

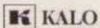
Get ready for healthier looking turf
without unsightly dry spot.

The quality of your turf is a big reflection on you. So it's no wonder you're obsessed with great-looking greens. Get the professional, perfectly groomed appearance you demand with Tournament-Ready® soil surfactant. Your greens will look great ... and so will you.



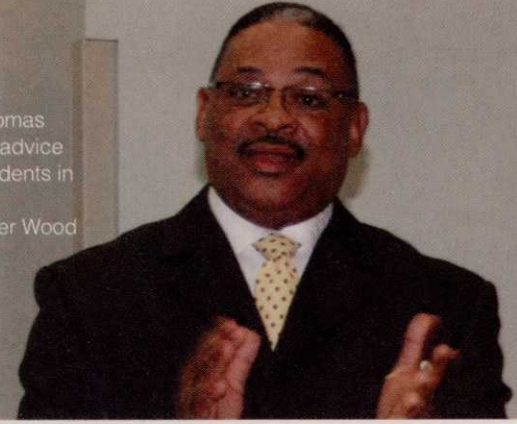
Tournament-Ready®
SOIL SURFACTANT

www.kalo.com

Manufactured by  KALO

www.golfcourseindustry.com/readerservice - #14

The GCSAA's Frederick Thomas offers career advice to superintendents in Anaheim. Photo: Heather Wood



Following the path to success

In the competitive world of golf course superintendents, a bit of knowledge and a road map of the future can take one a long way.

The key to moving a career forward is having a sense of a golf course superintendent's changing responsibilities and the proper steps to take when obtaining a job, according to Lyne Tumlinson, director of career services and Frederick Thomas, career guidance manager for the Golf Course Superintendents Association of America and Paul Vermeulen, director of agronomy for the PGA Tour.

The three golf industry professionals hosted an interactive half-day seminar at the GCSAA's annual educational conference, Feb. 19 through 24 at the Anaheim Convention Center in California.

Superintendents face a changing industry as society presents more choices and more constant updates in technology, Tumlinson says. She quoted John Stebbins, western region v.p. of East West Partners Club Management, who told her, "People think superintendents are magicians or celebrities who have pixy dust."

To better prepare superintendents or those who wish to hold the post, the professionals helped to educate attendees on what will be expected of them.

The audience, which included a mix of golf course superintendents and assistant superintendents, collaborated to name factors they predict will come into play in the golf industry during the next 20 years. They include:

- Longer golf courses;
- A more technology-based job;
- More efficient water use;
- A more diverse group of

golfers;

- More strict environmental regulations;
- Fewer golf courses; and
- Higher expectations of turf conditions.

Those attending the workshop also said superintendents will face some of the following factors:

- A more mobile office (the ability and need for superintendents to access information while in their golf cars/utility vehicles instead of running back to the office in the maintenance building);

Wildlife Control

Effective and humane bird and animal control systems from Nixalite®

- Deer Blocker Deer Fencing System
- Safe, Non-toxic Goose Repellents
- Nuisance Bird Barriers & Repellents
- Non-Lethal Mole Control Products
- Climbing Animal Barriers
- Snake Management Systems
- Rodent Traps & Repellents
- Wildlife Barriers & Repellents
- Secure Online Ordering 24/7

Free Catalog
Visit www.nixalite.com
Call 800.624.1189

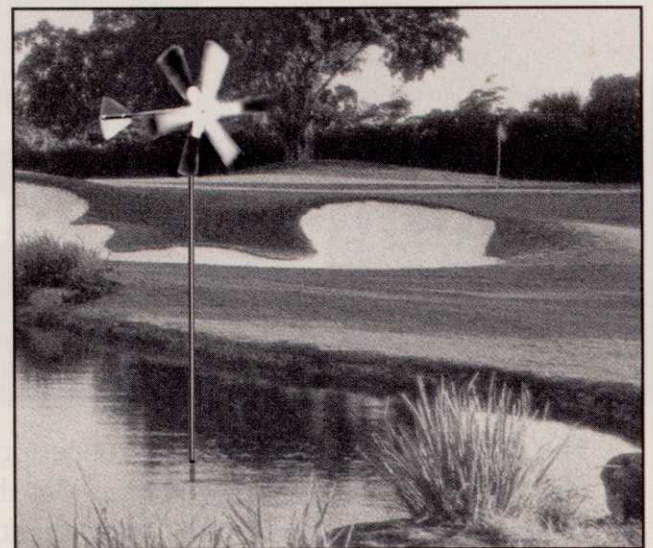
57
Years
1950 - 2007



Nixalite® of America Inc
1025 16th Ave, Dept GCI, East Moline, IL 61244

Prevent damage from Canada geese.

Windmill looks like flapping of wings of birds in distress.



Wind driven blades scare geese in ponds with uv light. Covers up to one acre area. More info and eagle kites & "AwayWithGeese" strobe at... **ScareWyndmill**

\$79 each

Call: (800) 555-9634
www.geesedamage.com

**Insect
control
is not a
game**



**Get serious with the
imidacloprid option that can't miss**



Mallet™ is Nufarm's latest insecticide using the proven technology of imidacloprid to provide long-lasting, residual control on key pests such as white grubs, billbugs, weevils and cutworms in turf plus aphids, mealybugs, leafminers and thrips in ornamentals.

Control of pests can be realized from just one application per year and can be made using foliar or broadcast sprays, soil injection or soil drench. It is an excellent choice for insect control in public outdoor and interiorscaped areas, trees and shrubs as well as spray application on ornamentals.

- ▶ Mallet™ 2F is a 2 lb. flowable concentrate containing 21.4% imidacloprid
- ▶ Long-term curative and preventive action with just one application
- ▶ Available in 2.5-gallon or 60 ounce jugs

800.345.3330 • us.turf.nufarm.com

™ Mallet is a registered trademark of Nufarm Americas Inc.
Always read and follow complete label instructions.

- The need for a highly qualified engineer to keep technological systems running;
- A possible labor shortage; and
- The need to change maintenance programs because of environmental restrictions.

TAKING ACTION

To progress in one's career, golf course managers need to evaluate themselves first. Look for aspects of job performance that could be improved and set goals to achieve, Tumlinson

says. For some, goals might include reducing the work week to 40 hours and learning to train and delegate better. For others, committing to continual learning in the industry or working to strengthen family or community relationships might be what superintendents or assistant superintendents work toward.

Vermeulen has seen countless signs of golf course mismanagement at courses he's visited, including bunkers that haven't been raked or facilities that aren't kept in good working condition. These reflect poorly on a superintendent and can negatively affect any chances of advancement.

"You can't hide your weaknesses as much as you think," he says.

Once a superintendent believes he has marketable qualities and wants to aim for a higher position, he shouldn't be discouraged about intimidating career-related numbers. For instance, it's said more than 175 candidates apply for any given superintendent position.

"That's a lot of candidates, but how many of them are qualified?" Tumlinson says. "The number of qualified candidates probably is much smaller."

People also often speculate the number of turfgrass students entering the job field exceeds the number of open positions in the industry, Tumlinson says. But many of those students don't end up entering the golf course industry. Still, the number of job candidates can be overwhelming, so the best way to stand a chance is to stand out.

JOB APPLICATION BASICS

When advancing a career, applying for a job is inevitable. The first step is to find a way to set yourself apart from the other candidates. That might simply mean displaying key competencies needed for the job. Tumlinson identifies them as communication skills, leadership, operations management, personal skills and resource utilization.

Exhibiting these skills to a potential employer is a plus, but getting to that point is equally as important. It starts with the first correspondence with the hiring company: the resume and cover letter.

A resume tells employers who you are and what you want (objective). It also has to be job specific and include what you have to offer (three to five bullet points) and a list of accomplishments. Employers like to see numbers to

THOR

THOR and **Ensystem**, the new *manufacturer direct* names for value in turf and ornamental pest control products

MAXXTHOR
Contains bifenthrin - compare to the active ingredient in Talstar.

TURFTHOR
Contains imidacloprid - compare to the active ingredient in Merit.

GO DIRECT GO THOR

Turfthor and Maxxthor control a wide range of above and below ground pests of turf, trees, ornamentals, shrubs, flowers and groundcovers.

Use them alone or in combination for the ultimate one - two punch in turf and ornamental insect control.

Call 1-866-FOR-THOR for more information, quotes or to order.

ENSYSTEM, Inc.
A New Day. A New Way.

Turfthor and Maxxthor are trademarks of Ensystem, Inc.
Merit is a trademark of Bayer Environmental Science
Talstar is a trademark of FMC Professional Solutions



The GCSAA's Frederick Thomas offers career advice to superintendents in Anaheim. Photo: Heather Wood

the interviewers are likely amateurs with little experience with the hiring process, Vermeulen says.

"Sell to their weaknesses," he says. "Make your moments with the selection committee count."

Interviewees can do this by considering the committee probably lacks:

- Knowledge of what the job requires;
- Understanding of the education required;
- An idea of what they want from the golf course;
- Knowledge of the hiring process; and
- An abundance of time.

The committee probably will favor the candidate with the least resistance, Vermeu-

Career Help

➤ For more resources to help advance your career, contact the GCSAA career services office at www.gcsaa.org/career.

len says. A few other tips for the interview include:

- Don't mention salary;
- Don't chew gum or smoke;
- Don't use profanity;
- Ask questions about the position;
- Practice good communications and presentation skills; and
- Avoid poor posture.

Above all, set yourself apart. Throughout the process, remember to make the application process about the employer.

"All they want to know is what you can do for them," Thomas says. — Heather Wood

illustrate these.

Thomas says a cover letter is a must. "The resume won't get read without a cover letter," he says. The letter should include short, concise sentences explaining why you're writing, what you have to offer and how you will follow up with the potential employer. If you're called for an interview, take advantage of the fact



SAND STORM

"TURN BACK THE SANDS OF TIME"

Are your bunkers suffering from the adverse effects of time? Are rocks, silts, and clays beginning to build up causing your bunkers to look, function, and play like concrete?

Courses all over the world rely on the Sand Storm by ZScreen LLC. for all their bunker maintenance needs. The Sand Storm cleans and "recycles" your sand right in the bunker, utilizing a 12volt vibratory motor, saving you time and money. Say good-bye to the short term repair method of "removing and replacing" your bunker sand, and say hello to a more cost effective, long term solution.



U.S. Patent # 6,439,393 and Patent # 6,963,182
(623)581-0307 • www.zscreen.com

There's a new player
in golf irrigation.



www.JohnDeere.com



Maybe you've heard of us.



JOHN DEERE
GOLF IRRIGATION

John Deere Golf Irrigation has created a state-of-the-art collection of sprinklers, controllers, and central management systems. Each sculpted from your needs and expectations, and featuring the same common-sense expertise and quality you've come to expect from John Deere, and only John Deere.

Just spend a few minutes and you'll discover innovations like the web-based desktop central control of eAurora™ and stand-alone capabilities

of our Aurora™ and LT-Plus controllers. Our X-Series rotors let you irrigate both roughs and fairways with the same rotor—without breaking a sweat. But it's not just the products that are groundbreaking. Check out our industry-exclusive standard three-year warranty, and lightning protection that's simply the best in the business.

It's all waiting for you. Give your local John Deere Golf & Turf Distributor a call, or call 1-800-537-8233 for the distributor nearest you.

VC-60 VERTI-CUTTER

By First Products, Inc.

The VC-60 VERTI-CUTTER is designed for continuous heavy duty operation for fairways and tees, in all types of turf. This unit has a patented swing hitch that allows the operator to verti-cut around objects while turning without tearing the established turf. Cutting depth is 1 1/2 inches deep..



164 Oakridge Rd.
Tifton, GA 31794

Wats: 1.800.363.8780

Phone: 229.382.4768

Fax: 229.382.0506

email: sales@1stproducts.com

www.1stproducts.com

NEWS ANALYSIS

Course marketing: Do something remarkable

To succeed, golf courses should set themselves apart from the competition, says marketing expert Terri Langhans.

To bring more business to a golf course, golf course owners and managers should remove their marketing hats and think more like a "normal" person.

Langhans, c.o.e. (chief of everything) of Blah Blah Blah Etc., shared this message at her presentation on Maverick Marketing at the National Golf Course Owners Association's annual conference Feb. 20-24 in Anaheim, Calif. At the conference, held in conjunction with the Golf Industry Show, Langhans told the crowd to think outside the box.

"We spend so much time trying to get away from ads," she says. "When you put on your marketing hat, you're joining the chorus. Don't do what everyone else does."

It takes a different type of thinking to get attention and draw in new and returning business, she adds. Start by connecting with the customers before convincing them to give the course their business. This is not done by spewing out as much information as possible about the facility.

"We love to inhale the aroma of the product and then we exhale ad nauseum to the target," she says.

First, think of one or two attributes or attraction factors. What is the need or want that is satisfied by those attraction factors? Keep in mind that green fees usually aren't a wise factor to market she says.

Instead, marketers should think about the strategy from their own perspectives and what they would want to hear. "This will keep you from being poisoned by the exhaust fumes," Langhans says.

A successful marketing campaign is one that illustrates how a golf course sets itself apart from others. Langhans suggests that golf course managers and owners make a list of its services and note how it is different from other area clubs' services. These include signage, voice mail, the people who answer the phone, letterhead, the Web site and parking.

Consider:

- What is the club doing that is the same, expected, ordinary or usual?

- Switch it up a bit – what can be done differently?

- How can each golfer's experience be made memorable? (An example Langhans has heard is playing music at the first tee box to ease golfers' nerves)

- What services would be offered if this wasn't a golf course? (Example: a hospital started offering valet service)

By doing something different, golf courses can do something remarkable—that is, something that is worthy or a remark, Langhans says. This is the best way to win customers, she adds, because the best marketing is word-of-mouth mention.

Langhans says this is the way to gain publicity rather than "doing" marketing, which is how many people often think of the process. "Branding isn't something you do," she says. "You become a brand; you achieve it."

People often make decisions based on emotion rather than fact, so Langhans suggests marketers play to this tendency. Show potential customers the course has a personality.

"Describe the business as if it were a walking, talking person," she says. Is it a man or a woman? What usually is a golfer's first impression of the course or facility? Is the course a wallflower or a mingler? "The best marketing in the world sounds like a letter from an old friend," she adds.

Langhans pushes the idea of a recommended daily activity—something managers or owners can do on a daily business to spread the word about the course. RDAs including attending networking meetings, calling wedding planners to get the word out about the facility and making one person's day a little better are activities that can add to the daily promotion of the course.

Ultimately, she says, every employee is a member of the course's marketing department. Each employee's action has the potential to leave an impact on the customer and could determine whether the customer returns.

"Think of yourself as being in the people business rather than the golf business," she says.

For more information, visit www.blahblahblah.us. – HW

Governor™

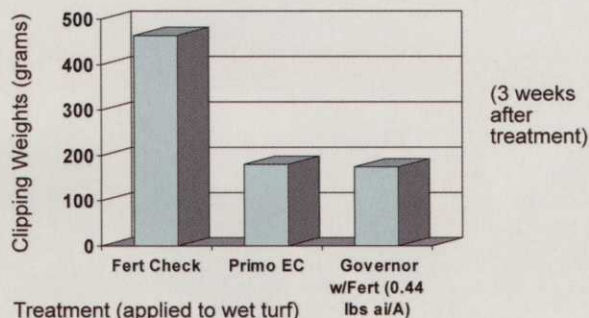
...the Only Granular Product Based on Primo.



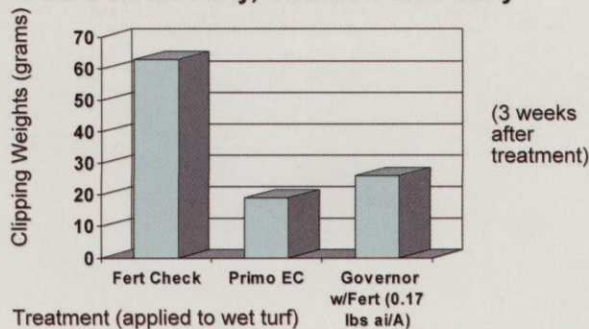
Governor™ provides the benefits of a turf growth regulator and convenience of a granular application, such as:

- Whenever a granular application is preferred over spray applications of a turf growth regulator product
- When mowing operations conflict with frequent golf play, athletic events, or other outdoor events of extended duration
- Reduces clippings by up to 50%
- Allows for a longer interval between mowings
- Redirects grass growth energy into roots and shoots, improving turf density, durability and color
- Frequently reduces watering requirements
- Will not harm neighboring plants
- Seed germination is not affected. It doesn't kill the grass or other plants like other chemical edger products can
- Contains same active ingredient as Primo Maxx

Efficacy on Perennial Ryegrass Dr. Mahady, Pebble Beach, CA

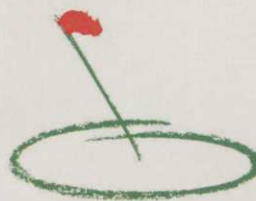


Efficacy on Tifway Bermudagrass Dr. Bert McCarty, Clemson University



The active ingredient in Governor™ (trinexapac-ethyl) is time-tested by years of extensive use on golf courses and commercial lawns and landscapes.

For more information, contact your local distributor, or call your Andersons Territory Manager at 800-253-5296



Andersons
GOLF PRODUCTS.

www.AndersonsGolfProducts.com

™ Governor is a trademark of The Andersons Agriservices, Inc. ® Primo is a registered trademark of Syngenta

Also visit us at booth 4919 at the GIS, Feb. 22-24, 2007

In Texas, two greens are better than one

What can be done when golf course greens are struggling to grow in, resulting in less than desirable playing conditions?

How about creating a second set of greens?

That's how management of Willow Springs Golf Course approached the problem. The family-owned course outside of Fort Worth, Texas, experienced difficulties with a Tifgreen Bermudagrass grow-in, so the grounds management crew started fresh with a new set of Bermudagrass greens.

One set of greens is used in the summer and the other in the winter. Although the approach had its costs up front, the long-term effects have made it worthwhile, says golf course superintendent Troy Golden.

"The course lies out a little differently (every six months), so members enjoy the change," he says. "Some are laid out side-by-side, and others are separated by a sand trap. A hole might be par 4 in the summer, but have a different setup and be a par 3 in the winter."

Additionally, maintenance is

easier and less disruptive when there are two sets of greens.

"We can do cultural practices such as aerification to the greens we're not using," he says. "We never have downtime because of major agronomic practices."

The summer greens maintenance routine usually starts in March, when the crew aerifies and verticuts them. After the greens heal, they're included in the regular routine with the winter greens.

"We ride-mow all our greens, so it's not that big of an extra effort," he says. "As soon as

the summer greens are in good condition (usually in May) and I have ability to water and fertilize them more, we open them for summer."

Another advantage is that if one course's greens aren't at an acceptable quality, the crew can switch to the other set so golfers almost always find favorable course conditions. This ability has given Willow Springs an advantage when nearby courses have had trouble keeping greens in top form.

For example, Golden says that when nearby courses are losing



PERFORMANCE POWERED BY
CLOTHIANIDIN