

Oasis central irrigation software

- Features visual positioning, imaging and mapping
- Provides a way to locate infield controllers, weather stations or other devices using zoom features
- Allows the user to highlight any controller and launch programming screens, view alerts or use the integrated notepad

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



X2 Golf personal transporter

- Adaptation of the original model features self-balancing technology
- Includes a golf-bag carrier, scorecard holder and an accessory bar
- Smooth tires and small contact patch with the ground make it turf friendly
- Includes LeanSteer technology, which allows the rider to lean in the desired direction
- Maximum speed is 12.5 mph

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



Paspalum turfgrass

- Low-growing, rapidly spreading semidwarf variety
- Can be used on tees, fairways, roughs and greens
- Is salt tolerant and can tolerate most types of alternate water sources
- Often requires less nitrogen and water than other warm-season cultivars
- Does well in cool weather

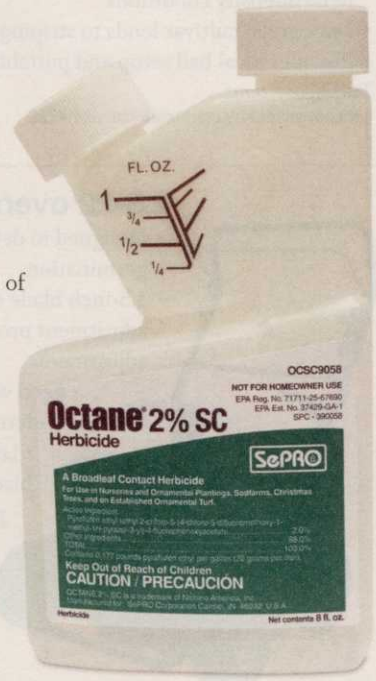
Sea Isle Supreme
[#216](http://golfcourseindustry.com/readerservice)



Octane herbicide

- Contains active ingredient pyraflufen ethyl, which when added as a tank-mix with postemergent broadleaf weed herbicides, increases the speed of kill
- Visual herbicidal results are evident within 24 to 48 hours of application
- Gentle on desirable turfgrasses
- Low water solubility and vapor pressure limit its potential off-target movement to sensitive sites
- 2 percent SC

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



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Meridian insecticide

- Registered for commercial and residential use on turf
- Controls a spectrum of soil and foliar pests with a wide application window
- Features preventive and curative properties
- Product is suitable for use on trees and shrubs and has a reduced need for watering in after application
- Insects controlled include soil pests such as billbugs, white grubs, Japanese beetles, oriental beetles, and European, Southern and Northern masked chafer; and foliar pests such as aphids, whiteflies, mealybugs and leafhoppers
- Offers control of ants and other insect pests of trees and shrubs

Syngenta
[golfcourseindustry.com/readerservice #219](http://golfcourseindustry.com/readerservice/#219)



Pro Core processor

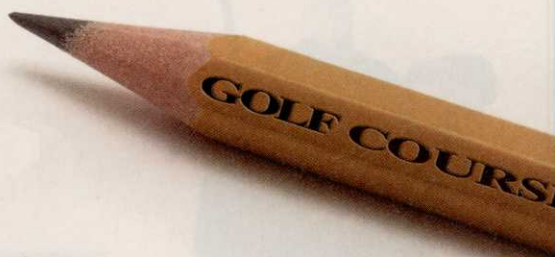
- OnePass hitch attaches processor behind three-point aerator
- Powered by a 35-hp Briggs Vanguard engine
- Features a 70-inch processing width

- Full rear roller smoothes turf and eliminates tire tracks on cores or freshly aerated turf
- Carbide tip blades process material into fine particles for even and thorough distribution
- Optional tow hitch allows for operation behind any tow vehicle or tractor

Toro
[golfcourseindustry.com/readerservice #220](http://golfcourseindustry.com/readerservice/#220)



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www.golfcourseindustry.com/tools/businessforms

Platinum TE paspalum turfgrass

- Exhibits high salt tolerance and proven performance with proper management
- Demonstrates general foliar disease resistance
- Fine leaf blade and tight internode spacing create a compact canopy surface
- Features growth performance and sustainability, even in low-light-intensity conditions
- Dark green cultivar lends to striping capability
- Provides ideal ball setup and puttability



Turf Ecosystems
[golfcourseindustry.com/readerservice #222](http://golfcourseindustry.com/readerservice/#222)

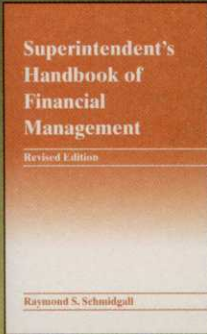
LS-22 overseeder

- Designed to deliver maximum seed germination
- 1.5-inch blade spacing and microscrew depth adjustment provides quick, accurate blade adjustments
- Seed window allows the user to reference seed levels
- Lower spring tension in the blade clutch bail reduces the hand pressure required for operation
- The most often-used controls are on the handle within easy reach of the operator



Turfco
[golfcourseindustry.com/readerservice #221](http://golfcourseindustry.com/readerservice/#221)

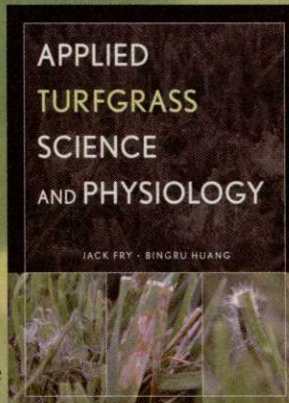
INDUSTRY RESOURCES



Superintendent's Handbook of Financial Management, Revised Edition

\$45
Raymond S. Schmidgall
ISBN: 0-471-46319-1. Hardcover,
176 pages, October 2003

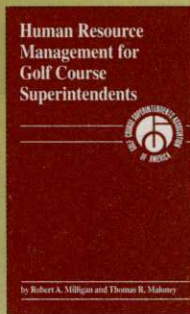
The key to any successful business is the effective management of revenue, costs and of course profitability. This book provides golf course superintendents with the necessary tools to manage their daily financial operations by explaining basic accounting principles such as pricing, budgeting, cost control, payroll and cash flow.



Applied Turfgrass Science and Physiology \$80

Jack Fry, Bingru Huang
ISBN: 0-471-47270-0, Hardcover, 320 pages, July 2004

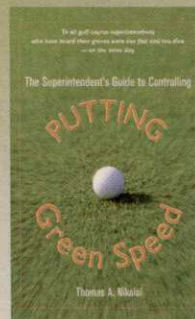
Applied Turfgrass Science and Physiology illustrates topics with research results from peer-reviewed scientific journals to provide insight into how principles and techniques work in real-world practice. Case studies help reinforce material for students as well as professionals seeking to advance their careers.



Human Resource Management for Golf Course Superintendents

\$40
Robert A. Milligan, Thomas R. Maloney.
ISBN: 1-57504-038-7. Hardcover,
192 pages, July 2002

Every aspect of golf course management is covered. Learn how to improve your planning abilities, build leadership and communication skills, maximize employee performance, select and train new employees, and conduct employee performance evaluations. Using the principles in this book will help you effectively manage any golf facility.



The Superintendent's Guide to Controlling Putting Green Speed

\$65
Thomas Nikolai
ISBN: 0-471-47272-7, Hardcover, 160 pages,
October 2004

It is critical for golf course superintendents to know the factors that impact green speed. This book covers every aspect of green speed maintenance including playability, environmental considerations, mowing and pest management. It also provides practical decision-making advice relative to financial and budgeting issues.

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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.

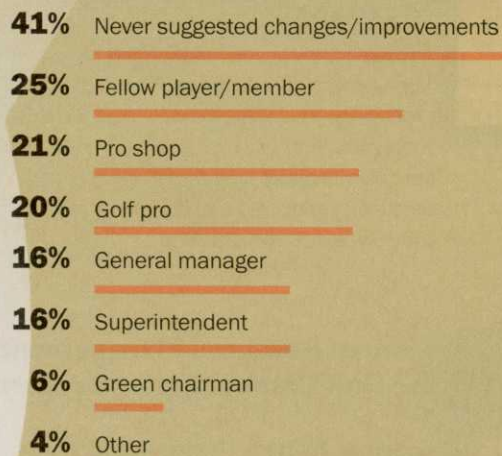
The lines are open

Communicating with golfers is a popular topic among golf course superintendents. During educational sessions and seminars throughout the country, speakers and superintendents have stressed the importance of managing golfer expectations. Communication is necessary to do that, and is probably more common at private clubs than public golf courses. For many superintendents, it's the most difficult and least desirable part of their job.

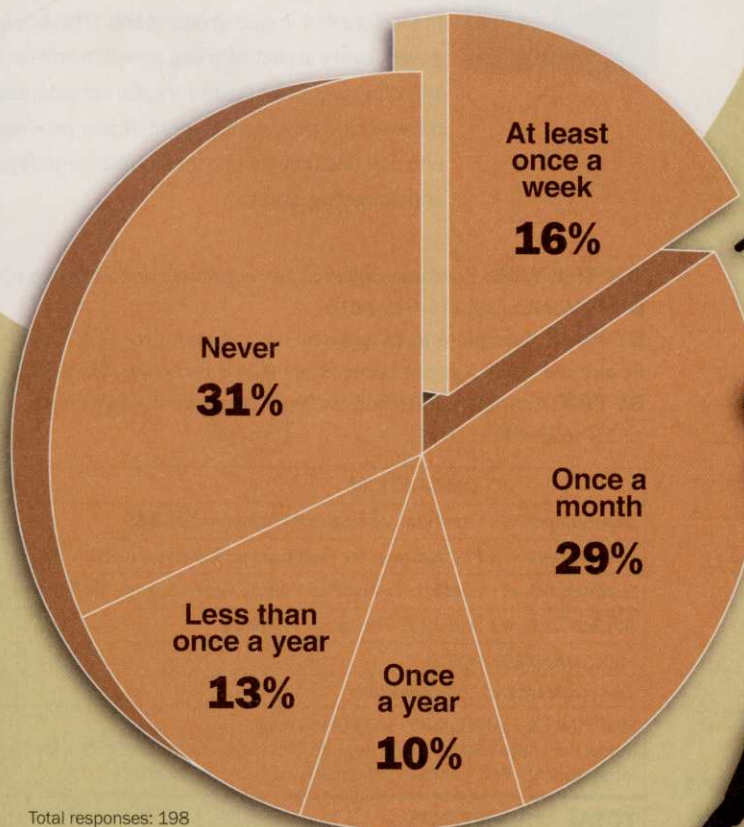
But communication is supposed to be a two-way street, so to speak. We asked golfers about communicating with golf course maintenance professionals and other golf facility managers. Below are charts that show how often golfers approach a golf course manager and shed light on how important they view talking to you.

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.

Have you discussed any changes (improvements) you would like to see at the course you most frequently play golf? If so, with whom?



Total responses: 198 Source: GCI research

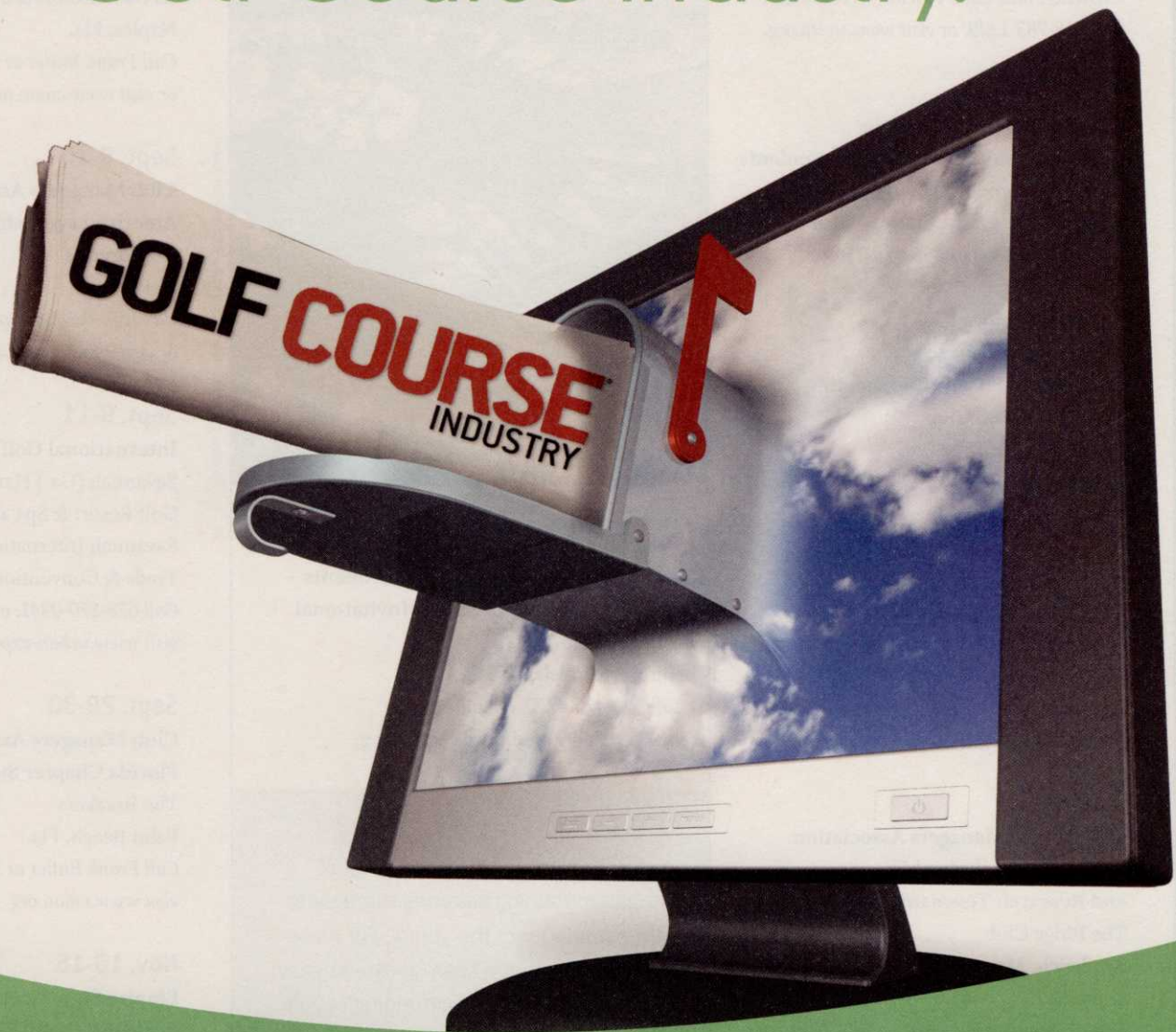


How often do you talk with the golf course superintendent or other maintenance professional at your primary course?



Total responses: 198
Source: GCI research

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March 27

New York State Turfgrass Association
Adirondack Regional Conference
Crowne Plaza Lake Placid (N.Y.) Resort
Call 518-783-1229, or visit www.nysta.org.

April 24

Hi-Lo Desert chapter of the
California Golf Course Superintendents
Association meeting and golf outing
Palm Desert (Calif.) Country Club
Call Cynthia Neal at 866-820-3169.

April 26

Golf Course Managers
Association of Cape Cod meeting
Crosswinds Golf Club
Plymouth, Mass.
Call 866-422-6222, or
visit www.gcmacc.com.

April 27-May 2

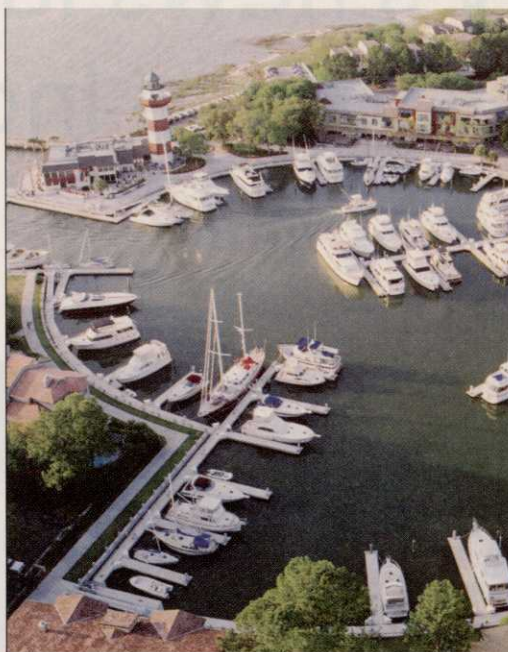
American Society of Golf Course
Architects annual members meeting
The Westin Buckhead
Atlanta
Call 262-786-5960, or visit www.asgca.org.

May 21

Golf Course Managers Association
of Cape Cod Scholarship
and Research Tournament
The Ridge Club
Sandwich, Mass.
Call Julie Heston at 866-442-6222,
or visit www.gcmacc.com.

May 31-June 3

Club Managers Association of America
Florida Chapter Summer Conference
The Shores Resort & Spa
Daytona Beach, Fla.
Call Frank Butler at 561-333-7006,
or visit www.cmaa.org.



Courtesy of the Hilton Head Island Visitor & Convention Bureau

July 23

Carolinas Golf Course Superintendents
Association Superintendent Invitational
Oldfield Club
Hilton Head Island, S.C.
Call 800-476-4272, e-mail
info@cgcsa.org or visit www.cgcsa.org.

Irrigation training

Rain Bird is holding several golf
irrigation training sessions throughout
the remainder of the spring. For more
information about a session listed below,
visit www.rainbird.com/training or call

800-498-1942.

Idaho Falls, Idaho

March 19-23

Renton, Wash.

March 27-29

Boston

April 3-4

Aug. 5-8

Club Managers Association of America
Florida Chapter Summer Conference
La Playa Resort & Spa
Naples, Fla.
Call Frank Butler at 561-333-7006,
or visit www.cmaa.org.

Sept. 8-10

Club Managers Association of
America Leadership/Legislative
Conference
New York
Call Kim Pasquale at 703-739-9500,
or visit www.cmaa.org.

Sept. 9-11

International Golf Gathering
Savannah (Ga.) Harbor
Golf Resort & Spa and
Savannah International
Trade & Convention Center
Call 678-370-0341, or
visit www.urban-expo.com.

Sept. 28-30

Club Managers Association of America
Florida Chapter Summer Conference
The Breakers
Palm Beach, Fla.
Call Frank Butler at 561-333-7006, or
visit www.cmaa.org.

Nov. 13-15

Empire State Green Industry Show
Rochester (N.Y.) Riverside
Convention Center
Call 518-783-1229, or visit www.nysta.org.

Contact **Heather Wood**, Web
editor, at hwood@gie.net or
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about conferences, Web sites, books,
DVDs, CDs and other types of resources.



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Terry Buchen, CGCS, MG, is president of Golf Agronomy International. He's a 38-year, life member of the GCSAA. He can be reached at terrybuchen@earthlink.net.

Positive ID

The Lakewood Country Club in Rockville, Md., was completely renovated about two years ago under the watchful eyes of Christopher Ayers, CGCS, and Mark McGreevy, assistant superintendent.

An extensive subsurface drainage piping system was installed throughout the course, and the outfall drains became clogged and were hard to find. McGreevy found that the as-built drainage blueprints weren't always correct about which specific area drained into a particular outfall pipe.

To make it easier to find the outfall pipes in the native-grass areas, wooden hazard stakes were made and used as markers. A drimmel tool engraved the stakes to signify the specific areas with abbreviations of what area was being drained. For example 17G + LB + RB + BSN stands for the 17th green, left bunker, right bunker and catch basin. Then the stakes were painted blue.

Some of the outfall pipes drain only one area. Other larger pipes drain as many as 10 different areas. The pipes also can be triangulated off of the closest sprinkler heads on the as-built irrigation blueprints. There were about 40 outfall pipes that were marked in the nonmaintained native grass areas.

McGreevy has since moved on and is the golf course superintendent at Wyncote Country Club in Oxford, Pa.



"Browns" not greens

The Mesaieed Golf Club in Doha, Qatar, is one of the few all-sand golf courses left on the planet. The first nine holes were built in 1952, and the second nine were built in 1979. The club, which is owned and operated by Qatar Petroleum, measures 6,645 yards and plays to a par 71 with two sets of tee markers.

The "browns," which are more than two feet deep, are built using straight, fine-grade dune sand from the Arabian Gulf. They're oiled once a year in mid-summer during the off season using 270 to 400 gallons of raw, crude oil per green. The greens take six to nine weeks to dry. The maintenance staff rakes the greens each morning prior to play and a "greenkeeper" is positioned next to three or four greens that are close to each other so he can rake the greens after each group putts out. The hole locations are changed once a week.

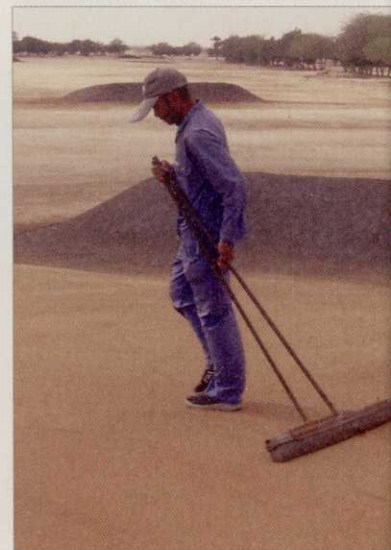
The sand bunker surrounds also are oiled at the same time as the "browns." The club doesn't allow members or guests to hit shots from the bunker surrounds, so a rope is placed on the top of each slope. If a ball lands on the sand side of the slope, the golfer gently nudges the ball, forcing it to roll down the hill, and then it's played as it lies. The same procedure is used on the other side of the rope. The mason bunker sand is raked daily.

The fairways used to be oiled once annually, but it hasn't been done since 1990 because of environmental reasons. The edges of the fairways are defined by 12-ounce, aluminum soft drink cans filled with concrete. A large nail is positioned in the concrete, then it's placed in the turf to keep the can upright.

If golfers' shots land in the fairway, they hit off of an 18-inch-by-18-inch artificial turf mat. If they land in the rough, they play it as it lies. Most members and guests walk and carry their clubs or use "trolleys." There are two "buggies" for those players who can't walk.

The trees have drip irrigation bubblers that are programmed to water each tree two times per day in the summer and once during the winter.

Viswanathan, who is a native of India, has been the golf course superintendent for the past 27 years. **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.

(SUPERINTENDENT PROFILE continued from page 41)

securing your next job.

"There's a demand for my guys, but during the past few years, it's been more difficult," he says. "The guys in our loop – I think it's down to four levels now – have strengths. I get criticized for having my guys get the good positions at various clubs, but they've proved themselves. At one point, superintendents at six of the top 10 golf courses in the country were former employees of mine. I helped develop their work ethic. I don't accept 'no' for an answer. Too many times we run into a problem and say it can't get done. That's when I say pull out all the stops."

Latshaw says he doesn't advertise the guys who worked for him. He receives calls from clubs looking to hire, and he puts in a good word for his former employees.

"They're like sons to me," he says.

Latshaw attributes his success partly to luck.

"I was in the right place at the right time and my career blossomed," he says. "Back in the 1970s, the PGA had a difficult time finding a course to host the Championship. I got a lot of press. I even made the front page of The Wall Street Journal. Once you get in the limelight, people seek you out. I never wanted to be in the limelight, but it just happened."

The key to a superintendent's success is to surround himself with good people, Latshaw says.

"I constantly recruited to find good people," he says. "Then when I got them to work for me, I pushed them to see if they really wanted to be in the business. I worked them, and they excelled. I always had people calling me."

A certain level of success can determine whether a superintendent is great or just average. To be great, Latshaw says one needs to have a goal and pursue it, be a good communicator, have a drive to excel and take a leadership role when dealing with people. Being a good salesman also is important.

"People always say, 'If I had that kind of a budget, I would be able to do X,'" he says. "You need to be a good salesman and convince people they need to put more money into their golf course. When that happens, the whole club does better."

"Most of the clubs I went into were struggling," he adds. "It all starts with a good golf course. It's easier said than done, and it requires

persistence. Slowly you can raise the budgets. Courses are realizing if they don't keep up with the Joneses they'll have more problems."

Latshaw really doesn't see himself as a teacher but rather a stickler for detail. He says every job can be done better.

"I pushed for perfection," he says. "I surrounded myself with good people. Those people did the training because they knew what I wanted. Training was set by example. I was in the Navy for four years and use its philosophy. When you're on a destroyer, you're forced to learn quickly."

Latshaw also has seen many changes throughout his career. For starters, he says superintendents have many more tools to work with today than they did in the '60s. Education is another considerable change.

"When I entered the industry, I was in the beginning group of guys who had a college education," he says. "Nowadays, almost every superintendent has a degree of some sort."

Superintendents also are working with better irrigation systems.

"During my career, I put in five new irrigation systems and each one was better," he says. "We're able to manage water better. I think that was the key to my success because I was stingy with water."

Latshaw definitely has left his mark on the golf course industry, and he hopes people think highly of him as a good person who has helped advance the profession. Throughout his career, he has gained the respect of superintendents and club members alike.

"I helped raise the income bracket for superintendents," he says. "I did it by example, not by preaching to the choir. In the 1960s, there wasn't much respect for the golf course superintendent. At that time, my wife (Phyllis, who passed away in 2004 at age 63) was a school teacher and was making more money than I did as a superintendent. My paycheck is my report card. Because my salary increased, others increased. I wasn't afraid to move or do better. I was fortunate that people paid me what I demanded. We've come a long way in this industry." **GCI**

Paul R. Latshaw can be reached at latshawgolf@comcast.net.

(NEWS ANALYSIS continued from page 21)

of the CMAA as a reason for the increase.

The addition of the CMAA brought together many golf course managers, owners and superintendents at the show for the first time.

"One golf course manager said to me, 'We joined the NGCOA when we found out you guys were working together,'" says Jim Singerling, c.e.o. of the CMAA, adding he's heard



From left, Steve Mona, Mike Hughes and Jim Singerling discuss the success of the Golf Industry Show. Photo: Heather Wood

other positive comments about golf course managers becoming closer with their owners and superintendents throughout the show.

"Teamwork is a financial imperative – it's not a luxury at all," Mona says. "There's no room for inefficiency at the facility level."

The GCSAA exceeded its expectations in the education conference, Mona says. Several of the sessions were filled to capacity.

"It's an ultimate indication of the health of the show," he says.

The three associations will regroup later this month to review what worked and what didn't and begin planning next year's show, which will be held in Orlando, Fla. Mona says he's excited for the event because the Orlando events traditionally have better turnouts than West Coast shows. – HW

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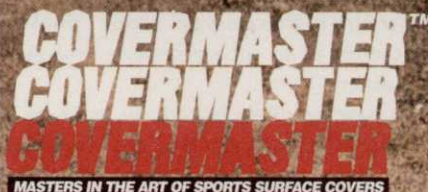
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