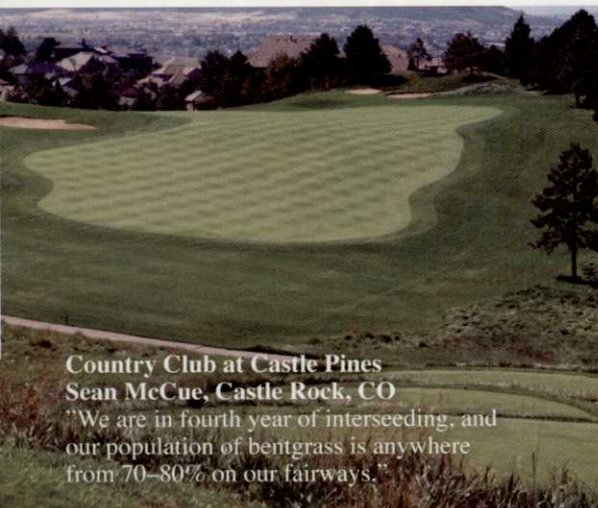


TEE 2 GREEN

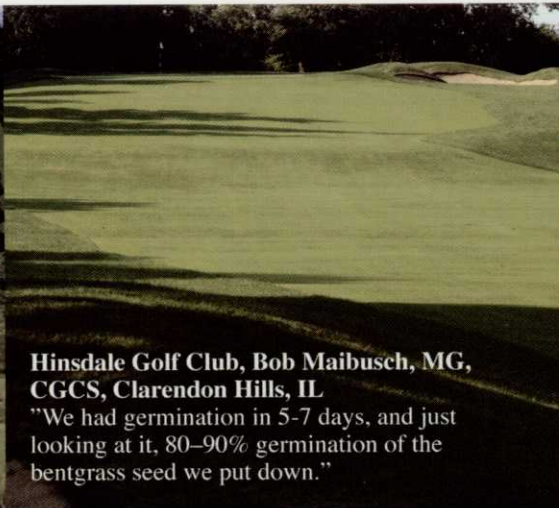
“Interseeding works for us”

HERE IS WHAT **WILL WORK** FOR YOU



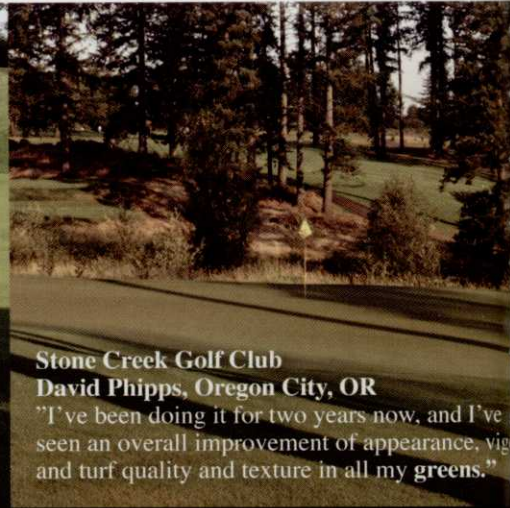
Country Club at Castle Pines
Sean McCue, Castle Rock, CO

“We are in fourth year of interseeding, and our population of bentgrass is anywhere from 70–80% on our fairways.”



Hinsdale Golf Club, Bob Maibusch, MG,
CGCS, Clarendon Hills, IL

“We had germination in 5-7 days, and just looking at it, 80–90% germination of the bentgrass seed we put down.”



Stone Creek Golf Club
David Phipps, Oregon City, OR

“I’ve been doing it for two years now, and I’ve seen an overall improvement of appearance, vig and turf quality and texture in all my greens.”

“I WILL CONTINUE TO **INTERSEED** TO KEEP GETTING ADDITIONAL POPULATIONS OF **BENTGRASS** OUT THERE AND TO HELP ME **COMPETE AGAINST THE POA ANNUA** POPULATIONS IN OUR FAIRWAYS”

Sean McCue, Country Club at Castle Pines, Castle Rock, CO

These superintendents, from both private clubs and public golf courses across the country, say that interseeding with the advanced bentgrasses from Tee-2-Green is a highly effective method for improving turf.

The interseeding process is simple: After you aerify, put down one of the aggressive Penn bents from Tee-2-Green, such as the Penn A’s & G’s, Seaside II, PennLinks II, or Penneagle II. Over time, as you slowly build up your seed bank, the aggressive Penn bentgrasses will grow and spread to become

the dominant turf on your greens, fairways, and tees—even out competing many unwanted weeds, including *Poa annua*.

Soon, you will begin to notice that your playing surfaces are growing more dense and playing more consistent. And because the advanced Penn bents are more disease resistant and tolerant of extreme conditions than other bentgrass varieties, your course will be easier and less expensive to manage. The key is to follow these simple interseeding techniques.

“I’VE SEEN AN **OVERALL IMPROVEMENT OF APPEARANCE**”

David Phipps, Stone Creek Golf Club, Oregon City, OR

The best part is that when you interseed, you can dramatically improve your golf course without disrupting play. Your members and players won’t even realize until they

notice a better-playing course. To improve playing conditions on your golf course, don’t renovate, interseed with the advanced Penn bents from Tee-2-Green—the finest, most trusted bentgrasses in the world.

Call for your **FREE DVD**
or

Visit tee-2-green.com to view
interseeding testimonials

TEE 2 GREEN

WE’VE GOT HISTORY

PO BOX 250 Hubbard, OR 97032 USA
800-547-0255 • FAX 503-651-2351
www.tee-2-green.com
bentinfo@tee-2-green.com

FEATURES

Owner profile

32 ON TRUMP'S TURF

A look at why The Donald is doing business in the golf industry.

Superintendent profile

ELEVATING THE PROFESSION

Paul R. Latshaw's influence ripples throughout the industry.

Environmental management

42 ON THE GREENER SIDE

Environmental areas reduce labor, inputs and impact on surroundings.

Facility operations

48 ON THE BLOCK

What to consider when forming a sales strategy when your golf facility is up for sale.

Water management

54 ON THE MARK

Short-throw irrigation provides precise water control, allowing superintendents to manage water more efficiently.

Nutrient management

60 FEEDING THE GREEN

Steady growth and foliar applications are key to most fertility programs.

Product purchasing

64 A PERCEIVED VALUE

Despite the rewards, some superintendents are ambivalent toward purchasing programs.

Builder Excellence Award profiles

68 A FIRST-CLASS FACILITY

Attention to detail and addressing issues trump weather and tragedy to complete a high-end development project.

72 RESTORING A CLASSIC

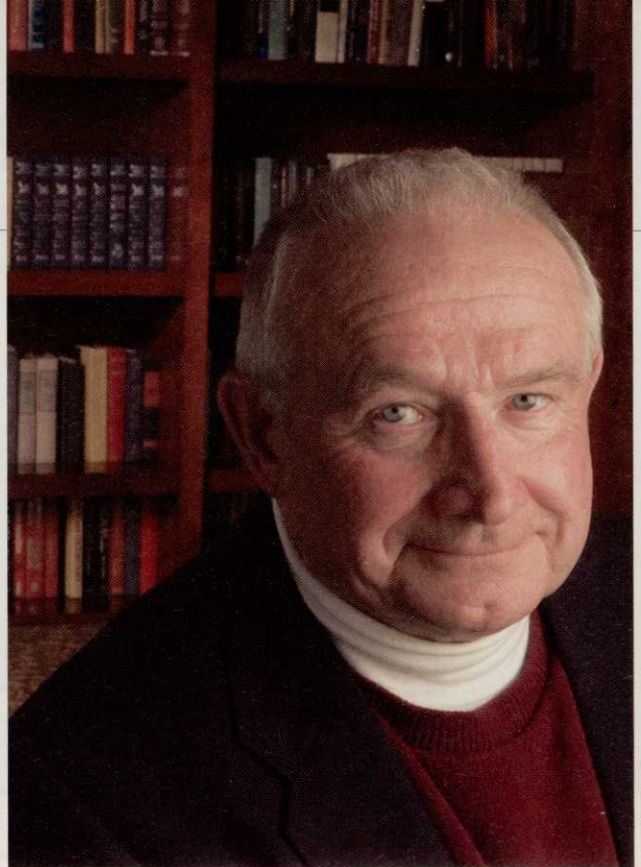
A builder overcomes inclement weather and time constraints to restore a resort course.

76 DOING IT ALL

A builder takes a turnkey approach and battles hurricanes to reconstruct a Florida course.

80 FROM SUPERFUND TO SUPERSITE

A development project turns an EPA waste site into a golf course gem.



Product features

100 WITH THEM IN MIND

A superintendent lets distributors know about his pesticide program ahead of time to ensure timely delivery and savings.

104 THE SOONER THE BETTER

A superintendent in North Carolina takes advantage of ordering pesticides early.

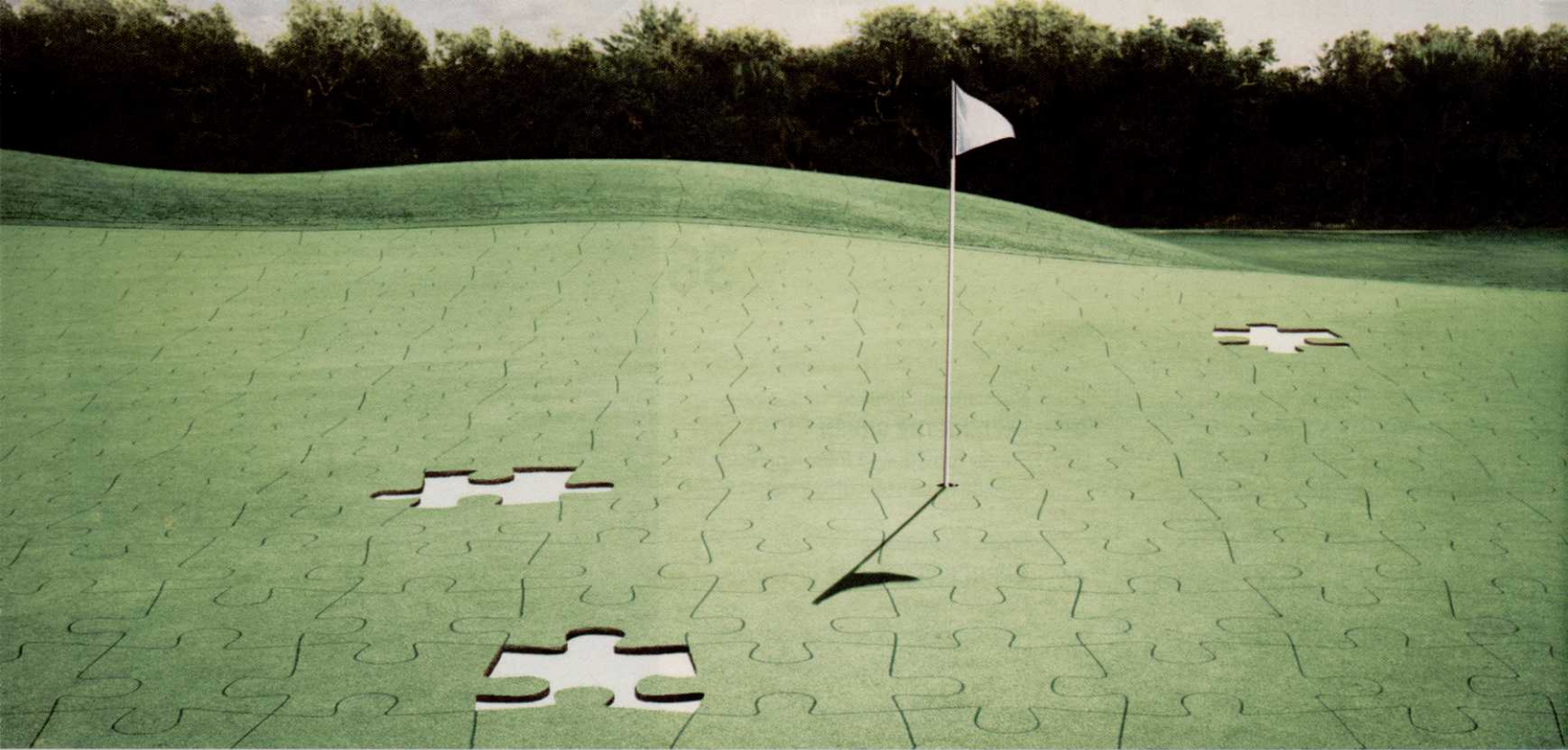


GOLF COURSE INDUSTRY
2007 Builder Excellence AWARDS



GOLF COURSE INDUSTRY (ISSN 1054-0644) is published in January, February, March, April, May, July, August, September, October and November. Copyright 2007 GIE Media Inc., 4012 Bridge Ave., Cleveland, OH 44113-3399. All rights reserved. No part of this publication may be reproduced or transmitted by any means without permission from the publisher. One-year subscription rate, \$33 in the United States, \$42 in Canada and Mexico, and \$88 in other foreign countries. One year foreign airmail rate: \$102. Two year subscription rate: \$65. Subscriptions and classified advertising should be addressed to the Cleveland office. Periodicals postage paid at Cleveland, Ohio, and additional mailing offices. Postmaster: Send address changes to GOLF COURSE INDUSTRY 4012 Bridge Ave., Cleveland, OH 44113-3399.





Solutions that fit any turf disease problem.



When it comes to nasty turf diseases and the problems they create, Bayer has the solution—products that will prevent or control tough turf disease like dollar spot, brown patch and anthracnose, quickly and effectively. Therefore, keeping your course beautiful and green and your reputation golden. And all our products are **Backed by Bayer™** and all the science and support that come with it. For more information ask your Bayer Field Representative or visit us at BackedByBayer.com.

 **TARTAN**

chipco
Signature

26GT

Banol

BAYLETON

COMPASS

ProStar



BACKED
by **BAYER**



DEPARTMENTS

- 6 Editorial
The greener side of golf
- 8 Letters to the editor
- 10 News Analysis
John Deere/LESCO deal,
successful career paths,
double greens in Texas,
association heads dub GIS
a success
- 30 At the turn
- 106 Products
- 114 Consumer research
- 118 Travels With Terry
Equipment ideas
- 120 Classifieds
- 121 Ad index

COLUMNISTS

- 22 Assistant's view
Dan Schuknecht: Success
through education
- 24 Design Concepts
Jeffrey D. Brauer: Safety's
link to litigation
- 26 Advancing The Game
Jim McLoughlin: Club
management options
- 28 Human Resources
Robert A. Milligan, Ph.D.:
Mastering the task at hand
- 122 Parting Shots
Pat Jones: Deja vu

32

RESEARCH

- 86 **SHED LIGHT ON RAPID BLIGHT**
Cooperative effort leads to a better
understanding of impact and strategies.
- 92 **HEAD THEM OFF**
A look a preventive approaches to
destructive turf insects.



VISIT US ONLINE – www.golfcourseindustry.com

GET WHAT YOU WANT

For most, negotiating contracts is difficult. But effectively negotiating a deal will get you what you want – maybe more, maybe less. Bob Quintella, deputy director of the parks, recreation and neighborhoods department for the city of Modesto, Calif., offers tips about how to become a better negotiator.

COPING WITH LOCALIZED DRY SPOT

There are several ways – some better than others – to decrease water repellency in soil.

ONLINE POLL: EDUCATION

As a golf course superintendent, what level of education do you have? High school diploma? Two year college or technical degree? Four-year college degree? Master's degree? Doctorate degree? Visit our home page to partake.

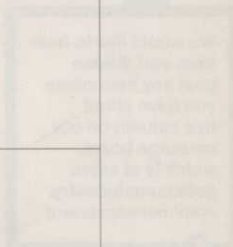
DIGITAL LIBRARY

For the first time, you can view last year's digital issues of Golf Course News any time you want on DVD. The digital library contains all the

42

EDITORIAL MISSION STATEMENT:

Golf Course Industry reports on and analyzes the business of maintaining golf courses, as well as the broader business of golf course management. This includes three main areas: agronomy, business management and career development as it relates to golf course superintendents and those managers responsible for maintaining a golf course as an important asset. Golf Course Industry shows superintendents what's possible, helps them understand why it's important and tells them how to take the next step.





John Walsh
Editor

THE GREENER SIDE OF GOLF

Don't get me wrong; I'm not a tree-huggin' hippie who thinks pesticides are horrible and should be banned. And I'm not protesting golf course development because it disturbs the land and "ruins" wildlife habitat. But golf course superintendents, as a whole, can do a better job of being the environmental stewards the industry claims.

The mindset of many superintendents is to use as few pesticides as possible by having a sound integrated plant management program and managing water use better because it's good for turf, the bottom line and the environment. But there's still room for improvement.

Those at the 10th Golf & the Environment meeting last month in Anaheim seemed to think so, too. The event included key people from the golf industry (GCSAA, USGA, GCBA and ASGCA) and the environmental community (Sierra Club and Friends of the Earth). Both sides found common ground and understand each other better. The goal for both is to improve golf's compatibility with the environment, and there's no question the two sides are closer to that goal than they were 10 years ago.

Superintendents need to realize the importance of better environmental stewardship. I suspect some superintendents simply don't care, and some are too lazy. There also are many who care but are overworked, underpaid, don't have the time and are working for owners who could care less about being better environmental stewards. Yet, superintendents are the ones who can make the biggest difference at a golf facility. Superintendents should take the initiative and implement improved environmental standards before they're forced to do it through regulation.

Facilities can improve in areas such as plant protection and nutrition (more effective use), water management (less usage), waste management (generating less waste and recycling) and wildlife management (increasing habitat). Irrigation companies are doing their part by making products that manage water more efficiently. Pesticide manufacturers are coming out with safer and more effective products. Seed companies are providing new turfgrass varieties that are better for the environment. Architects and builders are part of the movement, too, thanks to better siting and erosion control processes. Research is part of it as well. The USGA and GCSAA are funding substantial environmental research. The GCSAA also is acquiring information to use as baseline data to document the environmental progress of golf courses.

If you're unfamiliar with the Environmental Principles for Golf Courses in the United States – guidelines developed a decade ago – e-mail Paul Parker (pparker@msn.com) at the Center for Resource Management. Or, if you want to improve your environmental stewardship by implementing a comprehensive golf course environmental management plan, contact consultant Bill Bushman, director of Ecodesigns in San Antonio. He presented a thought-provoking seminar in Anaheim.

This isn't to say the industry isn't doing anything to better environmental stewardship. It's doing quite a bit, but it doesn't do a good job of communicating its successes. Because of that, it's easy for environmental activists to point the finger at it.

The industry has made great strides during the past 10 years regarding its compatibility with the environment, but there's still room for improvement. And there's no good reason why every superintendent and facility shouldn't be an active participant.

Maybe architect Bill Love put it best when he said, "If you don't understand the environment, you'll be out of the business."

We would like to hear from you. Please post any comments you have about this column on our message board, which is at www.golfcourseindustry.com/messageboard.



GOLF COURSE INDUSTRY

Serving the Business of Golf Course Management

Vol. 19 No. 3

EDITORIAL OFFICES:

GIE Media, Inc.
4012 Bridge Ave.
Cleveland, OH 44113
Phone: (216) 961-4130
Fax: (216) 961-0364

Cindy Code
Editorial director
ccode@gie.net

John Walsh
Editor
jwalsh@gie.net

Heather Wood
Web editor
hwood@gie.net

CONTRIBUTING WRITERS

Terry Buchen, CGCS, MG
terrybuchen@earthlink.net

Pat Jones
psjhawk@cox.net

Kevin Ross, CGCS
kjross@vail.net

David Wolff
dgwolff@charter.net

EDITORIAL ADVISORY BOARD

Terry Buchen, CGCS, MG
Golf Agronomy International

Raymond Davies, CGCS
CourseCo

Kevin Downing, CGCS
Ballensles Country Club

Tim Hiers, CGCS
The Old Collier Golf Club

Laurence Hirsh
Golf Property Analysts

Ted Horton, CGCS
Ted Horton Consulting

Michael Hurdzan, Ph.D.
Hurdzan/Fry Golf Course Design

Pat Jones
Flagstick LLC

Jim McLoughlin
TMG Golf

Kevin Ross, CGCS
Country Club of the Rockies

Matt Rostal
Interlachen Country Club

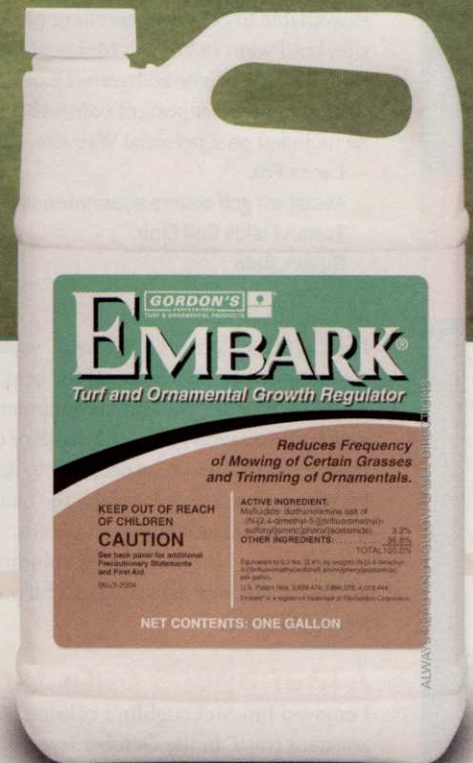
Golf Course Industry is published 10 times per year by GIE Media, Inc., which also publishes: *Lawn & Landscape*, *Commercial Dealer*, *Interior Landscape Business*, *Snow Magazine*, *Pest Control Technology* and *Recycling Today* magazines. GIE Media is a leader in custom publishing, book publishing, database marketing, conferences and special events.

Don't Let Poa Spoil the View



"Our fairways are about 70% Poa annua, but there are remarkably few seedheads thanks to Embark Plant Growth Regulator," says Larry Emery, who has used the PGR for the past 12 years.

Larry Emery, GCs
Hidden Vally Country Club
Sandy, UT



Embark® Turf & Ornamental Growth Regulator provides reliable *Poa annua* seedhead suppression. Just a few ounces per acre applied prior to seedhead formation can provide season long control.

G pbi / GORDON
CORPORATION
An Employee-Owned Company

1-800-821-7925
embark.pbigordon.com



Get the ball rolling

It's uplifting to see other assistant golf course superintendents in the same predicament I'm in ("Becoming more involved," January, page 10). I'm going into my sixth season as the assistant at Framingham Country Club. During the past two years, I've been one of the finalists to be hired as a superintendent, but have failed to get the jobs. Although I'm happily employed, I feel it's time to move on. The local chapter in New England doesn't have a designated committee for assistants, so congratulations to John Ekstrom for getting the ball rolling for us who are second in command.

Jeffrey Urquhart

Assistant golf course superintendent
Framingham (Mass.) Country Club

Web-site guidance

I read Jim McLoughlin's column, "Unprepared," in the September issue (page 20) after my superintendent cut out the article and told me implementing a strategic plan for my next job opportunity is something I seriously should consider doing. The personal Web site is something I'm interested in developing to help achieve my career goals. I have many resources available to create an excellent personal site, but I want to know if McLoughlin has any samples or Web-site addresses I can visit to get ideas or a list of important points that should be included on a personal Web site.

Lance Fox

Assistant golf course superintendent
Tartan Fields Golf Club
Dublin, Ohio

McLoughlin's response:

Look at Steve Renzetti's Web site, www.stevenrenzetti.com. This is one of the best. Steve paid \$900 for his Web site development. As an assistant, you won't have the depth of credentials to match Steve's, so don't try to duplicate his site; rather, strive to match the quality of his site and the judicious use of photos.

Look at my November 2004 column to get an idea about how assistants can fill out an initial Web site.

A manager's priorities

I enjoyed Jim McLoughlin's column, "The assistant trap," in the October issue (page 16).

His comment about club managers having a bias to the hospitality industry seems to imply country club managers don't have an interest in golf, that, perhaps, we're more into "pots and pans" than sporting elements of clubs.

Golf professionals and course superintendents are closer to golf's family circle, but that doesn't mean a manager isn't part of that component. A g.m. needs to understand what's happening in various areas – the course, golf shop, tennis shop, pool, accounting, marketing, etc. – to be an accomplished leader of a club's staff.

Most managers wish they had more time to play golf. I'd love to be able to play more and be a better player. I'm aware of managers who are in a routine of playing golf well and often. Many have set tee times at their clubs with members. I take members to another club, as a guest of the manager, and enjoy a different club operation and get to know a few members better.

Managers who are regular players might be perceived by members as not paying attention to the many business aspects of clubdom. Managers need to be able to understand the conditions of their courses and assist the superintendent and golf pro with their areas of responsibility. But they don't need to play the game at every appropriate opportunity to be "in." Managers must be visible and accessible to members because they're the go-to person when issues arise. Being on the course makes this difficult.

I caution assistant managers to avoid playing at every opportunity to become part of the golf family. The golf pro and superintendent should be more skilled at the game than the manager. Our positions require us to be versed in all areas of a complex business. We're responsible for the entire club operation, and generally, there isn't enough time to accommodate both. Our goal should be to be accomplished in all disciplines mentioned and be a respectable player of this great game.

George Oestreich, CCM
General manager
River Crossing Club
San Antonio

GOLF COURSE INDUSTRY

Serving the Business of Golf Course Management

SALES OFFICES

GIE Media, Inc.

4020 Kinross Lakes Parkway, 2nd Floor
Richfield, OH 44286
Phone: 800-456-0707
Fax: 216-925-5038

Kevin Gilbride

Publisher

Phone: 216-925-5090
kgilbride@gie.net

Russell Warner

Account manager

Phone: 216-925-4647
rwarner@gie.net

Amee Robbins

Account manager, West Coast

Phone: 310-546-6060
arobbins@gie.net

Bonnie Velikonya

Classified sales

Phone: 216-925-5075
bvelikonya@gie.net

Marie Spencer

Marketing manager

Phone: 216-925-4640
mspencer@gie.net

Debbie Kean

Manager, books

Phone: 216-925-5011
dkean@gie.net

Maria Miller

Conferences manager

Phone: 216-925-4657
mmiller@gie.net

GRAPHICS / PRODUCTION

Andrea Vagas, Art director

Mark Rook, Creative director

Helen Duerr, Production director

Lori Skala, Production coordinator

CORPORATE STAFF

Richard Foster, Chairman and c.e.o.

Chris Foster, President and c.o.o.

Dan Moreland, Executive vice president

Jami Childs, Director, business resources and IT

Kelly Roop, Manager, accounting department

Doug Adams, Director, marketing and research

Golf Course Industry is a member of:
Golf Course Superintendents Association of America
Charter Member National Golf Foundation
Golf Course Builders Association of America
The Irrigation Association
Responsible Industry for a Sound Environment

Copyright 2007 by GIE Media, Inc. All rights reserved and reproduction, in whole or in part, without written permission from the publisher is expressly prohibited.



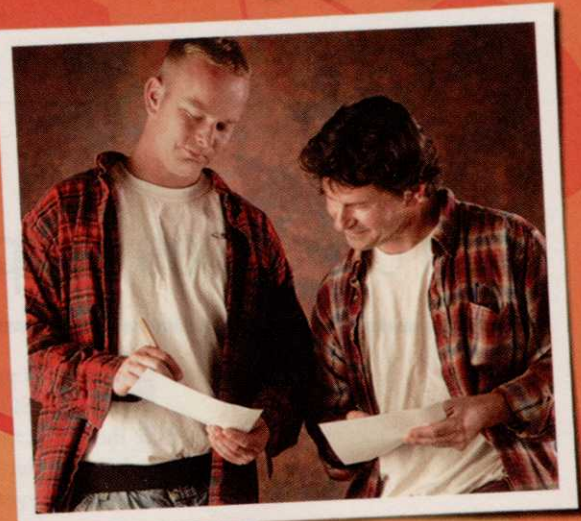
Tired of losing money on every payroll?

EMPLOYEE TIMESHEET

NAME: Bill Kemp DATES: 9-13

DAY	START	LUNCH	END	JOBSITE	WORK DONE	HOURS
MON	7:00	1/2	3:30	Brentw.1		8
TUE			3:30			8
WED			4:00	↓		8½
THU			4:00	Brentw.2		8½
FRI	↓	↓	4:00	↓		8½

Employee Signature: Bill Kemp TOTAL HOURS: 41½



Reality?

Employee Report

Kemp, Bill Date Range: 4/9/2007 through 4/13/2007

Day	Date	Jobsite	Start	Stop	Cost Code	Hours	Total
Mon	4/9	Brentwood 1	7:08 AM	12:05 PM	Placing The Pin	4:57	7:38 hours
			12:41 PM	3:22 PM	Bunker	2:41	
Tue	4/10	Brentwood 1	7:12 AM	12:07 PM	Placing The Pin	4:55	7:35 hours
			12:43 PM	3:23 PM	Mowing	2:40	
Wed	4/11	Brentwood 1	7:12 AM	12:02 PM	Placing The Pin	4:50	7:53 hours
			12:46 PM	3:49 PM	Bunker	3:03	
Thu	4/12	Brentwood 2	7:17 AM	12:19 PM	Placing The Pin	5:02	7:58 hours
			12:50 PM	3:46 PM	Bunker	2:56	
Fri	4/13	Brentwood 2	7:13 AM	12:07 PM	Placing The Pin	4:54	7:49 hours
			12:44 PM	3:39 PM	Mowing	2:55	

Signature: Bill Kemp Kemp, Bill

Total 38:53 hours



Reality Check.



The JobClock System easily tracks attendance for each worker, at every jobsite, 24/7.

Find out why more than 325,000 workers clocked in today with The JobClock System!

www.golfcourseindustry.com/readerservice - #11

THE JOBLOCK® THE SUPERINTENDENT'S TIMECLOCK™

RUGGED ♦ EASY-TO-USE ♦ ACCURATE ♦ OPERATES 24/7 ♦ ATTACHES ANYWHERE

Call today: (888) 788-8463 ♦ www.jobclock.com



Deal continues despite shareholder reluctance

John Dere's proposed acquisition of LESCO represents the largest from a revenue standpoint in the equipment manufacturer's 170-year-old history. It also represents, perhaps, Deere's most important undertaking in its efforts to become a business partner to golf course superintendents and lawn and landscape contractors nationwide.

Because the Deere/LESCO transaction won't be finalized until later this spring, executives at both companies couldn't reveal specific plans about the future of both companies. It's clear, though, LESCO and its 332 service centers and 125 Stores-on-Wheels will be moved under the John Deere Landscapes umbrella.

JDL has 300 locations throughout the United States and executives at Deere indicate the site overlap isn't significant. JDL is a distributor of irrigation, nursery stock, outdoor lighting and landscape supplies primarily to the installation and new construction markets. In contrast, LESCO mainly serves the maintenance side of the green business as a distributor of pesticides, fertilizers, seed and other soft goods. Deere views the purchase of LESCO as an opportunity to strengthen customer relationships by maintaining the properties their customers might only install currently.

As Deere integrates LESCO into its JDL locations and fulfills its vision of becoming a better business partner with its customers, a LESCO shareholder filed an appeal against the sale citing the price per share undervalues the intrinsic value of LESCO. The definitive merger agreement

calls for the purchase of LESCO for \$14.50 per common share in cash.

Hawkshaw Capital Management LLC owns more than 1.2 million shares of LESCO common stock, which is said to represent 13.6 percent of shares outstanding.

"LESCO's intrinsic value is significantly higher than what Deere & Co. is offering," says Frank Byrd, managing member of Hawkshaw in a prepared statement. "The proposed price of \$14.50 at best captures the cost synergies available to Deere & Co. as a strategic acquirer, but fails to adequately compensate LESCO shareholders for a return to normal operating earnings and the value creation from continued expansion of the company's high return on capital retail service center business."

A recent 52-week period showed LESCO stock ranging from \$6.70 to \$18.17. It traded at \$10 a share in February and listed at \$14.40 the same month.

Last year, LESCO was rejuvenating its standing in the golf industry following a decision by previous management to eliminate field sales staff to reduce costs. The move backfired, costing sales in a business in which relationships play a key role.

The sale couldn't have come at a worse time – immediately following one of the worst operating years in LESCO's history, Hawkshaw says. Between lost sales, raw materials costs and restructuring, the company posted a \$20-million year-end operating loss.

The issues that precipitated the stock's decline are temporary and

largely fixable during the next two years, Byrd says.

Jeff Rutherford, LESCO's c.e.o., couldn't comment about the sale or the shareholder complaint, but says the company was scheduled to publish its proxy earlier this month.

As the sale continues through shareholder and regulatory approval, Deere executives will work with distributors on both sides to determine to best way to deliver products and services to its customers.

"For our customers, this represents the joining of two great brands, innovation and quality built on strong customer service," says Gregg Breningmeyer, director of sales and marketing for John Deere Golf & Turf One Source. "The positive reaction we've heard from our customers and associates affirms why this makes sense. It's more resources for our customers and an expanded portfolio of goods and services than in the past."

No decisions have been made about future branding of the combined company; however, Breningmeyer says Stores-on-Wheels remain in its plans.

One Source is a work in progress, he adds.

"We don't want to be all things to all people," he says. "We want to find out what appeals to our customers and take advantage of what they want."

While there are redundancies between LESCO's Cleveland corporate headquarters and JDL's headquarters in Alpharetta, Ga., Breningmeyer says it's too soon to say whether LESCO's office will remain open. — Cindy Code



Decisions about the future branding of the combined company haven't been made yet.