

Poa), *Poa annua* seed heads can adapt to mowing heights readily. Flowering plants often flare-out and send their flower stalks out in a circle pattern, hugging the ground just lower than the mowing height. *Poa annua* will flower at 1/8-inch mowing height on greens, and it will flower profusely at heights of 3/8 inch to 1.5 inches. At taller heights, it flowers somewhat less when it has competition from other turfgrasses in maintained turf.

WAIT, THERE'S MORE

Poa annua plants can exhibit a unique habit of having some of the individual flowers shed pollen before the seed head even opens up. Thus, the seed stalk can have viable seeds produced in heads that have been mowed down before the seed head ever opens up.

There's more to the story. *Poa annua* is self pollinating. It doesn't need another plant to get different pollen to make seed. So, theoretically, you can get one seed from one plant on your course, and it produces dozens, hundreds and thousands of plants in just three years. In year four, hundreds of thousands, and in year five, millions.

The process of self pollination has some real-life genetic consequences, which also make *Poa annua* the problem that it is. When a plant pollinates itself, it locks in gene sequences in a state that promotes genetic uniformity by 50 percent each time it self pollinates for the next generation. Thus, self pollination quickly sets in generational plants that have a relatively urgent selection pressure for survival in any given environment. The results are near immediate. A significant group of plants can be poorly adapted and die out. At the same time, a small group of plants can have the right combination of genetic traits that give it a strong local adaptation (called fitness). These plants quickly dominate the weaker ones and then pre-dominate the population of plants after that.

In each subsequent flowering generation, the desirable genes become "highly fixed," in combinations that are in a quick-acting state in response to the type of environment it has become adapted to. The result is lots of plants in a relatively short period of time that can reproduce and make more like

plants from seed and thrive in that environment, year after year. The downside is that on a long-term evolutionary scale, if a major change in environment occurs, the selection pressure is quick to get rid of the now existing population of fixed plants.

So, if you're counting on global warming to get rid of your *Poa annua*, don't count on it. Why? Because *Poa annua* keeps its options open by occasionally cross pollinating with a neighboring plant. The result of this out-crossing or cross pollination event results in immediate genetic diversity. Different combinations of gene arrangements arise from cross pollinating, and these forms are more environmentally flexible. They can adapt to changes in the environment rather quickly, since these plants have more subtle but important options in their physiological pathways to respond to new and different environments. There are many new gene combinations for this to occur on, so, the long-term survival of the species is maintained, simply by out-crossing.

After these new diverse plants arise after the first cross pollination, these plants can divert back to self pollination, which causes rapid selection pressure for highly adapted plants that are the predominate in each subsequent generation.

POA AS A PERENNIAL

The *Poa annua* we've described is more or less the annual type of annual bluegrass, which comes year after year from seed, and often it seeds, it flowers and dies.

As smart as these plants are from the genetic adaptation strategies we talked about, do you think there's another survival mechanism?

The answer is yes. In the right environment, *Poa annua* can maintain itself as a year-round perennial. This occurs in areas that have seven to 10 months of cool, moist conditions or other continental and/or maritime climates that have adequate rainfall and a short period of stress (hot and/or humid period) for three to four months at most.

In this general case, *Poa annua* can live in a somewhat less stressful environment and switch its thinking from seed production to vegetative persistence for survival. Thus, perennial *Poa annua* diverts most of its food reserves into vegetative growth (more

"These plants are mutts that have flexible survival skills, and look as different as you do from your brothers and sisters. Mutts make the toughest dogs, don't they?"



Poa annua has a diverse portfolio of survival schemes and genetic adaptation mechanisms, either creating its own diversity, or becoming many types of breeds.

leaves and shoots), rather than a terminal devotion to heavy flowering. Therefore, perennial *Poa annua* plants form and persist in environments where it can compete with

other grasses that usually undergo the same stresses as its neighboring plants, surviving the plant community's trials and tribulations just like the next guy, year after year.

Since most perennial *Poa annua* types are believed to originate as beneficial plants from cross pollinations, you often see many diverse-looking plants of perennial type in a given area (even on a single golf course green). These plants are mutts that have flexible survival skills, and look as different as you do from your brothers and sisters. Mutts make the toughest dogs, don't they? Their innate diversity keeps them flexible to handle life's challenges. If they need to ramp up the genetic amplification, there's always self pollination, even in "perennial" *Poa annua* plants. Perennials develop on greens and fairways within five years of a new turf establishment.

As you can see, *Poa annua* is an incredible plant. It has a diverse portfolio of survival schemes and genetic adaptation mechanisms, either creating its own diversity, or becoming many types of pure breeds on its own. It makes its own stocks, bonds and treasury bills and never needs a bail-out. **GCI**

David M. Kopec, Ph.D., is a specialist in the department of plant science at the University of Arizona.

IMPACT ON THE BUSINESS

Making it work

AT POLE CREEK GOLF CLUB IT MAKES SENSE TO MANAGE POA RATHER THAN GET RID OF IT.
BY MARISA PALMIERI

Most golf course superintendents are tasked with eradicating *Poa annua*.

But that's not always economically feasible, and it's not always necessary, either, says golf course superintendent Craig Cahalane at Pole Creek Golf Club in Tabernash, Colo.

The municipal course's greens, once all-bentgrass, are now 90 percent *Poa*. That may seem like a nightmare to some, but, Cahalane says that in the three years he's been at Pole Creek, he's only had several complaints from golfers.

"No one complains as long as you manage it well," he says. "With the Proxy/Primo program we use, we control the seedheads well, so the golfers don't mind."

While the ideal situation would be to shrink or completely eliminate the *Poa* population, it's just too costly for Pole Creek, which is a 27-hole municipal course owned by the Frazier Valley Metropolitan Recreation District.

"At this point, it would probably have to come out of a capital budget, and we're spending capital on equipment, we just built some restrooms and we just redid our irrigation system for \$1.7 million."

In short, the golfers don't mind, so it's not a priority.

As far as getting rid of *Poa* goes, "We aren't going to go there right now," Cahalane says.

He estimates it would cost hundreds of thousands of dollars to eradicate *Poa* from the facility's 27 greens (plus two putting and chipping holes). The last cost estimate Cahalane received was between \$10,000 to \$15,000 per green.

So instead, Cahalane manages the *Poa* with plant growth regulators – five to six applications of Primo at the beginning of the summer (about two or three per month) and three Proxy applications (one per month).

Cahalane spends about \$1,600 on PGRs for the whole year. His maintenance budget is about \$720,000, which Cahalane considers to be low- to mid-range.

In addition to the dollars it would take to eradicate *Poa*, such an undertaking would cause lost revenue for Pole Creek, because the facility would have to close 9 holes at a time.

"We're only open for five months a year, so we'd be losing too much revenue by doing that," Cahalane says. **GCI**



Tim Moraghan is principal of Aspire Golf Consulting in Long Valley, N.J. He can be reached at tmoraghan11@comcast.net or 908-635-7978.

TRIPLE PLAY Q&A

Jay Ervine, the director of golf and grounds for The Ritz-Carlton Golf Club, Dove Mountain in Marana, Ariz., recently accomplished the golf course maintenance triple play – the construction, grow-in and preparation for a major golf event: The Accenture Match Play Championship. Not only were his schedules tight, Tiger Woods decided to return to competitive golf during the week of his event. No pressure, right Jay?

Q What was your timetable for completion as you undertook this project?

Construction began on the first non-tournament holes in the fall of 2006 so the builders, equipment and staff were already in place and work was progressing. The Ritz-Carlton's goal was to be open for resort play by Jan. 16, 2009, and present mature course conditions at that time.

Our pre-event issues were grass selections and planting the playing features with sufficient time for the turf to be established and appear mature. Once the primary turf species were selected, our next effort was focused on the perennial ryegrass overseeding of teeing grounds, fairways and roughs, again with the January opening date looming. The seeding rate was 800 pounds to the acre.

The turf establishment went exceptionally well and the golf course presented itself as though it had always been there. From this point we focused on the off-course detail work, which included shoring up our native desert vegetation and perimeter landscaping.

One concern was the monsoon rain season, which affected us with 10 inches of rainfall washing out numerous areas within the golf course, along with the recently established native and desert areas. The rains impacted the golf course's drainage system, too. Dove Mountain installed 6,500 linear feet of tile to reduce wet spots and to move water away from primary playing surfaces.

To aid in drying, firming and smooth-

ing the playing features we began a sand topdressing process for the fairways and teeing grounds. This was completed before overseeding to assist in filling sod seams for smoothness and to eliminate any uneven fairway areas so not to affect the overseed distribution pattern.

For overseeding, our irrigation water pH needed to be between 5.5 and 6.0 to provide better water quality for ryegrass seed germination. We also helped germination with wetting agents applied through our fertigation system.

Q What concerns did the PGA Tour staff have with the golf course?

First, I had a great team of outside personnel assisting me. I give credit to Tom Brown of the PGA Tour's agronomy staff, as well as Jon Scott of Nicklaus Design. One issue was the humidity of the monsoon rains. The moisture caused some puffiness within the perimeter putting surface, resulting in turf scalping from mowing. This required an additional 7,000 square feet of sod replacement for the greens. To smooth this sod we sand topdressed regularly.

A few factors impacted my preparation agenda. My staff was "green." Only 24 of my 65 staff members had ever worked on a golf course. The remainder worked with us less than six months. Proper and concise training was vital to our success.

Putting green density was a concern. We placed a huge emphasis on rapidly establishing putting surface quality to highlight Mr. Nicklaus' design efforts.

The PGA Tour requested a green speed of 10.5. To highlight that request, surface firmness became a concern. Our irrigation team relied on moisture-sensing devices to ensure uniform moisture for the entire green surface, whether on a flat section or a sloped portion. From a fertility standpoint, we backed off on nutrient levels four weeks prior to the first day of the event. Jack wanted the putting surfaces to test the players and make them think their way around his design.

As always, sand bunker preparation was a high priority. The new sand presented an occasional fluffy ball lie. We intensified our surface work to accommodate the sand selected by our agronomic team.

Q Did the match play format create any unusual situations or dilemmas for your preparation efforts?

As you know, in match play there's the potential for an extra hole play-off situation. We were instructed not to begin any maintenance until all matches were concluded. For example if we started mowing fairways or greens and a match came to extra holes, there would be a problem if one player had cut turf to play from and his opponent did not.

The weekend schedule allowed us to recheck and rake bunkers between matches. Our green speed remained constant so there was no need to mow. With the moisture sensors we easily monitored irrigation needs and luckily, our greens held and no watering was necessary.

The growth regulator Primo was applied as indicated to control the clipping yields from fairways. Residual grass clippings lying on the fairways can adhere to the golf ball, possibly causing a Rules infraction.

And with the match play format, the staff must always know the position of each match so maintenance does not interfere with play until the match is completed.

Q What was it like having Tiger Woods come to Dove Mountain?

We had a blast. The whole world was watching our event and golf course. Tiger made the event – and more importantly Dove Mountain – the No. 1 news story of the week.

Despite our lagging economy, Tiger's return was the front page news story above all else. He certainly gave our sport and industry a huge boost. **GCI**



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.

Two tasks in one pass

At the North Shore Country Club in Glenview, Ill., Dan Dinelli, CGCS, and foreman/mechanic Juan Villareal mounted a backpack sprayer to a Series IV Toro greensmower, so biological control chemicals could be applied immediately after mowing a green.

First, they discarded the gasoline tank from above and behind the engine and attached a used gas tank and bracket to the engine. Dinelli and Villareal acquired two battery-operated sprayers – one holding 1.32 gallons and one holding 4 gallons. They mounted one sprayer onto a plastic battery tray, which features a 1/8-inch-thick plywood floor for reinforcement. They bolted the tray onto the original gas tank bracket. They mounted an on-off toggle switch, positioned for fingertip control, near the mower handles. Next, they positioned the sprayer hose vertically with clamps and a 1-inch metal L bracket bolted to the frame.

The sprayer nozzle applies chemicals behind the mower's large drum roller in exactly the same width.

The plastic battery tray cost \$16; the 12-volt DC toggle switch cost \$9; the Flow Pro sprayer model 417 (1.32 gallon) cost \$70; model 421 (4 gallon) cost \$130. All the hardware was in stock at the club. It took about three hours to install.



Extend the bed

At the Prestwick Golf Club in Woodbury, Minn., equipment manager Chad Braun and Dave Kazmierczak, CGCS, added an extension to the front of a Toro Workman dump body to keep materials from spilling over the sides onto the mechanicals and radiator. Materials used to make the extension were:

- Eight feet of 1 1/2-inch-by-2-inch-by-1/8-inch steel tubing for the stake pocket mounts;
- 12 feet of 1 1/2-inch-by-1/8-inch angle iron for the frame (they used steel from an old dump bed frame);
- 67 inches of 1/8-inch sheet steel cut 11-inches wide; and
- Four 1/4-inch-by-1-inch bolts and locknuts to secure it to the dump box.

Installing the bolts and locknuts to the dump box is optional because it's already secured by the stake pockets.

The materials cost about \$130, and it took three hours to build. **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.

Make someday today



For three decades, the Golf Course Builders Association of America has been providing golf development with the best-built courses in America. When you choose a GCBAA builder, you choose unmatched experience, expertise and a proven track record of industry satisfaction and approval. Whether it's new construction or renovation, start your next project on the right track using the **GCBAA Cost Guide.**



To order call (402) 476-4444 or visit www.gcbaa.org

ON A ROLL

Steve Van Natta has been preaching the gospel of rolling greens, and he's making true believers out of his colleagues in southern Minnesota.

BY MIKE ZAWACKI

At the end of the season, in late fall or early winter, superintendents from public and private courses around southern Minnesota get together to discuss the challenges and successes they experienced during the year.

This past fall, Steve Van Natta, CGCS, and his staff presented to their industry colleagues how successful their newly adopted greens rolling program has been, and how the benefits have exceeded all of their expectations.

Their presentation raised some eyebrows and some disbelief.

"The people attending could hardly believe their ears," says Van Natta, superintendent at the private 18-hole Owatonna Country Club in Owatonna, Minn., roughly 65 miles south of Minneapolis. "We're talking about maintaining putting surfaces that are 11, 12-plus with a green that's cut at 0.141. It's absolutely

unheard of because they were cutting at 0.100 or 0.120."

To put Van Natta's operation into perspective, his maintenance budget at Owatonna is \$550,000, and his staff consists of five full-time people and as many as 18 seasonal workers during the summer months. The club hosts between 40 and 45 events over the course of a season and three large tournaments, including The Joseph Shea Invitational, The Owatonna City Open and The Club Championship.

Unlike many of the courses in his market, Van Natta must overcome a unique turf challenge. Owatonna has three distinct types of greens throughout its 18 holes. The original golf course was built in 1919 and features five very old, push-up greens. These are topdressed with a 3.5- to 4-inch layer of sand

Owatonna Country Club adopted a greens rolling program and is now able to maintain putting surfaces that are 11, 12-plus and cut at 0.141.





Owatonna has three distinct types of greens throughout its 18 holes, presenting a unique challenge to superintendent Steve Van Natta.



and are a high percentage of *Poa annua* with colonial bentgrass.

Seven are a modified USGA green built around 1972 and feature a higher percentage of bentgrass, like a pennncross with a little coarser bent.

The rest are USGA-spec greens built within the last five years and some Van Natta is currently building. These greens feature Dominant X-treme, which is a finer, more aggressive bentgrass.

"I'd say it's highly unusual," Van Natta says of Owatonna's green makeup. "It may be the norm to have two different types, but to have three, and have them so completely different from each other in all the physical ways – from the drainage aspects to how the grass can be mowed. Having a consistent putting surface of a consistent speed, that has been the problem."

It's a dilemma Van Natta began troubleshooting in the late 1990s. At that time his crew had rolled the greens in the spring and fall using older-style rollers on a triplex greensmower, and hand mowed the greens on a daily basis in the summer to provide consistency.

"That made a significant change because we were able to have the quality of cut from a walk-behind mower," he says. "That seemed to make a difference with the various types of green."

The solution, though, was time consuming and labor intensive. And even though the speeds of the various greens were now very similar, Owatonna members felt they could

tell the difference between the quality of cut and green speed.

"And that was the breaking point," Van Natta says.

FINDING A SOLUTION

Before the start of last season, Van Natta knew he wanted to explore rolling to remedy his problem, especially since he was budgeted to purchase new rollers to replace the old rollers that were mounted on triplexes.

So he appointed Nikk Dickerson, Owatonna's assistant superintendent, to investigate the impact a rolling program would have on maintaining consistent green speeds. Dickerson turned to "The Superintendent's Guide to Controlling Putting Green Speed," which was written by Thom Nikolai, a turfgrass academic specialist at Michigan State University. Nikolai lectures extensively on the benefits of greens rolling.

Dickerson also consulted Nikolai about the overall quality of a roll from the various types of machines on the market. They settled on a pair of Smithco Tournament rollers, which are dedicated electric-powered sidewinder rollers.

Another consideration in choosing rollers was the machine would need to be adaptable to Owatonna's three different styles of green complexes. For example, some greens are more elevated than others, so how a roller is driven and its traction capabilities were important considerations. All three of Smithco's rollers are powered, improving the machine's traction on a green, Van Natta says. Other

roller models feature only one or two powered rollers, he adds, making them less suitable to Owatonna's unique challenges.

"The last thing I wanted to deal with was people getting stuck halfway up a hill," he says. "It's something we didn't need to add to our already busy schedule."

Since no one on staff had extensive experience operating a sidewinder-style roller, Van Natta charged Dickerson with taking the equipment through its paces.

The roller was similar to other types of course equipment, Dickerson says, which helped in adjusting to its feel and function on a green.

"It's pretty basic," he says. "It's a seat, a steering wheel and two directional pedals. It's a very simplistic piece of machinery."

For the first three days, Dickerson went out by himself and rolled only a few select greens – one from each different vintage. He then asked some of the members if they noticed any differences in play on those greens.

"They all seemed to love it," he says.

Dickerson then trained a pair of the seasonal employees based on what he'd learned over the course of those first few days. Those individuals, in turn, were charged with training at least one other employee.

"Essentially, after me, we had about five people who could roll greens after six to seven days," Dickerson says. "We got to the point pretty quickly where they were comfortable rolling greens."

The learning curve with how to use the roller was very small and Dickerson encour-

PRODUCT FOCUS

GREENS ROLLERS

tered very few problems in training.

"We had one guy who fell into a bunker with one," he says. "But that's going to happen when you're getting to know a new piece of equipment."

For members playing the course, rolling made an immediate difference in play. Earlier in the season, Dickerson had queried members about what they felt was the ideal speed of Owatonna's greens. This input served as the target for Van Natta and Dickerson's rolling program.

"We were able to maintain speeds that were in excess of what our target was," he says. "We actually had to back off on stuff because we were creating greens that were like lightning. Some golfers at the club thought they'd died and gone to heaven, but some of the older members wanted to know what we were doing because they felt if you just touched the ball it'd roll halfway across the green."

Owatonna's greens are rolled every other day, unless there's a tournament scheduled. "We have three large tournaments during the year and we rolled two to three days leading up to the tournaments just to get them putting quick and rolling as true as possible," Dickerson says.

Rolling even has allowed Van Natta to skip days of mowing without affecting quality of play.

"You're not stressing the turf and you're giving it another day of top growth, which is going to give you a healthier plant," he says of rolling's benefit to the turf. "And you're still giving the members what they're looking for as far as the smoothest, most consistent putting surface."

In addition to green speeds, another of Van Natta's concerns was keeping the cut as high as possible.

"Normally, people cut as short as they can get with the hopes of getting a faster putting surface," he says. "But in the process of doing that you take away the benefits of a high cut and you have a plant that is much weaker. You're pretty much creating a time bomb."

Van Natta and Dickerson consulted Nikolai's data and learned that rolling could allow them to maintain a higher cut.

In addition to the new rollers, Owatonna purchased a new Jacobsen Eclipse walking greensmower with groomers, which allowed Van Natta's crew to mow Owatonna's greens at 0.141 inch.

"Rolling allowed us to mow at a higher height, and because of the groomers, we're able to keep the grass standing upright," Van Natta says. "This makes each green type not only visibly looking the same, but the quality consistent."

Rolling has provided Owatonna with

greens that are comparable in speed, but are healthy, too. These are important factors when maintaining greens in July and August, Van Natta says.

"I saw the quality of the color and overall look of the greens improve," Van Natta says. "We had an overall better root system, and a more extensive root system means the turf will be hardier when it's dry."

PLUGGING IT IN

To date, Van Natta and Dickerson have encountered very few, if any, problems maintaining the rollers.

Because they're electric-powered, the units must be plugged in at the end of the day to ensure they're charged and ready to go come morning.

It takes about three to four hours to charge the roller's battery, and that ensures about five hours of operating time if the unit is set at its slow setting. While the roller comes with two speed settings – fast and slow – the faster setting drains the battery at a considerably faster rate.

"From my experience, the faster speed setting only allows you to go faster across the green and does not have much of an impact on the turf compared to the slow speed," Dickerson says. "If it does, then it's negligible." **GC**

AD INDEX

COMPANY	PAGE	RS	COMPANY	PAGE	RS	COMPANY	PAGE	RS
Agrium Advanced Technologies	37, 39, 41	28-30	Jacobsen	51	36	Ryan	67	43
www.agriumat.com			www.jacobsengolf.com			www.ryanturf.com		
Agrotain International	91	50	John Deere Golf	9	13	SePro Corp.	65	42
www.agrotain.com			www.deere.com			www.sepro.com		
Andersons Golf Products	13	15	JRM	24	20	Spectrum Technologies	42	31
www.andersonsgolfproducts.com			www.jrmonline.com			www.specmeters.com		
Arysta LifeScience	15, 71	16, 47	Kalo	44-45*	34	Standard Golf Co.	56	38
www.arystalifescience.com			www.kalo.com			www.standardgolf.com		
BASF	19	18	Liquid Fence Co.	7	12	Syngenta Professional Products	55	37
www.betterturf.com			www.liquidfence.com			www.syngentaprofessionalproducts.com		
Bayer	32-33		Montco Products	35	27	Tee-2-Green	2	10
www.bayerprocentral.com			Nufarm	26-27	23-24	www.tee-2-green.com		
Champion Turf	44-45*	33	www.turf.us.nufarm.com			Turfco	70	45
www.championturffarms.com			Pennington Seed	28	25	www.turfco.com		
Club Car	5	11	www.penningtonseed.com			Underhill International	43	32
www.clubcar.com			Phoenix Environmental Care	17	17	www.underhill.us		
DuPont Professional Products	22-23	19	www.phoenixenvcare.com			Valent	11	14
www.proproducts.dupont.com			Plant Food Systems	69	44	www.valentpro.com		
E-Z-GO	49	35	www.plantfoodsystems.com			Wiedenmann North America	25	21
www.ezgo.com			Primer Turf	73	48	www.wiedenmannusa.com		
Gandy	25	22	www.primeraturf.com					
www.gandy.net			Quali-Pro	60-61	40			
GCBAA	85	49	www.quali-pro.com					
www.gcbaa.org			Rain Bird	57	39			
Hustler Turf Equipment	29	26	www.rainbird.com					
www.hustlerturf.com			RedMax	92	51			
			www.redmax.com					

* Denotes regional advertisement

For more information about the products or services advertised in this issue, visit golfcourseindustry.com/readerservice and search for the product with the Reader Service (RS) number listed above.

FOR SALE

FLAG AND FLAGSTICK COMBO OFFER

...a fresh, new look for your greens

Buy 18 solid colored Flags and 18 FlagSticks (White or Yellow)...

Get FREE Color Logo*

Value \$468.00

Special Combo Price:

\$360.00

Call TODAY!

1-800-969-5920



MARKERS, INC.

P.O. Box 330, Avon Lake, OH 44012 Fax 440-933-7839

Flag: Specify R, W, Y, B
Stick: Specify W or Y
- up to 8 ft.

*Electronic editable art file needed.

Visit our ALL NEW WEBSITE!
www.markersinc.com

BUSINESS FOR SALE

200 ACRE FARM/DEVELOPMENT PROPERTY

90 Miles East of Chicago
50x170 Bldg with Offices
2-40x80 Bldgs w/shops — 2 Homes
269-695-5505

HELP WANTED

Golf Course Company seeking experienced Shapers, Irrigation Supervisor, Drainage, Management and Finish Personnel and Drafts Person with Auto Cad experience for International Projects. Resumes to be e-mailed to resumes@intergolfinc.com

TURBO TURF HYDRO SEEDING SYSTEMS



Great for small repairs & small projects

50 GALLON SEEDER \$ 1495.00

Call for FREE Info pack & video

TURBO TECHNOLOGIES, INC
www.TurboTurf.com 800-822-3437

How to Outsmart Mother Nature...

Use EVERGREEN™
The Turf Blanket
the World Relies On

- Earlier spring green-up
- Faster seed germination
- Deeper root development
- Delays dormancy in fall
- Ideal winter blanket
- Best for quick turf repairs
- Available in any size
- 3 or 7 year warranty covers

For details call 1-800-387-5808 today!

covermaster.com

E-MAIL: info@covermaster.com

COVERMASTER™
COVERMASTER
COVERMASTER

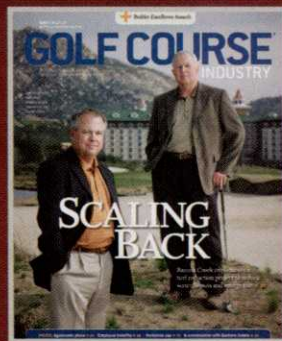
MASTERS IN THE ART OF SPORTS SURFACE COVERS

COVERMASTER INC., TEL 416-745-1811 FAX 416-742-6837

PLACE YOUR CLASSIFIED AD TODAY

Call Bonnie Velikonya at 800-456-0707 or email her at bvelikonya@gie.net.

LET US HELP YOU GET THE WORD OUT



ARTICLE REPRINT SERVICE

Call Bonnie Velikonya
800-456-0707

TECH SALES

Golf Course Division

REPLACEMENT:

Bearings, Oil Seals, V-Belts

> Nation's Leading Supplier

> Most Competitive Pricing In The Industry

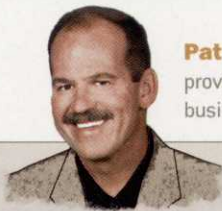
> Same Day Shipping On Most Parts

1-800-373-6002

www.techsales-golfcoursedivision.com

VIEW CLASSIFIEDS ONLINE

www.golfcourseindustry.com



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.

ALL IN THE FAMILY

Of course maintenance always has been a family affair. I'd be stunned if almost everyone reading this doesn't know at least one second-generation superintendent. You can't swing a dead cat at a chapter meeting without hitting someone who grew up with cadmium or chlorothalanyl flowing through his veins.

Many sons – and even the occasional very special daughter – seem to be compelled to follow in their fathers' footsteps down that well-worn dew path into this crazy business. It's rarer these days, but it's still not unusual to find a guy who's followed a dad who'd followed his dad into the profession. There are even a few fourth-generation guys out there whose great-grandfathers were applying bovine biostimulants with pitchforks and mule-drawn carts when Teddy Roosevelt was yelling "Fore!" on the links.

I doubt medical experts would agree, but part of me honestly believes that there might be a gene for greens. Some sort of double-helix for double-cutting, perhaps. More likely, it's simply a matter of fate – when you grow up riding the course with dad, chasing geese from the time you could walk and mowing your first green at the ripe old age of 10, you're likely to be bitten by the short-grass bug. Just think about Paul Latshaw, Dan Dinelli, Jerry Dearie, Bruce Williams and hundreds of other professional "legacies" and you'll quickly get the picture.

Yet, the various superintendent dynasties around the country aren't the only families that populate our happy little industry.

Take turf distributors, for example. When it comes to the independent companies who sell turf products locally, family firms tend to rule. These often relatively modest businesses are the vital links that supply courses with the chemicals, seed, equipment and the other necessities that keep golf, sports fields and lawn care

growing. More importantly, they also supply ideas, insights, expertise, education, camaraderie, diagnoses, condolences and the occasional lead on a new job.

Few distributors get rich and fewer still grow to become big businesses. It's a labor of love...and they're typically most successful when they adore their customers and their customers return the favor.

I spent a week recently with one such family-driven distributorship. In this case, it was Kip Connelly and his sons Patrick and Kevin who collectively manage Land-

I doubt medical experts would agree, but part of me honestly believes there might be a gene for greens. Some sort of double-helix for double-cutting, perhaps.

scape Supply Inc. in Virginia. Like many distribution firms in our business, it's a multi-generational management structure and Kip is in the process of handing it off to his boys. They also have an extended "family" consisting of a couple of dozen wonderful key employees. Many that I met had been with the company for a decade or more.

But LSI is ultimately a Connelly thing. You, as a customer, always know that you can go right to the top and call a Connelly if there's a problem. I literally was around Kip, Pat and Kevin for five days and I don't think I ever finished a single conversation with one of them. These are guys I've known for years and we'd be chatting away when, suddenly, one of their cell phones would ring in mid sentence and they'd hold up their hand and say, "Sorry Jonesy, it's a customer...hold that thought." Sound familiar? Is there a distributor like

that in your area? Betcha a pallet of fertilizer there is.

And here's why that really, really matters. At a time when there are more places to buy products than ever before and there's more fiscal pressure than any of us can remember, it's too damned easy to forget family in favor of finance. So, let me refresh your memory as to why it's important to remember what these distributors mean to your success.

Remember the time you had a billing problem and the boss fixed it instantly?

Remember when a distributor rep showed up just to help out with an event at your place or drop off some doughnuts for the crew?

Remember that morning your salesperson came out to look at that freaky patch on your 6th green...and finally figured out that some hacker had spilled a Mountain Dew and it was nothing to worry about?

Remember how that company never failed to help out when your chapter needed some cash for the scholarship fund?

Remember that many of those distributors – like LSI – provide great education events that allow you to get your pesticide or GCSAA points without driving halfway across the state?

Remember how your rep gave you a heads up about a new product that actually solved a job-killer agronomic problem?

Do you take those things for granted? Probably not. I'm sure you're always appreciative and you always say thanks.

The question is whether you remember all the things those distributors and their sales reps do for you when it's time to make your buying decisions. Sure, you might be able to save a few bucks with some other dude who lowballs them on price, but what's he done to invest in you, your profession and your business?

Do you support those who support you?

You damn well should. It's only right. Those guys are family. **GCI**