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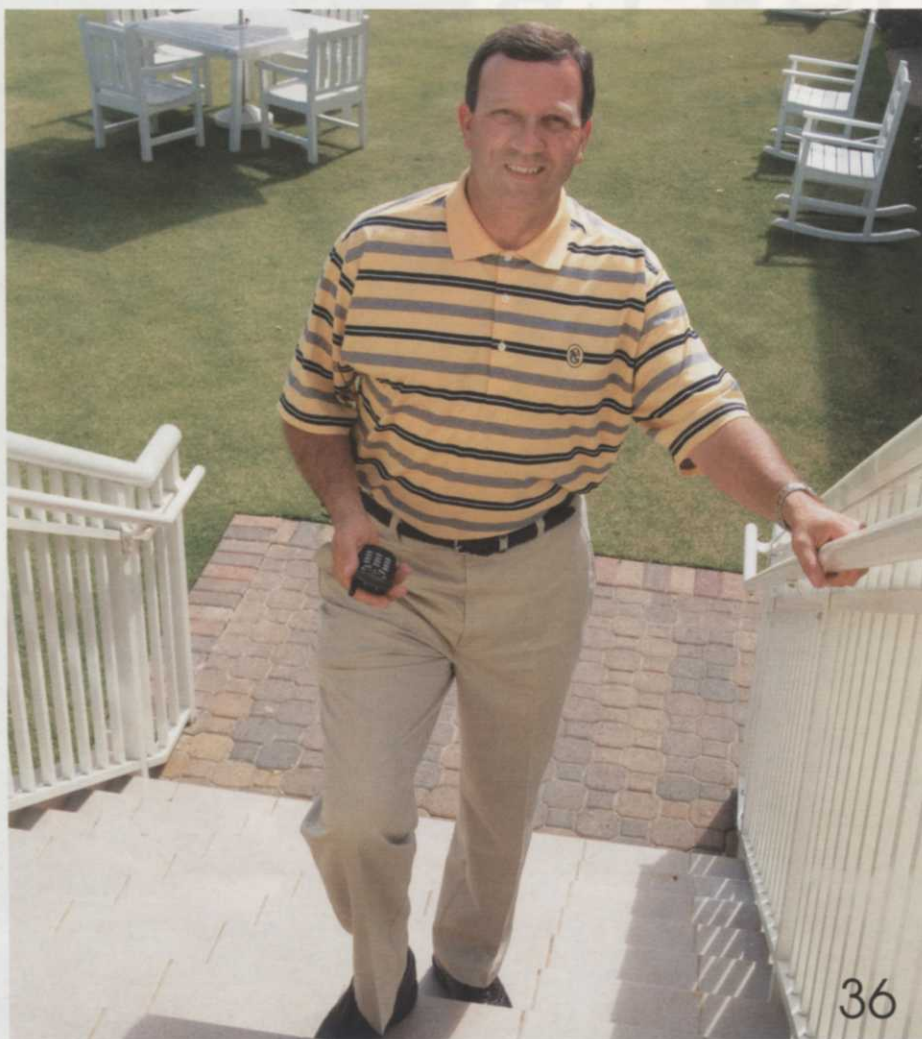
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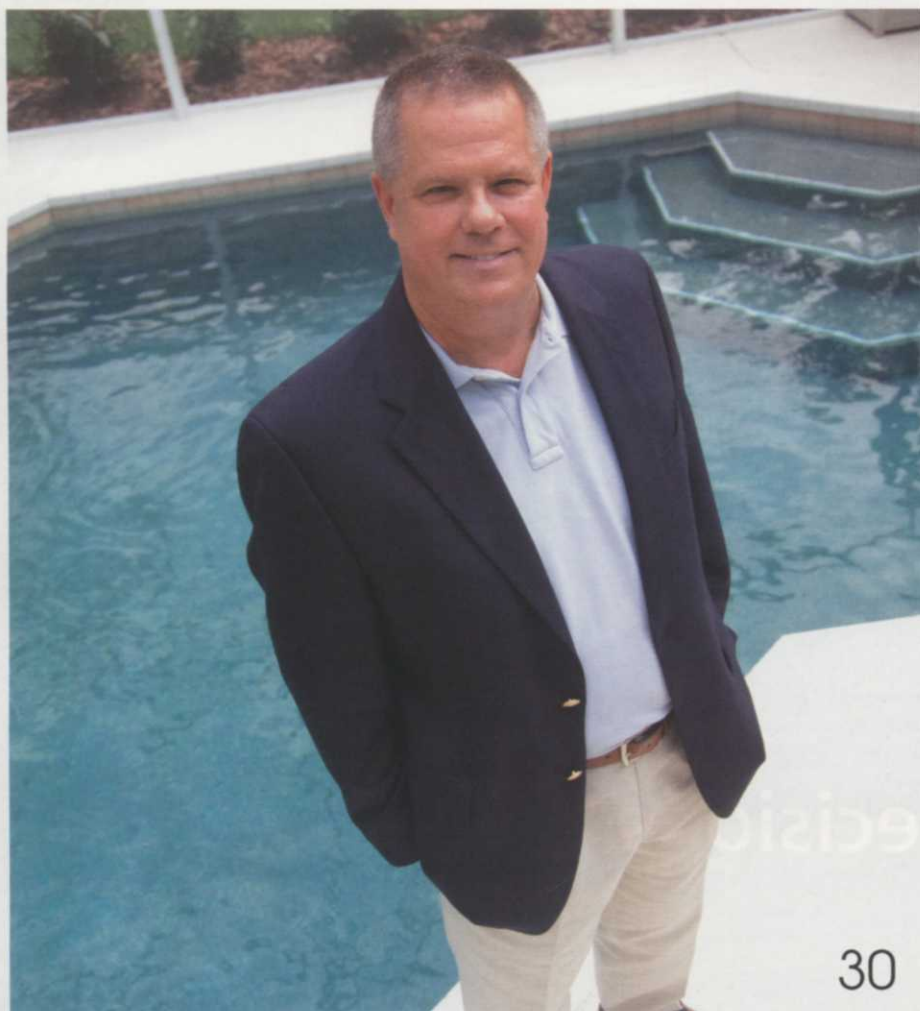


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\*source: USDA





John Walsh  
Editor

## More recognition

Is the golf course superintendent profession taken for granted? The major TV networks seem to think so. After attending the practice rounds of The Masters and watching most of the tournament on the tube, it's clear superintendents don't get the recognition they deserve. It seems superintendents only get recognition when bad weather adversely affects a course. The business side of the industry – owners, builders, architects and general managers – knows and respects superintendents, but that knowledge and respect needs to extend to the public.

Superintendents should be recognized for the work they do – and not just in trade magazines, daily newspapers and local media, where most of that occurs. They deserve to be recognized on national TV when major golf tournaments are broadcast because, in golf, the playing surface is more integral to the game than any other major sport. The golf course is the challenge to the player, not the opposing players, as in other sports. Superintendents are an important part of the game because they're responsible for the conditions of the courses, which receive attention on TV.

When the Masters, the U.S. Open and the PGA Championship are televised, millions of people see the beauty of Augusta, Pinehurst and Baltusrol. Fans see these courses on TV and take those higher expectations of course conditioning back to their courses. That's good and bad. It's good because it raises expectations, but bad because they can misinterpret expectations beyond what's reasonable. The missing link between the good and bad is knowing the cost and time it takes to get courses like that in shape for a tournament.

There are many viewers who are more interested in Tiger's caddy racing cars in his spare time than how a course is prepared for a major, but I'm also sure there are many golf fans who wonder how these courses become so picture perfect. I walked among dozens of spectators at Augusta National who commented about how wonderful the course looked and asked questions about how the "greenskeepers" were able to get the course to look the way it did.

Wouldn't it be nice if NBC did a piece about Paul Jett and his staff and how they changed and prepped the course for the U.S. Open? And just because Pinehurst is hosting the U.S. Open, that doesn't mean a story about superintendents has to focus

solely on Jett. The story could focus on any number of superintendents and aspects of golf course maintenance.

I called NBC and talked to the assistant of the producer of the U.S. Open and asked her if they planned on airing any bit about superintendents or course maintenance. She didn't know and said she would get back to me. I haven't heard from her yet.

Major networks and some viewers might consider these types of stories boring, and the networks might have a hard time finding advertising support. But there doesn't need to be an hour-long program about this – just a five to 10 minute piece would suffice.

Granted, the GCSAA has made considerable efforts with various television networks pitching story ideas about the work of their members. And the Golf Channel has produced some shows about this in recent years. There also have been some major championship preview shows that highlight course preparation. Apparently, the recognition superintendents receive has improved during the past 10 years, but it could improve even more.

Yet some superintendents are fine with the coverage they receive. Jim Nicol, CGCS, at Hazeltine National Golf Club in Chaska, Minn., hosted the PGA Championship in 2002. He thinks course maintenance is of little importance in the scope of broadcasting a golf tournament nationally and that superintendents get plenty of coverage from local media.

"There are a lot of people involved with a golf tournament who don't get singled out," he says. "We do well just being mentioned (in the national media), and I don't think superintendents should ask for anything more."

I disagree. But if short TV pieces about superintendents were aired during a major, Nicol says one thing needs to come across: golf course maintenance is all about money. Another subject matter could be the fallacies of pesticide use on golf courses.

Superintendents deserve more time in the spotlight, and major networks should take part in that. However, that might mean the industry has to spend more time and money to produce these TV bits to present to the networks. GCN

*John Walsh*

# GOLF COURSE NEWS

Vol. 17 No. 4

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*Golf Course News* is published eight times per year by GIE Media, Inc., which also publishes: *Lawn & Landscape*, *Commercial Dealer*, *Interior Business*, *Snow Business*, *Pest Control Technology* and *Recycling Today* magazines. GIE Media is a leader in custom publishing, book publishing, database marketing, conferences and special events.

We would like to hear from you. Please post any comments you have about this column on our message board, which is at [www.golfcoursenews.com/forums](http://www.golfcoursenews.com/forums).





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Serving the Business of Golf Course Management

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## More research

After reading Kevin Ross' article about building up a bentgrass seedbank ("Analyzing a nemesis," March issue, page 40), I wondered if there's any ongoing or prior research that supports the practice, or is it based on theory? While Dr. Joe Duich was quoted, and an interseeding study by Dr. Karl Danneberger was cited, Ross didn't cite any research studies related to building up seedbanks.

Is there such research? I would like to see some before spending a few thousand dollars per year on seed. It sounds like an interesting theory, and I appreciate the article bringing it to my attention.

RALPH J. KEPPLER, CGCS

East Lake Golf Club  
Atlanta

## Ross' response:

In this case, I'm not aware of any university research to support my practice of building a seedbank. This management practice is something I have experimented with for years. It started from the practice of dormant seeding, which I have been using for about 25 years. Dormant seeding has been a successful part of my management programs. Other superintendents who have adopted my dormant-seeding programs also have reported excellent results.

After seeing the results of dormant seeding, I decided to experiment with building a bentgrass seedbank in the soil/root zone. Also, knowing how weed seeds could survive in the soil for many years, I wondered if bentgrass would do the same. I consulted with Dr. Joe Duich, and he informed me bentgrass could survive 10 to 15 years in the soil. After hearing that, I was convinced this would help. I then began seeding each time we topdressed throughout the year. Observing the greens closely, we began to notice some bentgrass germination in our ballmarks. This convinced me that if a void occurred, bentgrass seed already in place would have a chance.

Most golf courses have a couple of so-called problem greens, (shade, traffic, etc). This is a great place to experiment with this program. Then you can evaluate it and make your own determination. This is what I recommend to everyone.

## Pride in one's job

I enjoyed John Walsh's editorial, "Targeting workers," in the February issue (page 8). I work on a municipal course in Connecticut. I'm just a regular employee with no degrees in turfgrass management. It's a

job I look forward to going to every day, except sometimes during the winter.

I take immense pride in my job, and that's reflected by the comments I hear from golfers. It's a tough job, and there's much more to it than just mowing the grass.

CHUCK BUTTERLY

Greenkeeper

Crestbrook Park Golf Course  
Watertown, Conn.

## A pat on the back

I just wanted to drop Pat Jones a line and wish him luck in his new venture. It's nice to see that he will be writing in *Golf Course News*. He has given a breath of fresh air to an otherwise stale golf course world of articles. I have enjoyed reading him throughout the past few years and look forward to his monthly tidbit in this new venue. I thank Pat for making people think a little differently.

MICHAEL D. PAINTER

Golf course superintendent

Chesapeake Hills Golf Club  
Lusby, Md.

I was shocked when I first learned (at the Golf Industry Show) that Pat Jones was no longer with *Golfdom*. I was hoping that he moved on into something really great. After reading his column, "First things first," in the February issue (page 70), it became obvious to me he has the best of both worlds. I couldn't be happier for him and his "management team." I appreciate his creativity, insight and guidance.

SCOTT D. AUSTIN, CGCS

Midland Hills County Club

St. Paul, Minn.

## Clarification

In Pat Jones' column, "Beer and scribbles," (March issue, page 70), he said the vast majority of the people working the Golf Industry Show wearing GIS Staff badges were temporaries hired from around the Orlando area. The Golf Course Superintendents Association of America refutes this and says it hired only one temporary person to staff the show that wore a staff badge. The only other support people were security (who wear uniforms), various facility staff (who wear uniforms) and various food vendors (who wear uniforms). The GCSAA emphasizes it just doesn't bring in people off the street to service attendees and vendors. It puts significant pride and emphasis on customer service. GCN

## Readers with comments are invited to write to:

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Letters can also be faxed to 216-961-0364

or e-mailed to

jwalsh@gie.net.

Letters might be edited

for space or clarity.



## Calendar of events

**June 14**

**Cactus and Pine GCSA Seminar on fire, bark beetles and Forest Service**

Oak Creek Country Club  
Sedona, Ariz.

Call 928-284-1660 or  
visit [www.cactusandpine.com](http://www.cactusandpine.com).

**June 21**

**West Texas GCSA Superintendent Leadership Series program**

LakeRidge Country Club  
Lubbock, Texas

Call 800-687-8447 or  
visit [www.wtgcsa.org](http://www.wtgcsa.org).

**Aug. 1**

**Western Washington GCSA Fifth Annual Equipment Field Day**

Glendale Country Club  
Bellevue, Wash.

Call 360-705-3049 or  
visit [www.wwgcsa.org](http://www.wwgcsa.org).

**Aug. 9**

**Western Washington GCSA OSU/WSU Turf Field Day**

Corvallis, Ore.

Call 360-705-3049 or  
visit [www.wwgcsa.org](http://www.wwgcsa.org).

**Aug. 10-14**

**Golf Course Builders Association of America's Summer Meeting**

Hyatt Regency Hotel  
Jersey City, N.J.

Call 402-476-4444 or  
visit [www.gcbaa.org](http://www.gcbaa.org).

**Aug. 29-30**

**RISE 2005 Turf Grass Conference**

Hyatt Regency Hotel  
Crystal City, Va.

Call 202-872-3983 or  
visit [www.pestfacts.org](http://www.pestfacts.org).

**Oct. 14-16**

**International Lawn, Garden & Power Equipment Expo**

Kentucky Exposition Center  
Louisville, Ky.

Call 800-558-8767 or visit  
[www.expo.mow.org](http://www.expo.mow.org).

**Oct. 19-20**

**Turfgrass, Landscape and Equipment Expo**

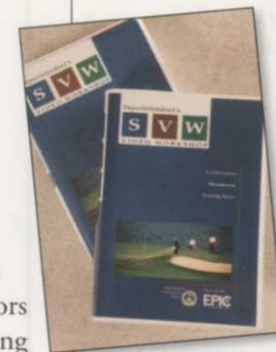
Fairplex

Pomona, Calif.

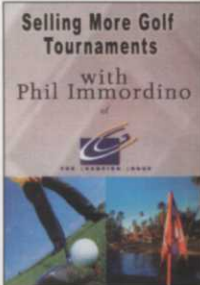
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[www.turfcouncil.org](http://www.turfcouncil.org).

## CDs, DVDs, Web sites

Tee-2-Green is offering free copies of its new **2005 Bentgrass Information Resource CD** to all GCSAA student chapter members and university professors. The CD contains bentgrass maintenance tips from Dr. Joe Duich, advice from golf course professionals who share their management techniques, roundtable discussions with industry experts and technical information on Tee-2-Green bentgrasses. Turf students and professors can request copies of the CD by sending an e-mail to [bentinfo@tee-2-green.com](mailto:bentinfo@tee-2-green.com) or by calling 800-547-0255.



The Champion Group, a Phoenix-based golf course consulting firm, released a DVD, "**Selling More Golf Tournaments**," that covers every aspect of the process. The topics on the DVD include: the selling process, attitude in selling, who produces golf tournaments, why golf tournaments are produced, how to find them, how to sell them and add-on selling. For more information, call 602-867-1491 or visit [www.thechampgroup.com](http://www.thechampgroup.com).



Superintendent's Video Workshop added two new titles, "**Guide for Tee Renovations**" and "**Basics of Understanding Irrigation Repair and Maintenance**," to its video-based training series designed for golf course superintendents and their staffs. The "Guide to Tee Renovation" covers the complete step-by-step procedure for planning and executing a successful tee

renovation. "Basics of Understanding Irrigation Repair" explains how an irrigation system operates and shows basic repair techniques on PVC pipe, gate valves, control valves, swing joints and irrigation heads. The videos are available

in VHS or DVD

formats. Each title includes employee handbooks, tests, answer keys, sign-off sheets and instructor guidelines. For more information, call 800-938-4330 or visit [www.svwonline.com](http://www.svwonline.com).

Golf course architect Jeff Mingay launched a Web site, [www.mingaygolf.com](http://www.mingaygolf.com), which includes an archive of articles and essays Mingay has contributed to publications throughout the world. GCN

Contact Rob Thomas, associate editor, at [rthomas@gie.net](mailto:rthomas@gie.net) or 800-456-0707 to submit resource information.

