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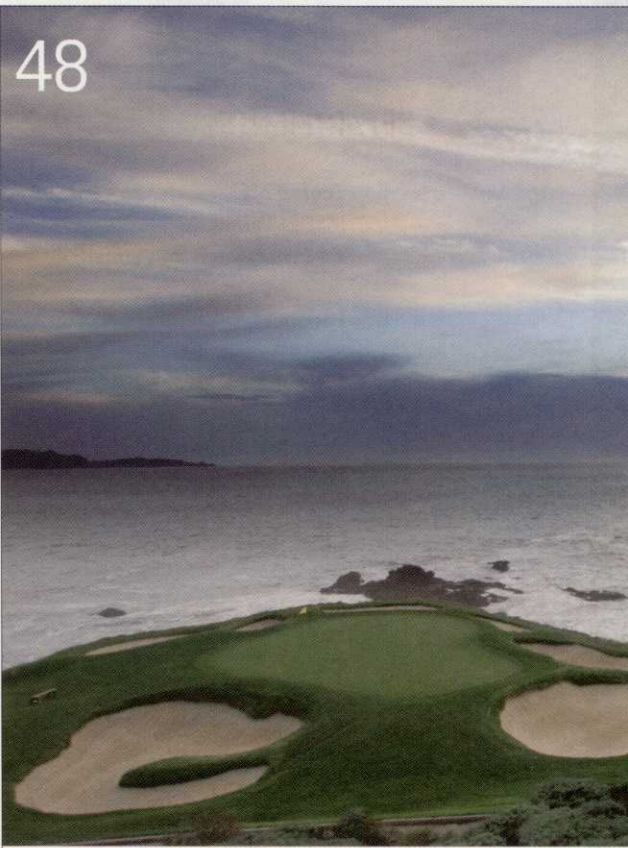
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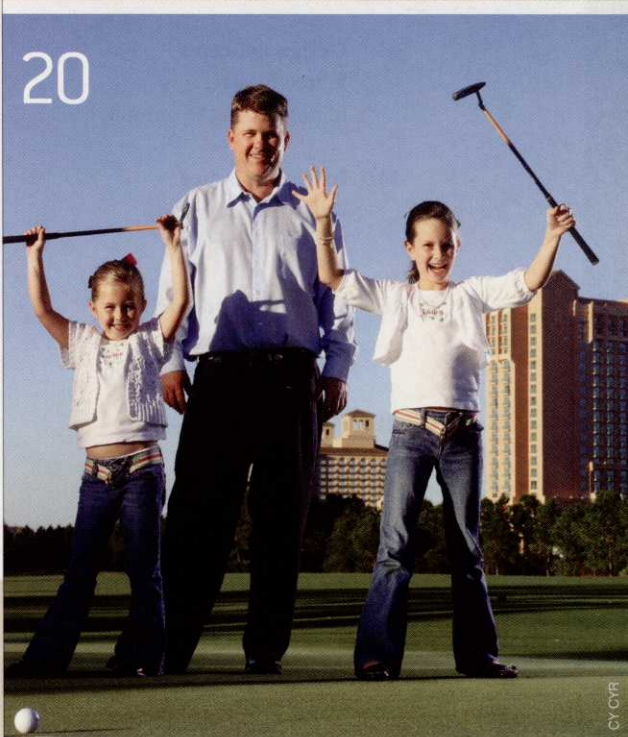
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[A single grass plant grown under ideal conditions has more than 300 miles of roots.]

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Look for these articles on our home page and in our e-newsletter.

GIS COVERAGE

If you couldn't attend the industry's biggest trade show, visit our Web site to view archived video interviews with industry leaders from the trade show floor.

INTERNATIONAL FLAVOR

More U.S.-based architects and builders are building courses abroad. They offer suggestions for getting acclimated to working in foreign countries.

TOUGHNESS IN PARADISE

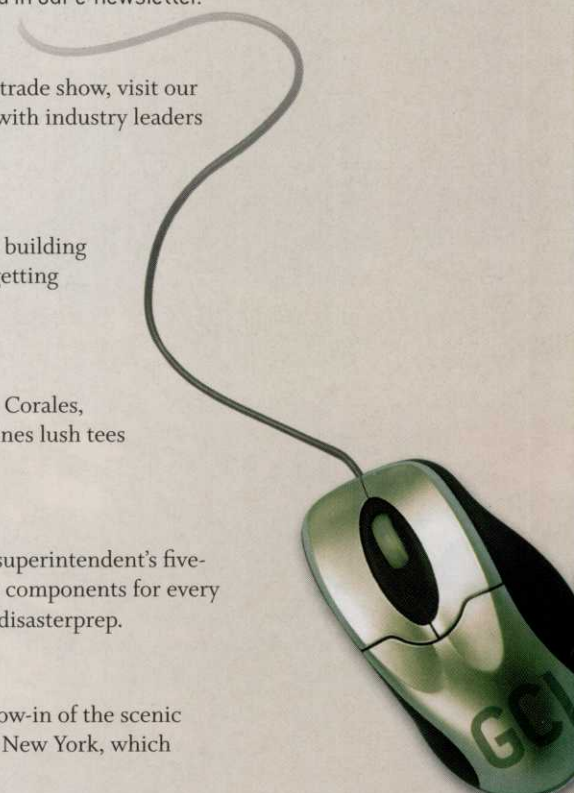
Tom Fazio's newest beach-front golf course, Corales, in Punta Cana, Dominican Republic, combines lush tees with difficult shots.

DISASTER PREP

Underprepared for a disaster? Download a superintendent's five-day checklist and read about five must-have components for every disaster plan. Visit golfcourseindustry.com/disasterprep.

GROWING A WINNER

Superintendent Will Heintz oversaw the grow-in of the scenic Pound Ridge Golf Club (pictured below) in New York, which was ranked one of the top new courses.



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 professionals responsible for maintaining a golf course as an important asset.



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

TAKING RESEARCH FOR GRANTED?

The writer Aldous Huxley once said humans have an absolute and infinite capacity for taking things for granted.

In the golf industry, that's a justifiable allegation amid news the USGA Green Section and GCSAA suspended new research initiatives this year, cutting \$300,000 and about \$75,000, respectively. That's about 15 projects that won't be funded or will be delayed a year.

I'm not suggesting the USGA and GCSAA take turfgrass research for granted – the USGA will fund more than \$1 million of ongoing research, and the GCSAA will spend about \$100,000 on current projects. But because the impact of the research cuts won't be felt immediately, it makes you wonder how concerned the rest of the industry is with the cuts, and whether most people even know about them. In the short term, foregoing new research seems like a small price to pay. But consider what the long-term repercussions may be.

An obvious effect is a delay in the results of the projects in limbo. What's not so obvious is how many of those studies are aimed at reducing inputs, maximizing water use or other green goals. Considering the other troubles the industry faces, it doesn't need to lose any headway it's made with environmental stewardship.

Another downside to the research cuts is they've compounded the institutional cuts universities have experienced for years. What does that mean? There's a chance vacant turfgrass faculty positions will go unfilled and/or scientists will be conservative with their current efforts. Many projects they undertake come from superintendent suggestions; rigid budgets hinder their ability to be nimble and pursue these projects as they arise at a grassroots level.

The worst-case scenario is underfunded university turf programs may be cut altogether. Faculty members are pressed to obtain research funding because that's how state universities generate most of their income. For example, only 14 percent of the University of Wisconsin-Madison's income is tuition-based; half comes from research, says associate professor John Stier, Ph.D. With tight state budgets, universities are scrutinizing individual departments. Research programs that aren't being funded may be

in jeopardy. If a university cuts a research program, then its education component (classes) and outreach component (assistance professors provide superintendents) are likely to follow, Stier says.

How often do you turn to state universities for turfgrass-related answers? Stier estimates he receives two to six requests per day from superintendents. He's just one person. There are between 150 and 200 researchers like him across the country.

Again, this is a worst-case scenario. There isn't going to be a mass exodus of turf researchers tomorrow. But we've all heard the Joni Mitchell lyrics, "You don't know what you've got till it's gone." No peer network, association staff, magazine or conference can replace the void created by a lack of research.

Thankfully, some groups are aware of the decline of traditional funding. Considering this year's cuts, the Carolinas GCSA new solution – a way to get golfers to subsidize turf research – comes just in time. Last summer, North Carolina State and Clemson University faculty told the CGCSA board that funding sources were shrinking and they needed more help. Soon after, the CGCSA began work on Rounds4Research, a program centered on an online auction in which golfers bid on donated golf packages. Facilities throughout the Carolinas have chipped in 250-plus rounds to date.

The CGCSA isn't sure how much revenue Rounds4Research, a concept spearheaded by CGCSA director of programs Tim Kreger, will generate, but the goal is to directly fund N.C. State and Clemson researchers' projects with all the proceeds. Paul Jett, CGCSA at Pinehurst No. 2 and president of the CGCSA, hopes to begin that process as soon as the association tallies the earnings. The auction runs April 19 to May 6.

Programs with similar goals, such as designating a day when facilities donate \$1 per round toward research, worked for a few years before losing steam. Let's hope Rounds4Research, and creative ideas in other regions, will be successful enough to prove the industry isn't taking turf research for granted. **GCI**



Marisa Palmieri Senior editor

Marisa Palmieri

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Irrigation accuracy

After reading Jeff Brauer's article ("Wet approach areas," December issue, page 14), I'll comment about a couple points he made.

1. I agree sprinkler heads need checked for malfunction and angle of sweep; however, contrary to his statement, any commercial golf sprinkler manufactured after 1995 doesn't lose adjustment if installed properly. Furthermore, adjusting sprinklers too often causes damage to the gear drive and adjustment gear.

2. His statement that irrigation needs vary enough only during summer heat and fall overseeding to warrant using double heads may be true to a less-detail-oriented superintendent. However, we practice changing irrigation procedures, taking into account prevailing wind direction and intensity, weekly weather patterns, season changes, cultural practices and microclimates. Part-to-part irrigation heads are a necessity almost year around for us.

Brauer should be certain of his facts by consulting a professional of the trade before they're published in a magazine destined to wind up on many superintendents' desks, where you'll possibly find agitated club members as a result of misinterpreted information.

Jay Leturno
Golf course superintendent
Santa Lucia River Club
Port St. Lucie, Fla.

Jeff Brauer's response:

My intent is to inform, not to give the occasional agitated club member ammunition to demand more from a superintendent.

There are many different conditions throughout the country, and no general 800-word column can convey any superintendent's situation accurately. For many subjects, I've written multipart sections to cover a subject more completely. However, I consulted some irrigation designers and superintendents. The bulk of the column came from research conducted by Jim Moore of the USGA and his son Travis, who's a superintendent. USGA reps have noticed that problem on many courses, enough to warrant the research. And they specifically noted problems on newer systems, at least new enough to have double sets of heads.

They allowed me to present their prelimi-

nary findings, figuring it might help superintendents spend the winter tweaking their systems. In many cases, the design of systems, in conjunction with the way they're used, caused problems.

Constantly tweaking irrigation use to minimize water use and improve presentation, as you apparently do, is also a pet subject of mine. I've written about it before, so if you have any ideas to share, they may find their way into a future column.

Too worried

Pat Jones' Chicken Little article ("Chicken Little mentality," December issue, page 50) accurately assessed the presidential election situation.

Michael D. Jones, CGCS
New Mexico Tech Golf Course
Socorro, N.M.

Does organic = good?

I liked Pat Jones' comments about the Golf Digest article concerning organic golf ("The road to hell is paved with good intentions," golfcourseindustry.com/news/news.asp?ID=4806). It bothers me quite a bit that some people seem to believe that if something is organic it has to be good. I tell them all the time that pig manure is organic, but it sure can pollute water.

Ron Dodson
Board president
Audubon International
Selkirk, N.Y.

Pat Jones' online column, "The road to hell is paved with good intentions," (golfcourseindustry.com/news/news.asp?ID=4806) is one of his best. I can't think of a superintendent who doesn't consider all inputs placed on his golf course for economic, as well as environmental, reasons. Most keep their jobs by playing to their golfers' demands first and foremost. Player expectations rule the day, and until the dynamics change, superintendents will use whatever tools are necessary to maintain their employment. To imply they're unwilling, unconscious or unskilled is an insult.

Jack MacKenzie, CGCS
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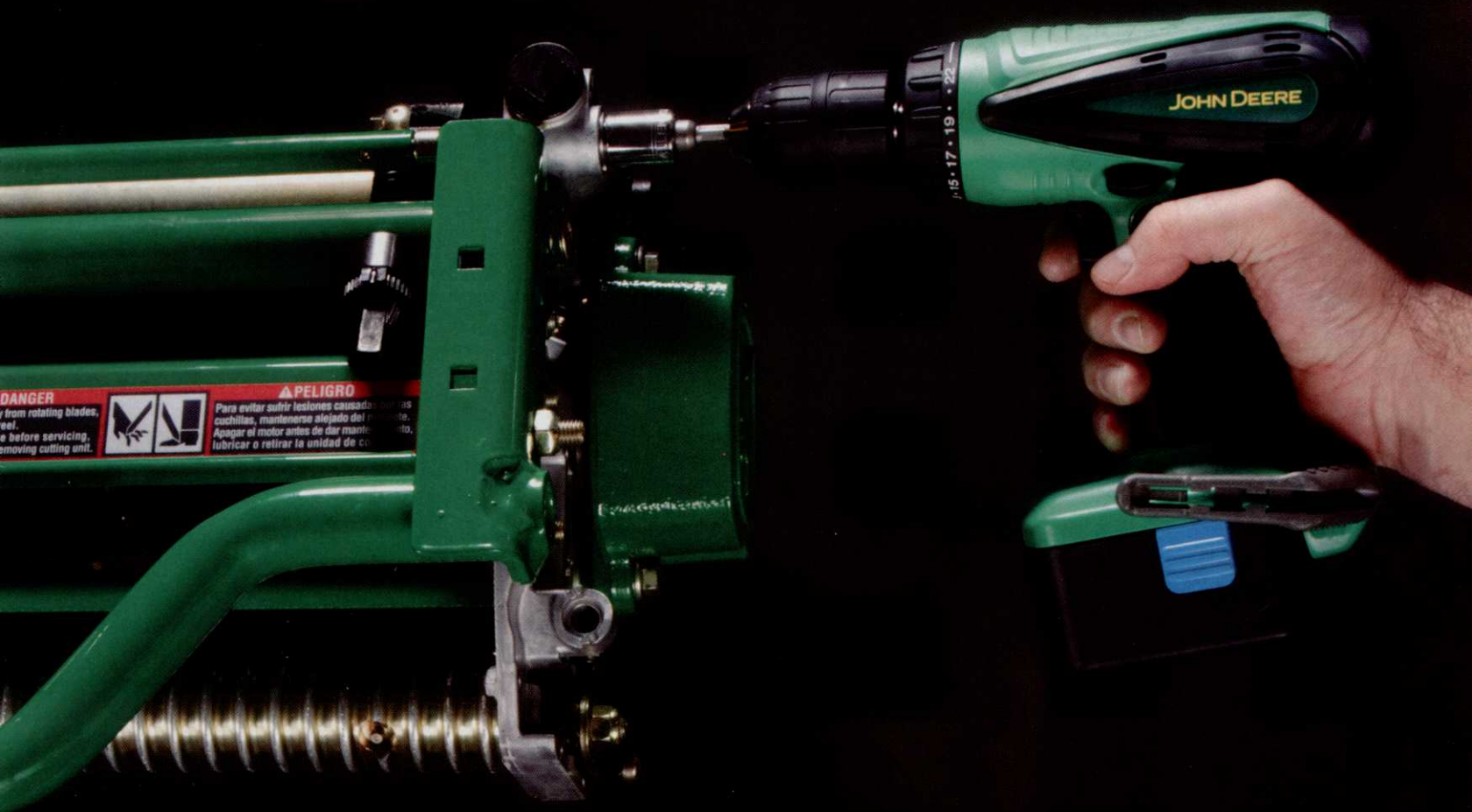
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Dan Schuknecht is the assistant superintendent at Talons of Tuscany Golf Club in Ankeny, Iowa. He can be reached at dsshuknecht@msn.com.

DO YOUR HOMEWORK

It's no secret the economy is in tough shape, and golf is a want, not a need. As you prepare to take the next step in your career, understand the context in which your future employers are operating. Finding ways you can bring value to an operation and help cut unnecessary costs or generate revenue from unexpected sources can help you go a long way in your career.

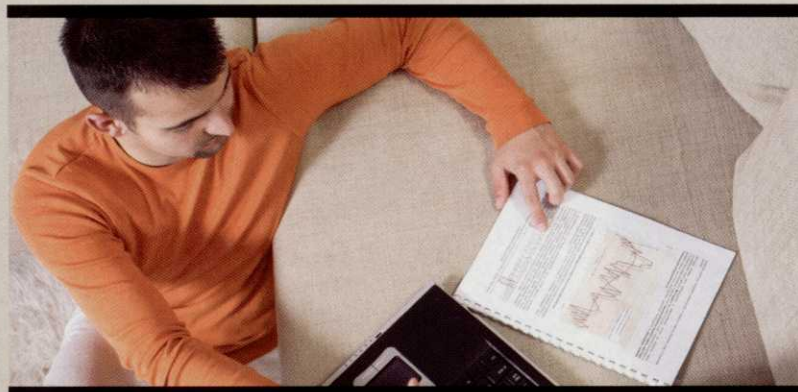
Whether you're a student, an assistant superintendent, or somewhere in between,

what you're getting into. Superintendents who take an active role mentoring their staff, involving them in the decisions they'll make one day, will become employers of choice. It's also important to understand a superintendent plays an important role in all areas of an operation's success, including player development, marketing, finance, membership communication, etc.

As you prepare to interview, look for resources such as Interviewstream.com,

out the professional development resource on the GCSAA Web site. The self-assessment tool will help identify your strengths and areas for improvement. It covers all areas of golf course management, including communication, leadership, operations, personal skills and resource utilization.

Chuck Noll, the former Pittsburgh Steelers coach, is quoted in Tony Dungy's autobiography, "Quiet Strength," saying "Get the work done so you can enjoy the other parts of your life." Strive to achieve work/life balance, find a hobby you enjoy and are proud of. During the past two years,



Whether you're a student, an assistant superintendent, or somewhere in between, each of us can benefit from understanding the financial performance of an operation in 2008.

each of us can benefit from understanding the financial performance of an operation in 2008. Find out the primary sources of income for your operation or one you're considering working for. Did it meet financial goals last year? What's being done to meet these goals in 2009? What can you do to ensure resources aren't wasted and are being used as efficiently as possible? What types of out-of-the-box ideas will be implemented in the upcoming year? Why should customers choose the facility over competitors?

As you set out to take your first job after college, understand it's your job to find out everything you can about the facility to which you're applying. Find out exactly what's going to be expected of you: hours worked, job functions, skills needed to succeed, the leadership style of your supervisor and the culture within the organization. Knowing these aspects of the job is important to make sure you know exactly

a site that allows you to practice your interview skills in front of your computer (you'll need a webcam and microphone). The site provides a comprehensive list of interview questions to choose from. Once the questions are selected, you're given two minutes to respond to each question. Your responses are saved and promptly e-mailed to you. You can go back and watch your responses and improve your answers. The site is a great tool that allows you to practice real-life interview questions and improve your communication skills and body language.

Set personal goals in 2009. Maybe you want to learn Spanish, become an assistant superintendent representative in your chapter or take classes part-time to earn an additional degree. Whatever your goal, go for it. The off-season (for those of us in the North) can be a great time to learn new skills that'll separate us from the competition. If you're not sure where to start, check

I've had the opportunity to climb Mount Rainier in Washington and complete the Des Moines Marathon. Both took many hours of training and preparation, but they are memories that will last a lifetime.

The importance of a mentor can't be overstated. Mentors are those who've been through good times and bad, who've made mistakes, and are willing to share their expertise and experiences with you.

Mentors know you and your situation and many times what's best for you. Often, their message supersedes whether you agree with what they say or not. Seek them out as you prepare to take the next and biggest step in your career.

You may have to work harder than your peers who came into the business a few years ago. It may take patience to get the job you're seeking. Keep in mind, there will always be a job for the candidate who has the skills and willingness to work hard and produce results. **GCI**