



Spring Roots
All Summer

roots® ... Our Name Says It All

Providing Season-Long Solutions – And Results

The Roots® Challenge is designed to provide turf managers with season-long solutions from Roots biological technologies to attain the healthiest turf possible – even in the most stressful conditions.

When your course becomes a Roots Challenge Course, you receive discounts on all Roots products used in the program. You will also receive the one-on-one expertise of a Roots technical representative to assist and guide you through the turf management process, allowing you to make the best agronomic decisions for your turf.

Additionally, this elite group of Roots Challenge Course superintendents will be invited to attend a special symposium at the 2006 GIS Conference & Show to share experiences and exchange results and valuable information.



The Roots Challenge Program

Here's how the program works

Simply commit acreage (greens, tees or fairways) to participate in one of seven Roots Challenge programs for 28 weeks. Each program is tailored to the amount of nitrogen applied and whether a Roots disease-control product is used. Your Roots distributor representative, Roots territory manager and technical field staff will work with you to monitor the application and gauge the effectiveness of the program throughout the season.

Program Benefits

- The healthiest turf possible – incorporating Roots technology. Spring roots all summer long.
- A ten percent discount on all Roots products used in the program all season
- Guidance from technical field staff
- Roots Challenge Course plaque to highlight your use of environmentally compatible Roots products
- Invitation to The Roots Challenge Technical Conference at GIS Conference & Trade Show



A Customized Nutritional Program for Your Course

Your course is unique with its own nutritional requirements, environmental conditions and player demands. The Roots® Challenge turf management team will review your individual needs and recommend a complete nutritional program that's right for you and the environment.

TurfVigor®



microbial fertilizer 9-3-6

- Maximizes nutrient uptake
- Improves color & quality
- Maintains root mass under stress conditions
- Accelerates physical damage recovery

AGRIplex® micro-mix®



chelated liquid micronutrients

- Quick visual response without rapid growth
- Longest lasting green-up
- Will not stain surfaces - including concrete
- Highly concentrated with low application rate

KCS™ 0-0-14



biostimulant/nutrient blend

- Increases ball speeds
- Hardens turf for winter dormancy
- Stimulates faster recovery from ball & spike damage
- Improves soil CEC

Roots® Turf Food



granular fertilizers

- Outstanding and consistent color response
- Improves turf density and root mass
- Minimal roller and mower pickup
- Low soluble salts minimize any burn potential

endoROOTS® granular



mycorrhizal rooting stimulant 3-3-4

- Speeds up grow-in and establishment
- Increases turf density
- Faster recovery from ball marks, divots and wear
- Significantly improves rate of recovery from aeration

1>2>3® Premix Plus



microbially enhanced plant nutrition

- Deeper roots
- Greater root mass development
- Greener color without rapid growth
- Improved turf health

EcoGuard®



biofungicide

- Controls dollar spot and anthracnose
- Faster recovery from disease damage
- Perfect for resistance management and IPM programs
- EPA registered as lower risk pesticide

Fe8%®



iron chelate

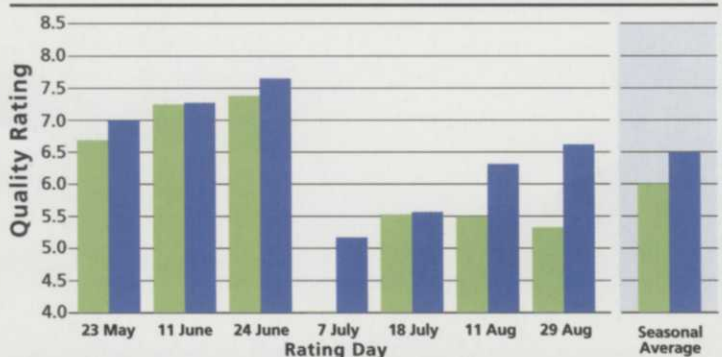
- Quick visual response without rapid growth
- Longest lasting green-up
- Will not stain surfaces - including concrete
- Perfect for tournament prep

Roots Challenge Course Stays Strong, Summer Long

The color and quality of this Roots Challenge course increased throughout the heat, humidity and overall

stress of summer play, while the ratings of the standard nutrient program fell significantly.

Roots Challenge at Blacksburg Municipal GC • Va. Tech - 2005 | ■ Nutrient Control ■ Roots Challenge



Here's what some Roots® Challenge Course Superintendents Say



Terry Hogan
Golf Course Superintendent
Big Run Golf Club - Lockport, IL

"The biggest difference was the color and overall health of the turf. The owner told me the other day that the greens look good, the best he's ever seen them."



Chad Oester
Superintendent
Bliss Creek Golf Club - Aurora, IL

"It's like night and day going on the Roots Challenge program. It has definitely given me job security and less stress about worrying about the dry spots. It's made my life a lot simpler."



Jason Funderburg (left) and
Jeff VerCautren
Golf Course Superintendents
Rich Harvest Farms
Sugar Grove, IL

"We've got a lot more roots than we've ever had out there. Last year when we had only

3 days over 90 and a lot of rain, we still would have to go out and hand water a couple of greens. It was 104 degrees a couple of Sundays ago and we didn't put water on the greens. We didn't water the whole course, fairways or tees. It was hot and they were perfect."



Jeff Pozen
Golf Course Superintendent
Downer's Grove Golf Course
Downer's Grove, IL

"By far it's the color, density, the rooting and the tolerance to stress. I haven't even syringed all year and there's 60% poa out here. And, I'm using a lot less water."

Steve Partyka
Golf Course Superintendent
White Pines Golf Course
Bensenville, IL

"It's all about the consistent color. And, the turf is using less water. This is the first product (TurfVigor®) I've used in stressful times that makes the turf look better. So, after several days of 90 degrees plus temperature, we still look like April."



Andy Fassett
Golf Course Superintendent
Sugar Creek
Villa Park, IL

"The main thing is the constant color. The color has stayed so nice. Much richer color than last year. I'm not going to change now. I finally found something that works."



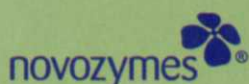
Andy Morris
Golf Course Superintendent
Country Club of Peoria
Peoria Heights, IL

"We held the Senior River Cup here the last part of August, which included participants from a three-county area. The local newspaper quoted a participant as saying that the greens during the tournament were the best he had played all year."



For more information about The Roots Challenge, contact your local Roots distributor or call **1-800-342-6173**.

roots® ... Our Name Says It All



Recruiting workers

With spring training starting, some are thinking about baseball, and with baseball comes free agency. Free agency and hiring employees for your club/course maintenance staff have a similar purpose: recruit and hire the best talent available. The course with the best talent has the best chance to meet or exceed golfer and green committee expectations. A poor or mediocre recruitment and selection process means the course will struggle to succeed, just like small-market baseball teams. Failing to attract the best maintenance staff workers will cause more stress and could mean longer, more frustrating hours throughout the golf season.

There are three prerequisites to a world-class recruitment process.

1. Know what you're looking for. We've all heard the adage "If you don't know where you are going, any road will get you there." The direct analogy "If you don't know what you're looking for, any candidate will meet the job requirements" is a bit strong. However, the probability of successfully choosing the correct candidate – including the difficult decision to start the process over because no candidate fits the position – is greatly enhanced by knowing exactly what you're looking for, which should be expressed in two forms:

THE COURSE WITH THE BEST TALENT HAS THE BEST CHANCE TO MEET OR EXCEED GOLFER AND GREEN COMMITTEE EXPECTATIONS.

- Prepare a job description including the job title; a summary of the position including who supervises the position; typical duties and responsibilities including supervisory and management expectations; and the knowledge, skills, abilities and attitudes required to succeed in the position.

- From the job description, identify and articulate three to five important competencies needed to succeed in the position, which will assist you in recruitment and selection.

2. Recognize attracting the best talent isn't easy, isn't necessarily inexpensive (view the cost as an investment) and is time consuming. But the time and money spent will be returned many times with successful recruitment and selection.

3. Develop a world-class recruitment

and selection process, which can be used over and over. Invest the discipline and time to develop and implement these procedures.

A marketing tool

Successful recruitment attracts a pool of candidates that contains one or more exceptional candidates who will succeed in a position. Thus, the objective of recruiting is threefold.

1. Quantity of applicants. Larger numbers increase the probability of success, so cast a wide net.

2. Quality of applicants. To ensure you don't have large numbers of unqualified candidates, include necessary job requirements that won't discourage qualified candidates from applying.

3. Spillover effects. We usually write recruitment materials as though only potential candidates read them. Not so. Research shows a large percentage of applicants are referred to recruitment materials – want ads, Internet sites, job announcements – by family members, friends and co-workers. Many also read the ad as they peruse other nearby ads. Some are potential golfers at your course. Recruiting is a component of the public face of your club/course.

So, recruitment can be viewed as marketing. When marketing, you're selling your company, brand and products/services. When recruiting, you're selling your club/course as a place to work, your image as an employer and the golf course maintenance position available. You must decide what it is about your club/course that will make you an attractive employer. This identified image will be part of every recruitment. And the recruitment message will be tailored to the position for which you're recruiting. This also will be the primary driver of how you target your recruitment including what labor pools you wish to emphasize.

The following are marketing ideas to consider when crafting a recruitment plan to market your course and position:

- Employees, young and old, want to join a winning team. The attributes of

your club/course that inspire you and other club leaders also can be used to inspire your employees. Your mission, vision and values can help identify the type of person the course needs and attract that person to apply.

- Identify the positive characteristics and attributes of the industry and position. Of these positive characteristics, which will sell or attract potential applicants? As you think about marketing your club/course to potential employees, don't focus on the business or the position from your perspective. Potential employees don't care about your perspective. Put yourself in their position. From their perspective, what's important, what's of interest, what would entice them to be a part of your team? Keep in mind truth in advertising is important. Be positive about what you have to offer without being deceptive. Promote the club/course and the current job offerings without distorting the facts.

- Even recognizing golf course maintenance work is difficult and demanding, there are attributes, such as the physical and interpersonal work environments, that can be emphasized. The work environment is safe, orderly, clean, pleasant, and tools and equipment are in good working condition. A comfortable physical environment is important, but great employers also work hard to be certain the social/emotional atmosphere in the business is upbeat and encourages positive attitudes and cooperation.

- Almost all employees consciously and/or subconsciously are looking for personal growth and development opportunities. This is especially true for the best employees – the ones you want to recruit and hire. Articulate and market personal growth and development opportunities offered at your club/course.

Most approach recruitment as a necessary evil. No wonder recruitment materials are so unappealing. Try a different approach. Envision your course and the winning team you wish to assemble. Describe the course and write about your winning team. Use the ideas and an upbeat frame of mind to write recruitment materials to attract the top free agents to the pool of candidates for your winning team. GCN



Robert A. Milligan, Ph.D., is professor emeritus from Cornell University and senior consultant with Madison, Wis.-based Dairy Strategies. He can be reached at 651-647-0495 or rmilligan@trsmith.com.

"Superintendents should play golf at other people's courses and look at someone else's problems. Superintendents always look for the worst on their course and never look for the good. If you play your own course, it will stress you out even more."

- **Riley Stottern**, CGCS, vice president of agronomy at SunRiver Saint George (Utah) Golf Club and partner with Resort Golf Management

"Don't think if you work 93 hours a week, the members will appreciate it because they don't know. They just know about the end product. Hard work pays off, but there's a limit. Work smarter not harder."

- **Don Hearn**, CGCS, at Vesper Country Club in Tyngsboro, Mass.

"The bomb squad came out and shut the project down for a half day. It was an area of concern, so the bomb squad told us what to look for. They took the mortars, hauled them off and blew them up."

- **Drew Sellenriek**, president of Sellenriek Grading Co., about finding World War I artillery while renovating Forest Park Golf Course in St. Louis

QUOTABLE!!

BY THE NUMBERS

98 The number of closings (18-hole equivalents) in 2005, according to NGF

124.5 The number of openings (18-hole equivalents) in 2005, according to NGF

13 The average number of years GCN subscribers have been in their current position, according to the 2005 GCN subscriber profile survey of 504 respondents

51 The percentage of 400 golf business executives who say the economic conditions in the golf industry will be the same in 2006 as they were in 2005, according to NGF

78 The percentage of 400 golf business executives who say competition from other courses or clubs is the biggest challenge for a golf facility

32,144

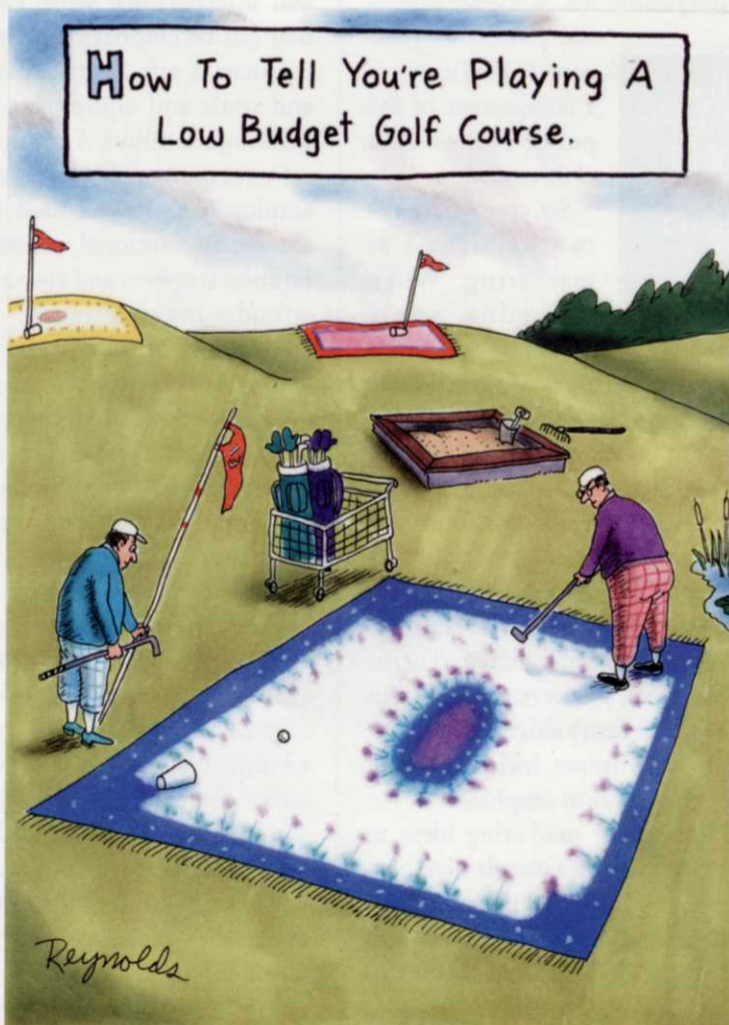
The projected average number of rounds per course in 2005, according to the 2005 GCN subscriber profile survey of 504 respondents

266 The number of new golf courses under construction as of Jan. 5, according to NGF

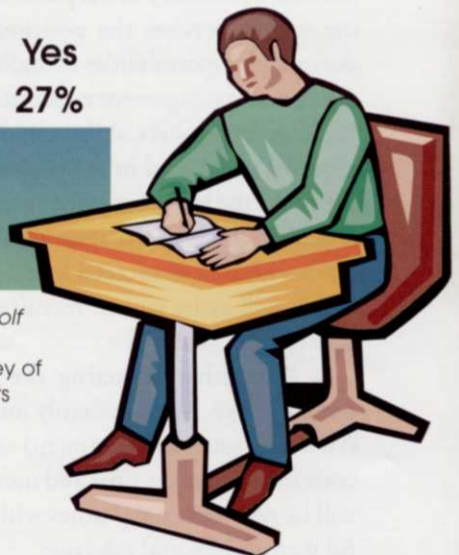
122 The number of golf course additions under construction as of Jan. 5, according to NGF

\$427,500 The average superintendent's maintenance budget, according to the 2005 GCN subscriber profile survey of 504 respondents

6,911 The average yardage of an 18-hole golf course, according to the 2005 GCN subscriber profile survey of 504 respondents



No 73% If you are a golf course superintendent, are you certified?



Yes 27%

Source: 2005 Golf Course News subscriber survey of 504 respondents

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Managing change

A LOOK AT THE CLUB MANAGERS ASSOCIATION, ITS MEMBERS AND THEIR RELATIONSHIP WITH GOLF COURSE SUPERINTENDENTS

by
**JOHN
WALSH**

Q Explain the biggest changes in club management during the past 20 years.

The biggest change is the realization that a club is a business, not a hobby or something for committees to spend time on when they have time to do it. It's a huge multibillion-dollar business, and it needs to be managed as any multibillion-dollar business would. You're talking about small operations and millions of dollars. There needs to be a governed structure – a place that has checks and balances and accountability.

As a whole, the industry helped to better identify not just golf course management but the management of clubs as thriving, successful economic engines. They have been there, and they will be there for decades. They

don't come in for short periods of time and move on.

Q When did this change occur?

It occurred primarily during the '70s and '80s after clubs, for decades, were governed in many different forms by whoever had the time to do it. To a great degree, our individual professions, the CMAA and Golf Course Superintendents Association of America specifically, were focused on the professionalism of their individual members. Colleges and universities recognized this as a mode of professionalism that warranted degree programs. Significant dollars were committed to research, surveying, looking at trends and seeing the industry as futuristic rather than something that people did on their way to someplace else.

Q What's the percentage of members that belong to a club that has golf?

More than 80 percent of our club managers work at golf-related facilities. There's a strong focus on golf that's grown during the past 30 years. The number of city clubs that are represented by our members hasn't diminished, but there hasn't been any growth. The

growth has been within the golf industry – going from 1,500 or 1,800 clubs to close to 3,000 clubs.

Q How will the CMAA grow?

Our focus has never been on the number of members. We look at programs that drive membership. We want the entire industry to be able to look at the CMAA as that corporate office, as that resource that helps them do their job better.

We have members who are also members of the GCSAA, PGA of America, Hospitality Financial Technology Professionals and American Culinary Federation. Our membership base comes from allied associations in addition to those that have a core competency in the field of professional club management.

Q How many members belong to the CMAA and GCSAA?

We don't pull that number because we don't ask the membership to tell us what other organizations they belong to. If they're members of the CMAA and jointly a member of the GCSAA, PGA of America or the American Culinary Federation, the CMAA is a secondary or support structure to them in almost all cases.

Q What's the biggest need the association has to address?

The greatest need is to stay ahead of the curve and anticipate, through research and surveying, what the needs are going to be two to three years in advance of when that need actually surfaces. Strategic planning and direction of our programming is vital to the success of this organization.

Q What are needs you've seen change through research?

The most recent would be our health benefits program that benefits all employees at the clubs. It's the first national association program that covers all 50 states. It's available to every employee at a club as a health care program as if it were offered through Blue

Cross or any other agency.

For five years, our members have told us their greatest concern for the operation and management of their clubs was the ability to provide health care to their employees. So we responded to that. It took us about four years to put together a program that's verified by the U.S. Department of Labor. It's a federally overseen program.

For years, we've said benefit programs within the golf industry have been something that weren't necessarily a given to many people who work in it, but they are a requirement for everyone's quality of life. If you couldn't continue to offer quality health benefits to your employees, you become secondary to another job opportunity. Therefore, we had to be sure we had a health benefits plan that was going to be available to them and not be withdrawn or diminished because of the cost that was fostered on us by factors we have no control over.

Q How will the program impact retention and recruitment?

It's been received positively by our group. It's for the members or the clubs that have a member of the CMAA. The program doesn't benefit CMAA members only. It benefits every club employee the club wants to cover. It's at a rate about 10 percent less than what's being offered by health-care providers.

GCN INTERVIEWS JIM SINGERLING, CHIEF EXECUTIVE OFFICER OF THE CLUB MANAGERS ASSOCIATION OF AMERICA.



Photo: Fred Schilling

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Q How did you see relationships between club managers and superintendents develop?

When I came to the CMAA, I saw individuals who operated in their own little vacuum. In many cases, they operated independently of other professionals. That's what I felt I brought to the table here – looking at the association as a business, and from that, seeing you can't operate independently any longer. Now, individuals have too many aspects of their jobs that overlap.

So if you run a good operation, it goes back to my philosophy of strategically planning how you operate. We saw clubs needing a senior or designated individual. It didn't make any difference whether it was a club manager, golf course superintendent or golf pro, but someone had to be the team leader within that organization. It was natural in most organizations for the general manager to be that leader within the management team, if

you had all of the amenities available to the members of the club.

We also saw a need for there to be a greater appreciation among the members of the CMAA for the technical knowledge and professionalism of individuals they worked with. If they were operating independently, never getting together and talking, there was little that one could learn about who he's working with and what that person's professional background or knowledge was.

That's where we started to work much more strongly, making sure general managers had an appreciation for the other professions. Not to become experts, not to be able to do the job of the professionals they work with, but they needed to appreciate what background they have and identify the strengths and weaknesses of the people they work with. Then you can develop your organizational governments and structure around those strengths and weaknesses.

Q Explain how the CMAA and GCSAA became closer?

I can only speak to the 15 years prior to our announcement of being part of the Golf Industry Show. Steve Mona came on board the GCSAA after I was hired at the CMAA. The hiring of Steve as c.e.o. was a huge move because of the strength of his background with the U.S. Golf Association and the Georgia State Golf Association. He was a great addition to the profession and the government structure of the GCSAA. From the first day on the job, Steve and I have communicated based on a candid, trusting relationship. He never has done anything that would lead me not to have the highest regard for a decision he made, knowing it was made with all of the information in the best interest of everyone. He probably has the same feeling with me. We always get together and talk about issues and initiatives we have. Neither of us is surprised by the other.

When the CMAA and GCSAA first started talking about the Golf Industry Show and the ability to bring the decision makers to the same location at the same time, we knew there would be an opportunity to share educational knowledge and programs to a greater degree. If we could bring decision makers together to traverse the trade show floor and visit with vendors on a one-on-one basis, it expedites and simplifies the decision-making process. It didn't leave anyone in the dark. You can come together and talk to the top professionals in the world at the Golf Industry Show.

Q What are your thoughts about superintendents becoming general managers?

The obligation of our two associations is to make sure the professionals belonging to our associations make those decisions with their eyes open. The scenario the grass is always greener on the other side doesn't always play out. Individuals need to know they're talking about a lifestyle change in many cases. They're talking about a change in responsibility.

You have to have a broad-based peripheral knowledge about every aspect from accounting to finance to balance sheets, as well as operational expenses. You have to understand mortgage financing and depreciation values as they relate to the equipment purchased and many of the furnishings and fixtures around the facility. You have to have a basic knowledge about everything from the tennis courts, Jacuzzi and spa areas to the kitchens, locker rooms, dining facilities, and parking and common areas. You're also dealing with town councils and state and local govern-



Photo: Fred Schilling



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ments who have control over your operation when it comes to right-of-ways and easements when you're doing internal and external improvements.

Individuals should be sure they understand the face-to-face time needed to spend with members. When moving to that management role, you need to be able to have that human exchange with a lot of happy people and some unhappy people. You need to work well with members when trying to convince or explain to them something they have no knowledge of. Do you attempt to get them to understand things better, or do you simply take the approach that you're going to tell them this and because you're a professional they better believe you? Members don't buy that.

Then you also have that exchange from a club manager's perspective in which you're dealing with entry-level employees on an hour-by-hour, minute-by-minute basis, and then within seconds, you're dealing with the c.e.o.s of Fortune 500 companies. You need to transition quickly.

If that's something they're comfortable with daily, superintendents should look at becoming general managers. As an association, we need to be sure that they're able to make those decisions with their eyes open rather than making a spontaneous reaction to what a club officer or member might suggest would be a great opportunity.

Q Are club managers threatened by superintendents?

I haven't sensed anyone who's unhappy with someone because of where they came from – the golf course, pro shop, accounting office, kitchen, hotel or resort industry. In few instances, people lose their jobs to someone else by happenstance. In most cases, you can see that coming, so it doesn't make any difference where the replacement comes from. It's human nature that you don't care for the person that replaces you if it's a surprise. But if you're a professional who's made a decision to move on to a better opportunity, you want to transition the new person into your position no matter what position they held before in the best interest of the club.

We're seeing more individuals transition into club management that come from a thoughtful perspective by boards and clubs than the surprise of a Friday night massacre when you're told to clean out your desk. That just isn't happening much anymore.

Q Is there acrimony among club managers, golf pros and superintendents?

I haven't seen acrimony growing between the professions. There's an enormous amount

of respect from the individual professionals for a club with a proper governing structure where everyone's position and responsibility is clearly defined. That doesn't mean there isn't going to be any acrimony in which a facility doesn't have responsibilities defined and people are stepping on each other's toes. It's not a growing trend, and it's not a predominant issue.

Q Will the golf facility structure change?

We've seen it change during the past five to seven years. Club developers or owners have established this as a business, and if you look at any other business structure in the community, seldom is it run by three people with equal power. It's just not an efficient way to run a business. So you determine who the person is, depending on the needs of the facility, that should be designated as the responsible c.o.o. of that business and then give them the responsibility. That way the board can come back and say if things aren't running the way they ought to be run to that individual no matter what their background. It would be fine if it were a superintendent, golf professional or club manager.

The undergraduate programs taken by CMAA student members are based on a multifaceted leadership role the professional club manager takes. They have to understand what the other professionals do and are responsible for. You have to make sure everyone is in the loop. Probably the greatest shortcoming within the business operation of most clubs has been not making sure the c.f.o. has an understanding of your job other than giving him the monthly financial statements.

We've worked closely with HFTP during the past 10 years, but more directly during the past five years, to develop the uniform system of accounting that's used by more than 90 percent of the clubs as the bases for their financial reports. It's only through the work of the CMAA and HFTP that it has been accepted by all major accounting firms as the benchmark for financial reporting.

Q What are your thoughts about becoming part of the Golf Industry Show?

We see no drawbacks. It was a strategic decision, but we wanted to make sure we didn't make a major decision that wasn't in the best interest of our members. So we worked through many challenges. One of the most thoughtful decisions by the various organizations was that we needed to have our individual conferences separate from the exposition. We needed to be sure our individual professions had their own identity.

Although we have always shared and had visiting speakers from our organizations and conferences in the past, they had to travel several times during the year. Putting these together maintains the identity of our individual members by having the conferences separate but brings together the decision makers to one location.

Q Why is the CMAA coming into the GIS later than other associations?

All of us had planned and booked our conferences significantly in advance. Also, we diminished the venues where we could have a conference because there wasn't convention space or sleeping rooms available for us in many cities. When you take over most of a city, you have to make a significant commitment that carries penalties contractually if you pull out. If you drop out, the closer you get to the conference the bigger the penalty.

The National Golf Course Owners Association has a much smaller show, so it could make the decision spontaneously and join quickly. For us, however, we had contracts with cities and hotels in New Orleans last year and Honolulu this year that were made seven years ago. If we were to pull out of that, we would have to pay hundreds of thousands of dollars in cancellation fees.

We held off for three to four years making any more commitments knowing that we were in negotiations with the GCSAA about the Golf Industry Show. We hadn't signed any contracts so our window was dropped down to three years rather than five to seven.

Q Anything else?

People always ask about what I see for the future. Anytime you are talking about injecting change into the lives of thousands of individuals, you try to inject that change with as little pain and as much information as you can. The GCSAA and CMAA were cautious about getting information out to our members as best we could. Our industry is much stronger because of that alliance.

The vast majority of members of our two associations are working together. It's better for them as individuals and for our industry than working apart. The structure is in place, and all of the opportunities are there for us to continue to let those opportunities grow and see the challenges diminished on an annual basis for both of our associations and for the golf industry. GCN

Jim Singerling, CCM, CEC, can be reached at jims@cmaa.org.

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Solutions Programs, and new 3336 Plus,
visit our web site at www.clearychemical.com



CLEARY

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Count on Cleary

3336 Plus™ Fungicide: Improved Disease Control From a Name You Trust

It's here, and just in time for the 2006 season -- 3336 Plus™ Fungicide, a new tool for enhanced control of Dollar Spot, Brown Patch and a host of other economically important diseases on fairways.

3336 Plus with ClearTec™ Activation Technology™ is a reengineered formulation of 3336™, the fungicide that superintendents have trusted for superior results for more than 30 years. New 3336 Plus provides better disease control by enhancing the effectiveness of the active ingredient (a.i.) in 3336, resulting in greater efficacy and longer-lasting control with less a.i. at effective use rates. And like 3336, new 3336 Plus is also an ideal rotation and tank mix partner with other fungicides.

3336 Plus increases the length of disease control on fairways up to 50%, when compared to standard 3336. Plus, it's backed by Cleary Chemical Corporation, a mainstay in the turf industry for more than 65 years.

3336 Plus Delivers Proven Benefits

- **Long-lasting control.** 3336 Plus provides long lasting disease control on fairways against major turf diseases.
- **Effective Dollar Spot control.** 3336 Plus is a proven replacement of DMIs during the summer months without the negative effects of growth regulation.
- **Meets new federal guidelines.** Provides effective use rates and number of applications to meet disease control needs under the revised EPA guidelines.
- **Excellent rotation partner with other fungicides.** By rotating 3336 Plus with other fungicides, superintendents can achieve superior control while helping to ensure that they have the most product options available for disease management.
- **Economical control.** Longer lasting control means the per-day cost of controlling diseases is less, saving superintendents money.
- **Excellent compatibility.** Can be combined with other common turf products.

3336 Plus With ClearTec™ Activation Technology™ (CAT)

3336 Plus was engineered to last up to 50% longer on fairways – with less active ingredient. This unique product benefit is achieved by using Cleary's patent-pending process – ClearTec™ Activation Technology™.

ClearTec Activation Technology (CAT) is an innovative new process that works specifically with 3336 F changing the way the chemical interacts with the plant and disease-causing pathogens. CAT is not a surfactant or penetrant adjuvant. CAT is a reengineering of 3336 that

- Allows the use of less active ingredient
- Provides better activity against disease
- Remains effective up to 50% longer on fairways



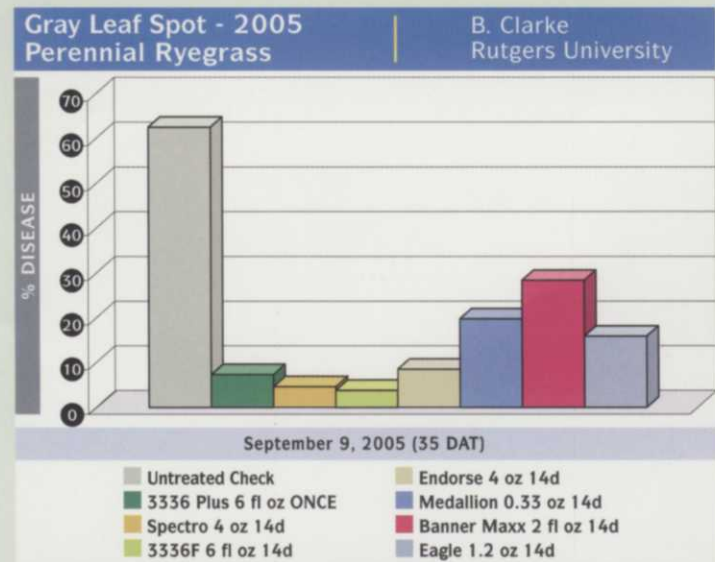
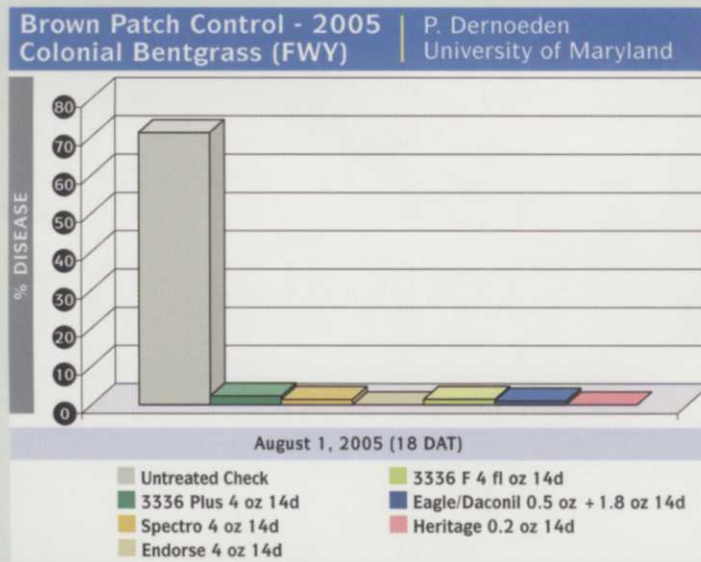
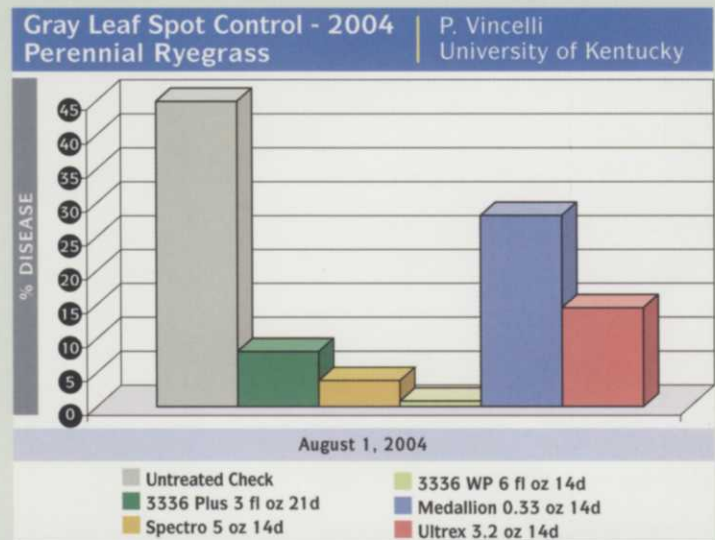
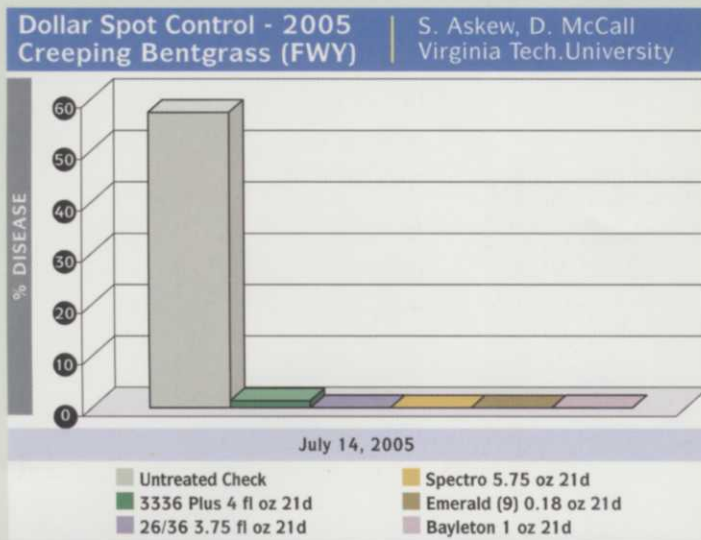
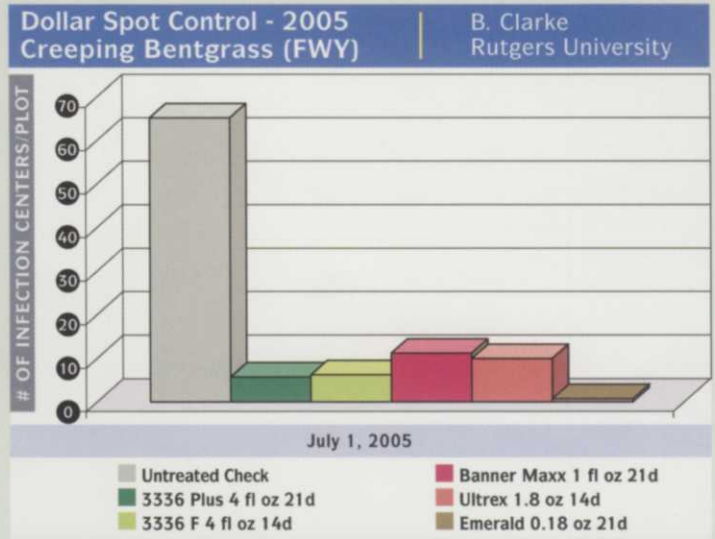
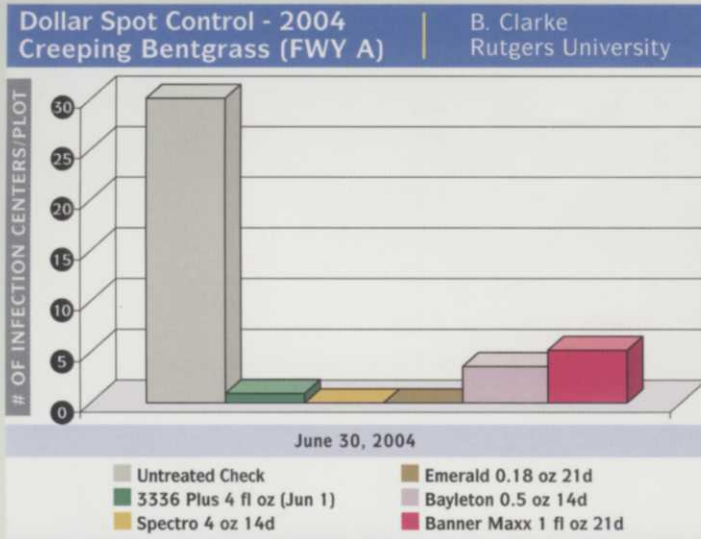
Broad Spectrum Disease Control All Season Long

3336 Plus provides control of tough fairway diseases such as:

Dollar Spot • Brown Patch
Anthracnose • Gray Leaf Spot
Pink Snow Mold • And others*

University Data Prove Performance

Over the past five years, the data from leading university studies show that 3336 Plus provides superior long lasting control of tough diseases such as Dollar Spot, Brown Patch and Gray Leaf Spot on fairways. (See graphs 1 to 6 for comparisons.)



Superintendent Review

"3336 Plus allows me to lower the application rate a bit and get the same disease control. It's easy to use, mixes well and the lower rate is very helpful."

– *Joe Livingston*, certified superintendent
River Crest Country Club, Fort Worth, TX

"3336 Plus lengthened our dollar spot control by at least a full week. We were looking for brown patch control and 3336 Plus gave us good control on that, too."

– *Lee Simms*, certified superintendent
Great Hope Country Club, Westover, MD

"If you use the same rates and get an extra week (of control), that could be a whole application saved over the course of the year."

– *Eric Carlson*, certified superintendent
Lake Mohawk Golf Club, Sparta, NJ

Mode of Action

New 3336 Plus represents the first major advance within the benzimidazole class in over 20 years. Like 3336, new 3336 Plus is unique in the benzimidazole class of fungicides. Again, Cleary is leading the way in maintaining valuable products and improving critical resistance management tools.

Packaging

3336 Plus is packaged in an easy-to-handle, individual 2.5-gallon plastic container that lends itself to multiple stacking.



* See product label for full application and use requirements.



Fungicide Solutions Program

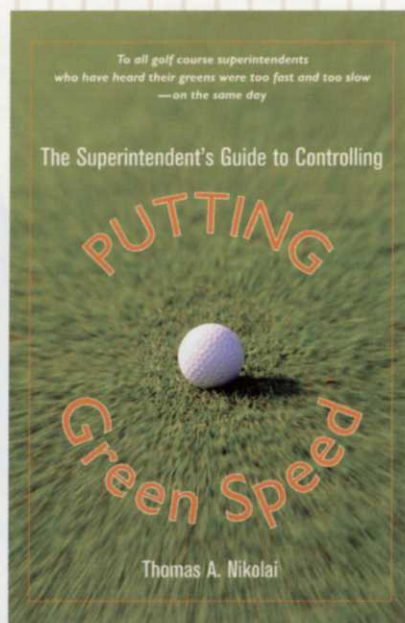
The Cleary Solutions Program provides superintendents innovative technology and superior customer service for effective turf management. 3336 Plus for fairways is the latest disease control product introduced by Cleary; other solutions include 26/36 Fungicide™, Spectro™ and Endorse™ fungicides, and, for pythium, Alude™. For more information on Cleary's Solutions Program and new 3336 Plus, visit www.clearychemical.com



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VARIOUS SEGMENTS OF THE INDUSTRY WORK TO IMPROVE THE GOLF BUSINESS



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