

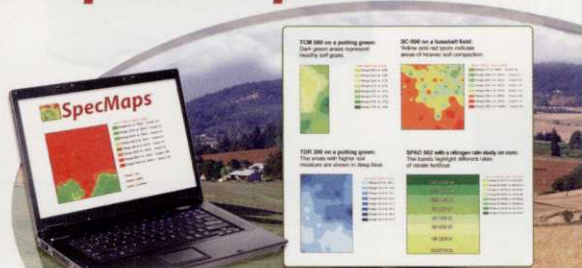
## Web mapping software

- Identifies localized dry spots on greens
- Statistical interpolation creates charts that provide an instant picture of spatial variability
- Data is archived at the server, so maps can be accessed from any computer with access to the Internet
- Compatible with most georeferenced meters that measure chlorophyll (nitrogen), turf color, and soil pH, EC, compaction and moisture

Spectrum Technologies

[# 208](http://golfcourseindustry.com/readerservice)

## SpecMaps



## Wash-water recycling system

- Includes a stainless-steel, mesh-lined cart for easy dewatering and handling of grass clippings
- HydroScreen separates and captures grass clippings and leaves, then dumps them into the cart
- Features biotechnology that's based on the use of aerobic bacteria to control odor and cause a degradation of total petroleum hydrocarbons, herbicides, insecticides and pesticides
- Time-controlled purge system automatically removes sludge and flushes the system with treated water
- High-output UV ozone generator polishes water in the recycle systems
- 3/4-hp circulation pump increases microbial digestion

Water Maze

[# 205](http://golfcourseindustry.com/readerservice)

## Rust-Oleum paint

- Inverted marking paint
- Expanded selection available
- Available in a range of vivid colors
- Ideal for marking surfaces to alert players of hazards, boundaries and parking areas

Standard Golf Co.

[# 204](http://golfcourseindustry.com/readerservice)



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[www.golfcourseindustry.com/tools/businessforms](http://www.golfcourseindustry.com/tools/businessforms)

### Repair Plus soil amendment

- Can be blended with topdressing and seed to heal damaged roots, accelerate new growth and protect roots against stress
- Contains a natural wetting agent, kelp extract, 17 natural L-amino acids and humic acid
- Each pound contains 28 billion Bacillus subtilis GB03 colony-forming units
- Apply when overseeding, reseeding or repairing tees and greens
- Offers quicker range rotation by giving faster and increased seed germination
- Packaged in weatherproof containers

Growth Products

[golfcourseindustry.com/readerservice # 209](http://golfcourseindustry.com/readerservice#209)



### Crystal BlueLinks creeping bentgrass

- Received a top-rated performance in the most recent NTEP trials
- Provides a subtle color contrast between greens and fairways
- Shows disease resistance toward brown patch, dollar spot and copper spot
- Available in September 2007

Tee-2-Green Corp.

[golfcourseindustry.com/readerservice # 211](http://golfcourseindustry.com/readerservice#211)

### Pellet Pro wetting applicator gun

- Accepts professional-grade surfactant cartridges
- Features a high-flow nozzle with a vertical water curtain for uniform surfactant application
- Delivers about 35 gallons per minute
- Pellet rotation within the chamber evenly dissolves surfactants
- Durable Cyclone nozzle is constructed with brass fittings, a stainless-steel nozzle and precision-engineered, glass-filled materials

Underhill

[golfcourseindustry.com/readerservice # 212](http://golfcourseindustry.com/readerservice#212)



### Biological recycle/discharge systems

- Offers two models for discharge operations and four models for recycle operations
- Each unit requires little maintenance
- Equipped with a NEMA-4-rated, corrosion-proof control panel for safe and reliable operation
- Mazzei venture air injection system sustains beneficial aerobic microbes while destroying odor-causing anaerobic bacteria
- Recycle systems have a bronze manifold to withstand heat and high pressure

Mi-T-M Corp.

[golfcourseindustry.com/readerservice](http://golfcourseindustry.com/readerservice) # 213



### PayClock Express time clock system

- Uses proximity technology to identify employees instantly
- Designed for small businesses with as many as 50 employees
- Automatically calculates total hours worked, including overtime
- Employees punch in and out at the terminal with a proximity badge
- Large display and internal speaker provide instant feedback



Latham Time

[golfcourseindustry.com/readerservice](http://golfcourseindustry.com/readerservice) # 214



### ORI series filters

- Automatic and self-cleaning
- Removes organic and inorganic suspended solids
- Features efficient flushing systems and large screen areas to handle dirty water
- Runs on a simple hydraulic system
- Complete screen cleaning takes five to 10 seconds
- Flange sizes range from 2 to 24 inches

Oriva

[golfcourseindustry.com/readerservice](http://golfcourseindustry.com/readerservice) # 210

An advertisement for GOLF COURSE INDUSTRY magazine. It shows the magazine cover with a photo of a man and the headline "Elevating the Industry". To the right, the text reads "Get MORE INDUSTRY coverage".

 An advertisement for the GOLF COURSE INDUSTRY Message Board. It features a wooden signpost with two signs: "MESSAGE BOARD" and "PUBLIC FOOTPATH". Below the signpost is a screenshot of the website's interface. The text reads: "Public Course. Get on course by visiting GCI Online's FREE Message Board. Interact and get answers to your questions from your peers and our editorial staff who frequently stop by to join the discussions." The website URL [www.golfcourseindustry.com/messageboard](http://www.golfcourseindustry.com/messageboard) is provided at the bottom.

This year, *Golf Course Industry* is publishing feedback from golfers throughout the United States. We're conducting this research to establish a dialogue between the professional community and golfers. On this page, we'll report trends, likes/dislikes, suggestions and other information we gather through our face-to-face, Web-based and phone research.

## The regulars

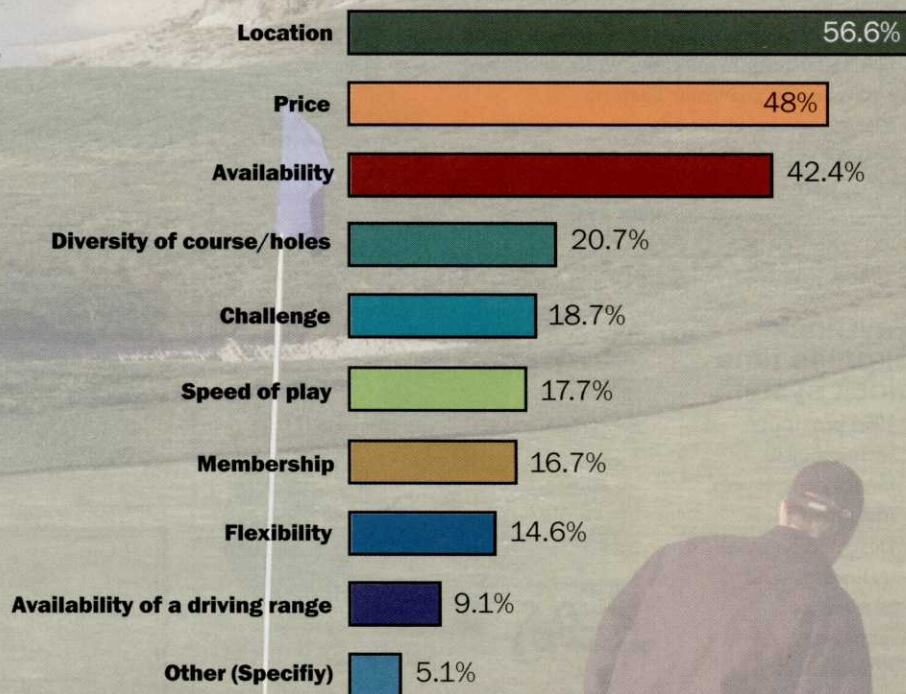
It's every public golf course operator's goal to increase his solid base of regular golfers or core customers. Whether it's the group of ladies who play every Tuesday morning, the group of retired men who play weekly or the executive-types who play with business associates, the regulars are important to a business. They're a good base on which to grow. Location, price and availability are the three most important factors that determine which courses golfers play regularly.

Below are a few charts that provide insight into what golfers consider when choosing to play certain golf courses most often. Tap into the minds of the golfers who play at your facility to help figure out how you can increase your core customer base. Do you believe you have enough regulars?

A random sample of golfers throughout the country were surveyed by InsightExpress, a market research company. Golfers surveyed play at least five rounds a year. There were a total of 200 responses, and multiple answers were allowed. Given the sample size and desired confidence levels, the data tolerance is +/- 7 percent.



### What determines the course you play most often?



### How many different courses have you played in the past year?

Average: .....6.28  
 Median: .....4  
 Max: .....63

### How many different courses do you play regularly?

Average: .....2.91  
 Median: .....2  
 Max: .....20

**Terry Buchen**, CGCS, MG, is president of Golf Agronomy International. He's a 38-year and AA life member of the GCSAA. He can be reached at [terrybuchen@earthlink.net](mailto:terrybuchen@earthlink.net).



## Power the blower

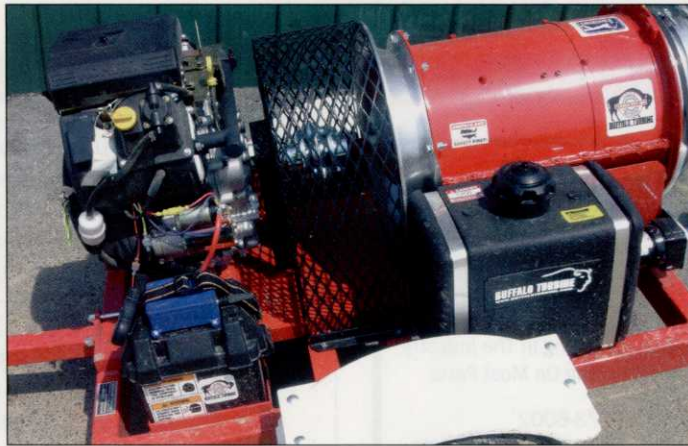
**A**t The Club at Admiral's Cove in Jupiter, Fla., where Bill Brousseau is director of golf course maintenance, a two-cylinder gasoline engine had to be replaced on a trailer-mounted Buffalo Turbine blower. Equipment manager Jim Matis came up with the idea of replacing the worn-out engine with a used, John Deere 2653, hydraulically operated reel motor.

A 10-inch-diameter pulley and a 3-inch-diameter pulley with a half-inch-wide, standard-size v-belt were used to power the blower at the same 3,600 RPMs as the engine.

The reel motor was bolted to a quarter-inch thick steel plate using elongated holes so the motor could be moved back and forth to tighten the v-belt. The hydraulic hoses and fittings, which were built in-house, connect to the two-spool rear hydraulic couplers on the back of a John Deere ProGator. The engine battery still is used to change the blower nozzle direction because it's hooked up to the alternator on the tow vehicle with pigtails to keep the battery charged at all times. The same wire mesh cover is used to keep the pulleys and v-belt protected for employee safety.

The blower RPMs are changed as needed by changing the ground speed of the tow vehicle and by using the throttle lock. The blower is significantly quieter than when it was powered by the engine.

The used reel motor cost about \$65, and the labor required to install it was about eight hours.



## Canada Goose cleanup

**A**t the public, 18-hole Chemawa Golf Course in North Attleboro, Mass., which generates about 55,000 rounds annually, goose droppings were loosened with a steel drag mat then removed with a blower; but this was too time consuming. Golf course superintendent Jeff Lefebvre and equipment technician Paul Boutiette found a way to drag and blow the



goose debris in a single operation to save time. A Buffalo Turbine blower was bolted to a diesel engine-powered Cushman Truckster. Four 4-inch-by-2-inch channel iron pieces were welded to the blower frame. Half-inch diameter holes were drilled through the bed of the Cushman, and four half-inch diameter nuts with washers were welded to the bottom of the bed. Half-inch-by-1.5-inch bolts were ratcheted down to hold the blower in place. The Cushman and blower are used as a dedicated unit.

The arm that holds the drag mat in an extended horizontal position on the left side of the Cushman was built using 2-inch, thin-walled box tubing – one piece is 8-feet, 6-inches long, and another identical piece is welded at a 40-degree angle. The ends are reinforced with flat stock and capped. One-inch-by-one-quarter-inch flat stock was used to make the brackets to attach the frame arm to the Cushman with half-inch diameter bolts. The ends of the tubing were drilled to accept a quarter inch bolt to act as the hinge. A child's swing set chain was used to prevent the end from resting on the ground. A 360-degree caster wheel was bolted to the flat stock so the end of the frame wouldn't hit the ground on steep banks near the greens. The drag mat attaches with nylon rope to a climber's hook and clips to a welded loop near the end.

The caster wheel was painted yellow for safety reasons, and all of the other metal pieces were painted glossy black.

The drag-mat frame is transported vertically when not in use and is held in place with a bracket.

It took Boutiette five hours to build the piece of equipment using materials already in stock and news materials, which cost less than \$100. **GCI**



## Travels With Terry

Globetrotting consulting agronomist Terry Buchen visits many golf courses annually with his digital camera in hand. He will share helpful ideas relating to maintenance equipment from the golf course superintendents he visits – as well as a few ideas of his own – with timely photos and captions that explore the changing world of golf course management.

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**REQUEST FOR PROPOSAL**

**Public Golf Course Expansion:**

The City of Taunton, Massachusetts, is soliciting proposals for design-build construction and operation, (20 year lease) to expand its Municipal Golf Course from 9 to 18 holes on 113 acres. The selected bidder will design and construct the additional nine holes and then be licensed for a twenty-year lease to fully manage and maintain the course. Requests for Proposals may be picked up at the Law Department, City of Taunton, City Hall, 15 Summer Street, Taunton, Massachusetts, on Thursday, July 5, 2007. A pre-bid meeting will be held on July 13, 2007 at 10:00 am. Bids will be due August 3, 2007 at 2:00 pm.

*Requests for Proposals*

**18 HOLE GOLF COURSE AT FERRY POINT PARK, THE BRONX**



The City of New York Department of Parks & Recreation requests proposals for the development, operation and maintenance of an 18 hole golf course and ancillary facilities at Ferry Point Park, The Bronx.

All proposals must be submitted no later than Friday, September 7, 2007 at 3:00 p.m. All interested parties are urged to attend a site tour at Ferry Point Park on Tuesday, July 10, 2007 at 11:00 a.m.

For more information, contact: Jeffrey Shatz, Project Manager or Anthony Macari, Revenue Architect, Parks & Recreation, Division of Revenue and Concessions, 830 Fifth Avenue, the Arsenal-Central Park, Room 407, New York, NY 10021, call (212) 360-1397, or e-mail to [jeffrey.shatz@parks.nyc.gov](mailto:jeffrey.shatz@parks.nyc.gov) and [anthony.macari@parks.nyc.gov](mailto:anthony.macari@parks.nyc.gov). The Request for Proposals can also be downloaded at [www.nyc.gov/parks](http://www.nyc.gov/parks).

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\* Denotes regional advertisement





**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.

## NOONAN'S CRUSADE

**G**olf course owner Dan Rooney loves the business but frets about the little things that keep golfers happy at Grand Haven Golf Course near Muskegon, Mich. He's a PGA of America member who played on a few minitours after his college golf career at the University of Kansas.

Rooney is your typical young golf course operator ... except in his spare time he flies one of the world's most sophisticated warplanes and already has done two tours in Iraq where his job was to scream through the skies at 800 mph to protect the good guys on the ground and, when necessary, drop bombs on the bad guys. Not so typical after all.

These days, Rooney splits his time between Michigan, where he and his dad, John Rooney, Ph.D, own Grand Haven, and his home in Tulsa, Okla., where he spends 10 days a month as an F-16 jockey in the 125th Fighter Squadron of the Oklahoma Air National Guard. He likely will go back into combat in a year. "I'm a lifer," he says. "I have 32 of the greatest guys in the world in my unit. When they go, I want to go, too."

Rooney fell in love with golf as a kid thanks to his dad – an avid player and now-retired university professor who also happens to be an expert on the demographics of golf and other sports (see the profile on page 32). But he also felt the pull of flying: "I was always one of those kids who stopped in his tracks and looked up every time I heard the sound of a plane."

He spent a few years living out of his car and humping around to minitour events in places such as Rapid City, S.D., and Duluth, Minn. He was torn between trying to make it to golf's big show and pursuing his big dream of flying jets for the country. He finally put his Tour aspirations aside, joined the Air National Guard in 1998 and earned his wings two years later. Since then, he's earned the rank of captain and the respect of everyone who knows him in both vocations. And get this: His nickname when flying is Noonan, as in Caddyshack.

So, great guy, great patriot, great story, great nickname ... that's enough, right? Nope. The really interesting thing is Rooney wants to do something special for the families of his fellow servicemen who didn't return from Iraq. It all started last year on a stormy night on what should have been a routine commercial flight from Chicago to Grand Rapids, Mich.

"I had just gotten back from Iraq and was already feeling like I was stuck on the sidelines and wanted to do something. When I got on the plane, I noticed a guy in first class in full Army dress and thought, 'Cool, they upgraded a GI.' Then, the pilot announced we had a hero on board. But, it wasn't the guy in first class. It was the remains of another soldier, Brock, in a coffin in the cargo area. The soldier in first class was Brock's

What started as a simple benefit tournament at Grand Haven last year is growing into something huge for the entire golf community.

brother who was escorting his body home.

"When we got to Grand Rapids, they asked everyone to stay on board so they could take Brock's body off first. We all watched through the windows. They had an honor guard and his family was there, including his 4-year-old son. There it was ... the flag-covered coffin ... the whole deal. I cried thinking about what it would be like for his family and all the other families."

I cried, too, as Rooney told me what he witnessed, and I cried later on thinking about how that same scene has played out almost 3,500 times at other airports in the past four years.

But tears won't help that 4-year-old boy whose dad gave his life for our nation and us. Love, support and money will help that child, and the thousands more like him who face a future without a parent and, often, without the financial wherewithal to achieve the American dream that parent died to defend.

That's why Rooney launched the Fallen Heroes Foundation, a first-of-its-kind national effort within the golf business to provide college scholarships and other support for the children of servicemen and women killed in Iraq and Afghanistan. What started as a simple benefit tournament at Grand Haven last year is growing into something huge for the entire golf community. "It's like a wildfire," Rooney says. "Everyone I talk to wants to help."

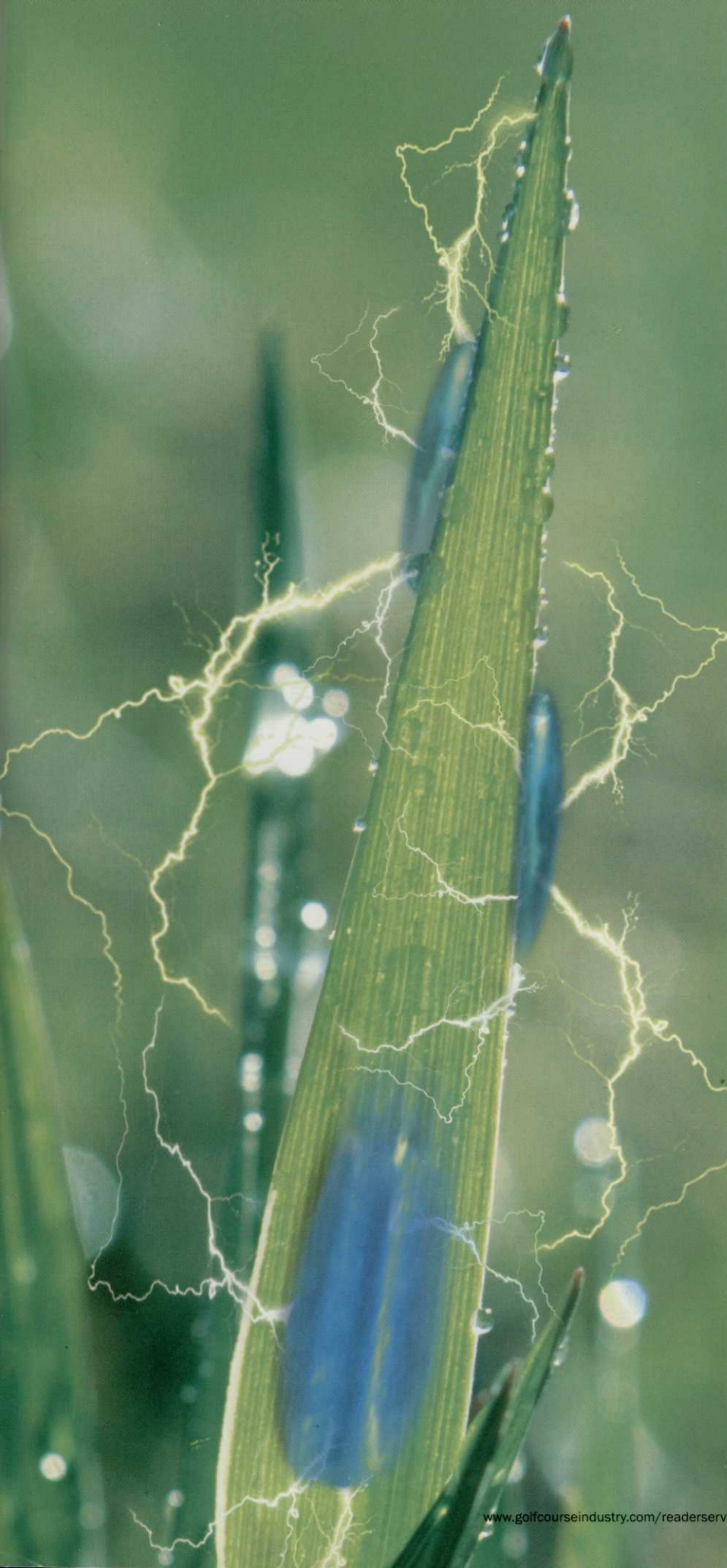
With commitments of support already in place from several of golf's major associations and Golf Digest, Rooney wants to make Sept. 1 Patriot Day within the golf industry. The idea is for every golfer who plays on Patriot Day to donate \$1 per round or make a contribution to the foundation. Corporate and individual donations are welcome. When I mentioned there are many patriotic superintendents and turf companies who want to help, he said, "Oh my gosh. I never even thought about that!"

Rooney believes the golf community can raise at least \$2 million for those children this year. Think about that for a minute. Sure, we can donate golf clubs to troops overseas, we can put magnetic ribbons on the backs of our trucks, and we can all say we support the troops; or, we can do something that really matters. We can make sure these kids have better lives.

The Fallen Heroes Foundation isn't so much a program but a call to action. It's our chance to let the nation know the golf business cares passionately about the people who take care of us. Right now, it's Noonan's crusade. Let's join him and make it ours, too. **GCI**

*To find out more about the Fallen Heroes Foundation, visit [www.fallenheroesfoundation.com](http://www.fallenheroesfoundation.com).*





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