

Reelmaster fairway groomer

- Stands up turf and reduces grain for a cleaner, more uniform cut
- Improves the appearance and playability of fairways by enhancing turf health and providing consistent conditions
- Knocks off morning dew to minimize grass clumping and helps with clipping dispersion
- Available for 7-inch cutting units
- Can be used in conjunction with the company's powered rear-roller brushes

Toro

Circle 200 on reader service form



1200 hydro rake

- Handles varied course terrain, and grooms bunkers and greens efficiently and smoothly
- Equipped with a standard 3-wheel-drive, 16-hp, Vanguard two-cylinder gasoline engine
- Hydrostatic transmission offers simple control with two foot pedals – forward and reverse
- Swing-away body allows easy access to the engine and drive system for maintenance
- Features a front blade, as well as a standard rear rake, to move aeration cores or sand
- The mid-cultivator is designed to break up compaction of sand bunkers
- Available with a box grader for light surface grading and a spring steel fan rake
- Roller/brush/spiker system helps aerate root zones on greens

John Deere

Circle 202 on reader service form

Caster carts

- Functional and flexible
- Handlebar, easy-glide casters and a floor lock allow easy maneuverability, stability and access
- Built-in grip block secures the cart when used in conjunction with the pallet clamp of a stock-picking vehicle to access product in elevated pick locations
- Second cart features a low profile and a convenient spotting handle for easy movement of a standard 48-inch-by-48-inch pallet
- Carts can be used individually or linked together and pulled in a train

Rivers Group

Circle 203 on reader service form



Hose reels

- Promotes water conservation
- Reduces labor
- Improves safety and efficiency
- Extends the life of the hose
- Cart- and trailer-mounted reels provide quick mobility of hoses
- Underground reel permanently stores the hose underground so it can be quickly retrieved to hand-water drought-stressed areas

Reelcraft

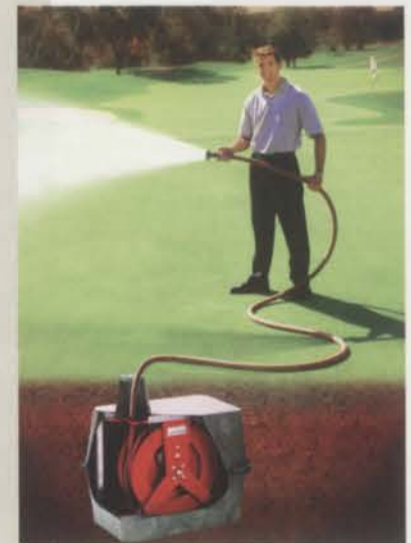
Circle 204 on reader service form

Smart-fit cup and ferrule system

- Flagsticks don't lean, rotate or walk out of the cup
- Cup sockets and ferrules don't excessively wear
- Flagsticks drop in and lift out easily without twisting
- Wide-shoulder ferrules fit better and wear less in any cup style

Standard Golf

Circle 201 on reader service form



Allectus G insecticide

- Controls turf pests above and below the surface
- 90 percent or greater control when used as indicated
- One application provides eight to 12 weeks of residual control; two applications per season for season-long control
- Effective on white grubs, billbug larvae, annual bluegrass weevil larvae, mole crickets, chinch bugs, cutworms and sod webworms
- Application of the granular form ranges from 50 to 125 pounds per acre
- Liquid and fertilizer formulations are pending registration

Bayer Environmental Science

Circle 205 on reader service form

allectus™

Echo Ultimate fungicide

- 82.5 percent spray-dried chlorothalonil fungicide
- Resuspendible in water
- Packaged in a resealable 5-pound, acre-increment container

Sipcam Agro

Circle 206 on reader service form



Basamid G fumigant

- Eliminates weeds, nematodes, grasses and soil diseases
- Can reseed in as soon as 10 to 12 days
- Contains the active ingredient dazomet, which is activated by the addition of water and breaks down into safe, non-ozone depleting components
- Nonrestricted granular formulation requires no complicated application equipment or tarps, thereby reducing labor costs

Certis USA

Circle 208 on reader service form



Liquid formulation of Heritage fungicide

- Offers enhanced efficacy and application flexibility
- Has a faster and higher uptake into the leaf, coupled with a slightly less rainfall leaf surface residue, which allows more uptake from the roots and subsequently greater delivery of active ingredient into the leaves
- Allows a long application interval of strobilurin fungicides
- Provides as much as 28 days of preventive control of more than 33 disease organisms on turfgrass and ornamental plants
- Available in 10-gallon LinkPak

Syngenta Professional Products

Circle 207 on reader service form



Precise pesticide

- Slow and consistent pesticide release
- Allows for accurate and predictable results
- Offers time and placement precision

Pursell Technologies

Circle 209 on reader service form



Lose the weeds. Keep the wildlife.



With Reward® aquatic herbicide, it's easy to have well-maintained ponds that add beauty to your course. Reward controls a wide range of submersed, marginal, and floating weeds, including certain algae species. It works extremely fast, within hours of application. To learn more, call 1-866-SYNGENTA or visit online at syngentaprofessionalproducts.com



Nitamin nitrogen fertilizer

- Ensures a steady release of nitrogen within the soil for extended periods of time
- University and golf course studies show that turf recovery/grow-in is thicker and faster by one to three weeks
- Helps turf develop with dense composition and deep root system
- Keeps turf green for months with fewer applications
- Ideal for new turf establishment, topdressing and divot repair
- Especially effective on high-traffic areas
- Low risk of turf burn
- Binds to the soil, resulting in environmental and nitrogen efficiency benefits
- Effective on a variety of turf species

Georgia-Pacific

Circle 210 on reader service form



THE NEW NITROGEN™



EBZ8000 backpack blower

- The 4.6-hp, 72-cc strato-charged, two-cycle engine doesn't need a catalytic converter
- Air speed is 203 mph
- Weighs 24.9 pounds
- FreeFlow system protects the blower's mechanics from leaves and other debris
- FreshFlow two-stage air cleaner protects the engine from dust and dirt, preventing overheating and piston seizure
- Air-cooled back pad with lumbar support, extra-wide shoulder straps and left or right hand throttle available for the operator
- Waist belt included

RedMax

Circle 213 on reader service form

TurfBreeze fans

- The TB-30-3 model is a 3-hp fan
- Provides 130 feet of air throw, while maintaining the small fan size
- The TB-36-3 model is marginally less quiet and matches the TB-36Q's throw and air volume at a cheaper price

TurfBreeze

Circle 212 on reader service form



SGN100 fertilizer

- MU-40 controlled-release nitrogen
- Designed for high-maintenance turfgrass mowed at 1/2 inch or less
- 90 to 100 SGN sizing allows better penetration into turf canopy
- Covers 10,000 square feet

Howard Johnson's Enterprises

Circle 211 on reader service form



PondPak aquatic pesticide

- Controls excessive aquatic weeds, algae and nutrient overload
- Comes with Sonar Quick Release aquatic herbicide
- Includes Captain algaecide, Revive biological water clarifier, blue pond colorant and a pH test kit
- Available in 1/2-acre and 1-acre sizes

SePRO

Circle 214 on reader service form



(continued from page 29)

ket and underestimating their actual rounds and what the actual yield per round will be. There are many bad projections out there, and they've gotten many developers in trouble. The unfortunate thing is that many times golfers are unwilling to pay the green fees you need to make your project viable.

Q What mistakes do you see other builders make?

Some builders are succumbing to the fact they need a job so bad they're taking the work for less money than they ever have before. Their margins are so thin they can get into trouble. Most golf course contractors self perform 60 to 80 percent of the work. If you get one of those bad jobs and you didn't have enough margin in that job to begin with, you can get into financial trouble. We haven't done that at Landscapes Unlimited. We have a margin structure that if we can't make a reasonable profit, we won't take the work.

Fortunately, not everybody is dropping their prices. If everyone's bid is within 2 percent to 4 percent you feel pretty good about it, but I've seen so many bids in the last year where somebody might be 15 or 20 percent lower, and we don't have that kind of margin on a job. The problem in this case is that everybody loses. We lose because I didn't get the job, the contractor that got the job is probably going to lose money or maybe go out of business, and at the end of the day if that happens, the owner loses because the project won't get done on time if at all, and they will struggle to get their project open on time.

Q Other than price, what's important in the bidding process?

The staff. It's easy to find new people to do a job today because there are many guys looking for work. However, they're an unknown quantity, and having a staff that has worked for a company for some time is important.

And then there's the schedule – is it realistic? Is the contractor telling an owner he can get it done by an unrealistic date? The worst thing that can happen as an owner is to get done late because you might miss your market by a year. Those are two real important things. And the contractor you're hiring – what is their track record, what have they done in the past, can they perform and what are they going to do when the project gets in trouble, e.g., bad weather and tough conditions – can they step up to the plate and accelerate the work to get it done no matter what it takes? There are a lot of contractors that don't have a history of doing that.

Q What's the biggest thing you've learned throughout the years?

Hire the best people you can find – people with a passion for the golf business. Surround yourself with people smarter than you. Hire people that know the parts of the business that maybe you're not as good at or doesn't

business about 28 years, and I'm proud to say that almost all of the clients we've worked for would say good things about us.

Q What's your favorite golf course you've built?

Well, it's not always just the golf course. It's the experience. It's the people that we've

“Some builders are succumbing to the fact they need a job so bad they're taking work for less money than they ever have before.”

interest you. My biggest success in business has been the people that I've hired and surrounded myself with.

Q Is there an aspect of building golf courses that's consistently difficult?

The biggest complication is schedule. We're rarely given enough time to do the project the way it should be done. If you're starting out on a project that should take nine months and you're given six, that project isn't going to be fun. This is a business that we're in because we like it, and if you have to do a project in which you are under then gun from day one, it isn't fun. It all comes down to schedule, and it's the most important thing to the owner.

The owner can't underestimate how valuable it is to hire somebody who's committed to getting your project done when you have to have it done. Carrying costs on a golf course for an extra eight months to a year can cost a project well over a million dollars more than a project that gets done on time. If you're out here in Palm Desert and you're not open by Dec. 1 and you don't open until April 1, you've missed the entire season, and now you have to maintain and water that golf course for another eight months before you have a decent market again, so getting done on time is critical.

Q What's the key to being a successful builder?

Resiliency, doing quality work, doing the simple things well and doing the things you tell the owner you're going to do. We won't take on a project in which we can't perform. Many times the schedules aren't reachable, so we don't take those jobs. It's important to make sure the owner is happy. Be honest and straightforward with the owner. We lose projects from time to time because we're dreadfully honest to the owner. I've been in

worked with. My favorite is Sutton Bay in Agar, S.D. It's near and dear to me because I was so involved in it's development, finding the partners, decorating the clubhouse. It's a beautiful piece of land. It was a labor of love.

Another would be Caves Valley in Baltimore. It's a wonderful golf course, but as wonderful as the course, are the people that we worked with when we built it. It's one of the first big projects we completed. The people there are first class, and they took a chance on a small company. There are so many wonderful people throughout the golf industry and people that have become long-term friends. There aren't a lot of professions in which you can say that you've had a long-term effect on people or that they've had a long-term effect on you. That's why it's such as rewarding business.

Q What's the biggest change in the industry since you started?

The quality of contractors. Twenty-eight years ago, when I started my company, there were only two or three high-quality contractors – Wadsworth being the largest and the best. Today, because of the support and education by the Golf Course Builders Association of America and the evolution of the industry, there are many good contractors.

Q Is retirement on the horizon for you?

I'm 55. I've changed what I do on a daily basis. I don't want to run the business day to day and be tied up with the little details of running a business, but I'll never retire. I'll always have some involvement with a course we own or a golf course we're building. You won't ever see me totally hang it up. Even though I'm in California for the winter, I'm tracking 13 projects out here. I still enjoy working every day. I'm calling on clients or one of our courses every day. I'm having too much fun to retire. GCN

FOR SALE

TURBO TURF
HYDRO SEEDING SYSTEMS



Prices Start @ \$1295.00
For a FREE hydro seeding info pack & video call:
TURBO TECHNOLOGIES, INC.
1500 FIRST AVE., BEAVER FALLS, PA 15010
1-800-822-3437 www.turboturf.com

Fairway Feel PLUS



Natural Fiber Range Mats with a Surface that hits and feels like grass...

Reliable Golf Course Supplies 1-800-274-6815
www.reliablegolf.com

GCSAA #4720

Stroke & Distance



We Take The Guess Work Out Of Golf

- GPS Work • Laser Measuring
- Distance Tags • Sprinkler Head
- Lids • Signs • Yardage Markers
- Yardage Books

To Order Call: (800) 523-7853
Mike Donovan
www.strokeanddistance.com
Charlotte NC 28105

Colorado Lining INTERNATIONAL

More Than Just Lining Solutions

- PVC Lining
- RPP Lining
- Erosion Control
- Greens Interface
- Wintershield Turf Covers

Call us toll free at 800-524-8672 or visit our website www.coloradolining.com

HELP WANTED

United Golf, LLC
Is currently interviewing qualified construction Superintendents, Assistants, Project Managers, Shapers, Operators, Irrigation Superintendents and laborers for immediate hire. Please send resume to dalef@unitedgolfllc.com or fax to 918/250-7049, attention Dale. Resume should include desired salary range, project list and Architect's contact information.

Looking for a new Opportunity?



Currently interviewing for full-time positions. Resume can be e-mailed to: midamericagolf@sbcglobal.net or contact Rodney Cole at 816.524.0010.

Duininck Bros Inc. Career Opportunity Duinick Bros Golf

Duinick Bros Golf has career opportunities available for those who are experienced in the golf course construction industry, or for those wanting to start a career in it. We offer a competitive benefit package, with compensation based on experience. Extensive travel is required. If you are interested in pursuing a career in this exciting industry, send your resume to: Duinick, Bros. Inc., Attn: Lisa, P.O. Box 208, Prinsburg, MN 56281. Applications may be obtained on our website at www.dbigolf.com <<http://www.dbigolf.com>>, or via email request to lisah@dbigolf.com.

SEEKS EMPLOYMENT

Seeks Employment

Project Manager/Superintendent of golf course construction seeks position with owners, developers & contractors. Experienced in clubhouse building & property infrastructure. BS in Agronomy, Turf Management & Irrigation. Will travel worldwide. 406-844-2361

RESERVE YOUR CLASSIFIED AD SPACE TODAY!

ADVERTISEMENT SIZE: 2" high x 3" wide.
RATES: B/W: \$230.00. Color: \$330.00.
Text only: \$2.00 per word with a \$60.00 minimum.

TO PLACE YOUR AD: By Phone: 216-961-4130; **By Mail:** Complete form and mail with payment to: *Golf Course News*, Attn: Jennifer Halas, 4012 Bridge Ave., Cleveland, OH 44113. We accept jpeg, eps and tif files.; **By Fax:** Complete form and fax with credit card information to 216/961-0364 (24 hours).; **By E-mail:** Send ad with credit card information to jhalas@gie.net.; All ads must be prepaid. All rates are per insertion. We accept Visa, Master Card, American Express and Discover.

COMPANY	PAGE	RS
Barenbrug USA www.barenbrug.com	71	29
BASF www.basf.com	17, 21, 25, 29	
Bear Irrigation www.bear-irrigation.com	7	13
Blue Yellow www.gp.com	20	17
Bobcat www.bobcat.com	2	10
Cleary Chemical www.clearychemical.com	15	16
Exide Technologies www.exide.com	14	15
Golf Course Builders Association of America www.gcbaa.org	55	27
Jacobsen www.jacobsen.com	9	14
NuFarm www.riverdalecc.com	3, 40, 43	11, 21, 22
PBI Gordon www.pbigordon.com	35, 47	19, 24
Project Evergreen www.projectevergreen.com	49	25
Roots www.rootsinc.com	33, 39	18, 20
Standard Golf www.standardgolf.com	5	12
Syngenta www.syngentaprofessionalproducts.com	65, 72	28, 30
Turfco www.pestfacts.org	51	26
Wellmark www.wellmarkinternational.com	45	23

GOLF COURSE NEWS



Drive your sales by adding reprints to your marketing campaign.

Article Reprint Service

HELP WANTED?

Reach more **golf course superintendents** and **managers** by placing your help wanted ad here. *Golf Course News* reaches more than 30,000 industry professionals!

For Rates and Schedules, Call: Jennifer Halas **800-456-0707**, ext 202 or email jhalas@gie.net.

BY THE NUMBERS

The following numbers are based on the *Golf Course News* 2004 subscriber survey, which had 403 respondents.

The percentage of courses that have a total annual maintenance budget of \$1 million or more

14

\$5,753

The dollar level that must be approved before making scheduled or unscheduled maintenance purchases for those that need one

5 The average number of lakes or ponds on a golf course

6,531

The average total yardage of a golf course

The average number of bunkers on a golf course

49

The average number of years golf course superintendents have been in the golf course industry

20

The percentage of superintendents who have a total of 18 holes on their golf course

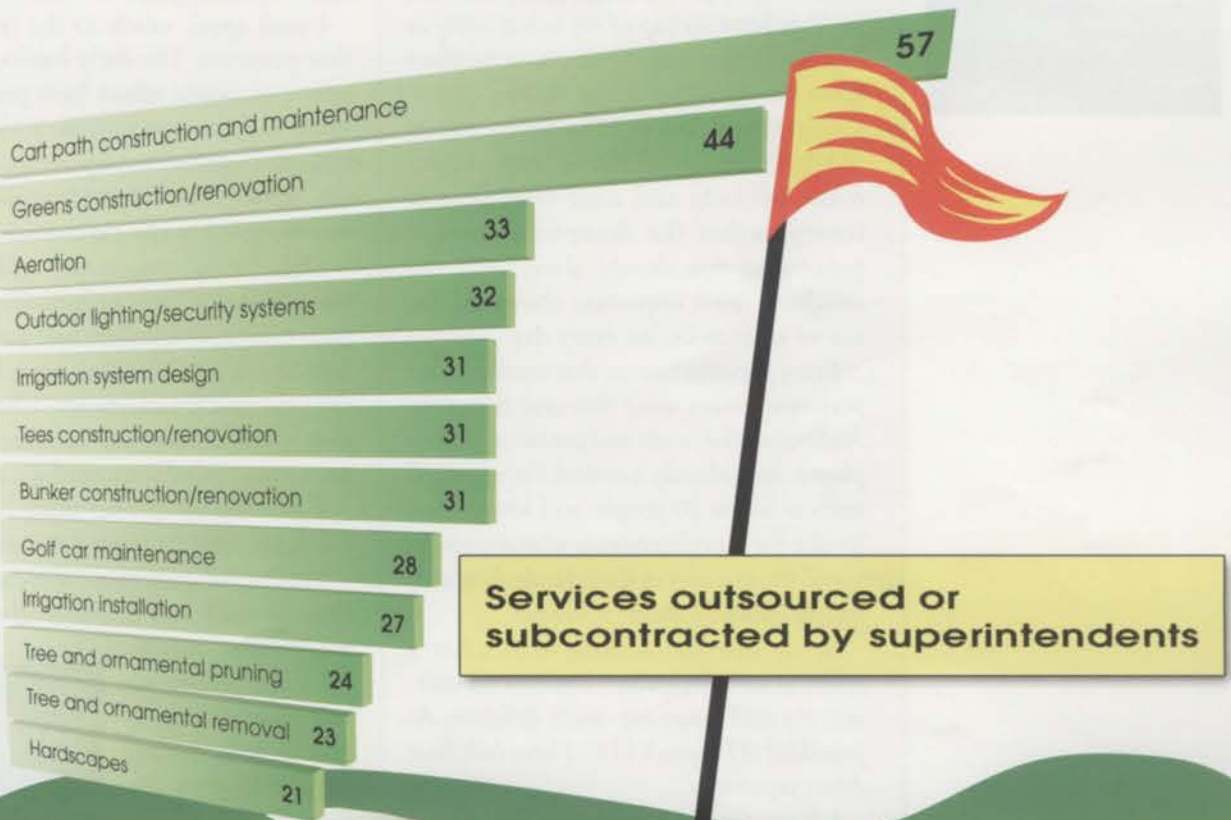
75

The average number of years golf course superintendents have been in their present position at their current course

9



By Permission of John L. Hart FLP and Creators Syndicate, Inc.



Services outsourced or subcontracted by superintendents

Source: *Golf Course News* 2004 subscriber survey, which had 403 respondents

QUOTABLE

"When hiring an assistant superintendent, I will hire attitude over skill any day. I can train skills, but I can't train attitude, which is very important."
— **Walt Wilkinson**, superintendent at the public 36-hole Indian Creek Golf Course in Carrollton, Texas

"Some superintendents in the North have tried to employ H2B workers and can't because there are none left. That is going to create problems."
— **Steve Mona**, c.e.o. of the Golf Course Superintendents Association of America

"Trees in the course are a serious defect, and even when in close proximity prove a detriment."
— **C.B. Macdonald**, golf course architect, in 1906

"You could purchase good bunker sand 15 years ago for \$18 to \$22 a ton, and now it runs around \$30 to \$40 per ton. I have even seen some courses paying as much as \$60 to \$65 per ton."
— **John McDonald** of Jessup, Md.-based McDonald & Sons Construction

First things first

I'm not a big fan of those cliché-ridden management books written by super-wealthy executive types. It steams me to drop \$28 at Barnes & Noble for 300 pages of chest-thumping egotism punctuated by the occasional business success "secret" (e.g., "Hire good people and let them do their jobs" or "Make sure your parents are millionaires before you're born").

But, there is the occasional useful tidbit among all the buzzwords and other leadership tripe. One that stuck with me and has been on top of my mind lately as I'm building a new business, is Stephen Covey's maxim: "First things first." Covey, the author of "The Seven Habits of Highly Successful People" and a zillion other self-help and time-management tomes, makes the deceptively simple point that you should always put the toughest, most important things on the top of your to-do list every day.

In my previous careers, that usually meant personnel issues were first and foremost. Addressing the needs and problems of employees immediately is critical. I've managed staffs as big as 20 people, so I know what it's like for superintendents who seemingly spend the majority of their day dealing with people issues. In short, it stinks.

In my new life, working from a home office as an independent business consultant, my staff issues are much different. As president of Flagstick LLC, I have only four direct reports:

- Executive vice president of finance and chief soccer mom (Mrs. Jones);
- Vice president of fetching daddy a cold one (Michael, age 12);
- Vice president of beating the snot out of daddy at Nintendo (Ryan, age 9); and
- Director of canine affairs (a not-so-bright Airedale terrier called Indy).

As a result of assembling this lean and highly qualified team, I'm able to focus my attention outward, on my clients and customers. Balancing their satisfaction with my financial and operational goals now is first on my list. (That and going fishing a lot more.)

My question to you is: What's first on your list?

It seems that the first waking thought for many superintendents is "What fires will I have to put out today?" It's a natural question in any occupation, but considering the vagaries of Mother Nature

and Murphy's Law, it seems to come up more often for those engaged in the art and science of greenkeeping.

But, I'd suggest your first waking thought ought to be, "What can I do today to balance turf health with golfer satisfaction?" The two things aren't mutually exclusive, but sometimes it seems like it. Achieving both is a difficult and elusive task. It's also a transitory thing ... a moving target that flits from place to place like a hummingbird in a flower garden.

I can't speak much to the turf side of that equation. The daily habits of my director of canine affairs have pretty much made any attempt to grow a nice lawn at Flagstick's global headquarters a futile effort. But, I have a few ideas about golfer satisfaction you should consider.

OK, let's stipulate golfers are knuckleheads. Their expectations are silly, their demands ridiculous and their tastes in fashion often bizarre. But never forget that they are your knuckleheads. Like it or not, these goofballs are your customers. They're the consumers of your product, and they're not showing up at your place because the snack bar makes a mean patty melt.

They're also consumers who can afford to shop around and be more choosy than moms who choose Jiff. Why? Because we built way too many golf courses during the past 15 years. We went from, "If you build it, they will come" to discount programs, bargain-basement initiation fees and otherwise begging for rounds.

So the bottom line is that all of us – superintendents, owners, developers, golf professionals, etc. – need to get over the idea that golfers are a necessary evil. We need to embrace the same philosophy and methods used by retail marketers to survive and thrive until the golf market corrects itself.

For golf course superintendents in particular, that means taking a new look at courses with a consumer's eye. Consider the following questions:

What frustrates players? Are there unmaintained areas or underbrush along fairways that eat balls like trees eat Charlie Brown's kite? I know it frustrates me, as a high handicapper, to spend my day looking for (and likely losing) golf balls. What other

maintenance-related, but fixable frustrations are there on your track?

Also, think about what delights players (other than playing better than usual). Think about simple things, such as sprucing up tee boxes, improving signage – heck, adding better beverage-cart service or drinking water stations – that will stick in the mind of Joe and Susie Hacker.

Most golfer satisfaction studies I've seen come down to perceived value for the dollar. Sure, it all starts with the quality of your putting surfaces, but little things can matter. So, contrary to the old saying, sweat the small stuff. Better yet, assign an assistant to sweat it for you. It's an excellent exercise in reality for a young person who wants to be the head guy some day.

So, I return to my original question: What's first on your list? Given the economy, overbuilding and extreme competition, isn't it time that we make golfer satisfaction our "first thing"?

Just one humble scribbler's opinion.

Speaking of which, this is a good time to speak about what a friend of mine calls "the elephant in the living room." It's his phrase for asking an obvious question to which everyone wants to know the answer. The elephant, in this case, is my rather unexpected presence in a

different venue.

I'm delighted that, after six years at another publication, I've been offered the chance to rant, vent, editorialize, antago-

nize and otherwise open a vein in a brand new place. To me, *Golf Course News* represents something very important in our industry: a forum for business ideas that attempts to address the interests of today's complete golf business, including superintendents, owners, developers, architects, builders and the guy who parks your car at the club (just kidding).

My role with *Golf Course News* is a perfect complement to the establishment of my new business, so it's a great fit for me. I hope it's also a great fit for this magazine, which continues to improve with every issue. Most importantly, I hope my presence with this magazine serves as an invitation to continue our long strange trip together. I'm loving the journey, and I hope you are too. GCN

MOST GOLFER SATISFACTION STUDIES I'VE SEEN COME DOWN TO PERCEIVED VALUE FOR THE DOLLAR.



Pat Jones is president of Flagstick LLC, a consulting firm that provides sales and marketing intelligence to green-industry businesses. He can be reached at psjhawk@cox.net or 440-478-4763.