications to tees and greens during 2003.

Almost \$700 million was spent this past year on fungicides, herbicides, insecticides and plant growth regulators in the markets analyzed. Syngenta Professional Products and Bayer Environmental Science are the top two suppliers to the professional turf and ornamental market, according to the study. With the fungicides Heritage (azoxystrobin) and Daconil (chlorothalonil), Syngenta has more than 40 percent share of the U.S. turf and ornamental fungicide market. In the insecticide sector, Bayer's Merit (imidacloprid) is the top seller by a margin of more than 2.5 to one. Dow AgroSciences is the third largest supplier, selling Dimension (dithiopyr) and other pre-emergent herbicides.

Four of five golf course superintendents were aware of new technologies such as transgenic turfgrass (e.g., Roundup Ready Creeping Bentgrass). In regions with cool season turfgrass, about half of the superintendents said they were somewhat likely to highly likely to convert their course to this type of turfgrass. Based on the adoption rate assessed in this survey and the acreage superintendents said they would convert, it's estimated the potential value of Roundup Ready Creeping Bentgrass could exceed \$1.5 billion. The use of this transgenic turfgrass seed is pending approval by the U.S. Department of Agriculture.

The study also examined awareness, usage, and satisfaction of pesticides applied in residential and commercial lawn care, on golf courses, and in ornamental nurseries and floriculture production. For a copy of the report, call (973) 543-5195.

Web site provides information about turfgrass research

Beltville, Md. - Details and updates about the National Turfgrass Research Initiative can be found at www.turfinitiative.org or www.turfresearch.org. The \$32.4-million initiative is an effort among the USDA, Agricultural Research Service and the turfgrass industry. The document contains the justification for, goals and components of a national turfgrass re-

search strategy. The initiative is to educate legislators, administrators and others of the value of the turfgrass industry and the critical needs it faces.

Six research areas have been identified and incorporated into the Turfgrass Initiative: 1) improvement of water management strategies and practices, 2) collection, enhancement and preservation of turfgrass germplasm, 3) improvement of pest management practices, 4) understanding and improvement of turfgrass' role in the environment, 5) enhancement of soil and soil management practices and 6) development of integrated turf management systems.

Turfgrass program celebrates commencement

University Park, Pa. - The 45th Golf Course Turfgrass Management Program class at The Pennsylvania State University graduated March 6, 2004. Twenty-four students received their certificates at a ceremony held at the Nittany Lion Inn. Dr. Bruce McPheron, associate dean of research and graduate education and director of the Pennsylvania Agricultural Experiment Station, addressed the graduates during the commencement ceremonies. Mark Kuhns, director of grounds at Baltusrol Golf Club in Springfield, N.J., was the keynote speaker.

Course News

Spyglass Hill upgrades irrigation system

Tucson, Ariz. - Pebble Beach Co.'s Spyglass Hill upgraded its irrigation system to enhance playing conditions and help maintain its status as one of the nation's premier courses. When renovation is completed later this year, Spyglass Hill's new irrigation equipment will mirror that of the Pebble Beach Golf Links and The Links at Spanish Bay, both owned by Pebble Beach. Equipment includes Rain Bird's Cirrus central control, 500, 550, 700 and 750 Eagle series gear drive rotors, and the Freedom System handheld remote. The new system will help alleviate irrigation challenges and promote a more consistent playing course and healthier turfgrass, according to Chris Dalhamer, Spyglass Hill superintendent.