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Rethink Tomorrow

Wow your green committee

Effective communications help foster a relationship with your green chairman and beyond.

The success of a golf facility lies foremost in the condition of the course. Superintendents and their staffs strive for quality and consistency every day. But dealing with agronomics and Mother Nature is only a fraction of superintendents' jobs. They must build the all-important rapport and interactive relationship with the green chairman and beyond.

It's paramount to communicate regularly and effectively with the green chairman and to receive buy-in of the maintenance program and an understanding of realistic expectations of course quality. This close relationship is vital to gaining unwaver-

BY KURT LAWTON



ing support of both the chairman and green committee.

Once that relationship is well established, the superintendent and green committee can face their larger challenge of keeping locker-room advice and politics at bay. This team must support the greater good of a best-laid golf course maintenance plan compiled by the superintendent, so it won't be derailed by critical non-experts (golfers).

JOINED AT THE HIP

Since the green chairman often sets the stage with recommendations to the board of directors, regular and consistent communication is a necessity, especially during times that interrupt or impair normal play.

"A successful working relationship hinges on two key ingredients – a superintendent who's incredibly talented and organized and a committee that provides input from the entire membership while supporting the superintendent with all members," says green committee member and project coordinator David Tier-

ney, who worked closely with superintendent Tim Anderson during the award-winning renovation of Naperville (Ill.) Country Club.

"We were joined at the hip, Tim and I, in order to pull off such a huge renovation project," Tierney says. "And thanks to Tim's excellent 'master sergeant' role in both agronomics and communications, we were able to overcome numerous challenges, keep the members informed and achieve success in increased membership."

This \$2.75 million reconstruction of the course (\$8.5 million including all infrastructure changes: buildings, parking, irrigation, etc.) truly tested the patience of members.

"We employed many communications tools to help engage the members so they understood the vision to become comfortable with the entire project – from start to finish. Communications every step of the way is vitally important, because we took away members' 'beloved golf course' for over a year and they deserved transparency on every aspect of the project," Tierney says.

The green committee enlisted five members with communications experience to help both Anderson and the green committee keep the rest of the membership informed.

"We used biweekly newsletters, produced videos and displayed project boards with photos and more. And we kept the clubhouse open for food – so everywhere a member turned, they saw and understood what was going on with their golf course," he says.

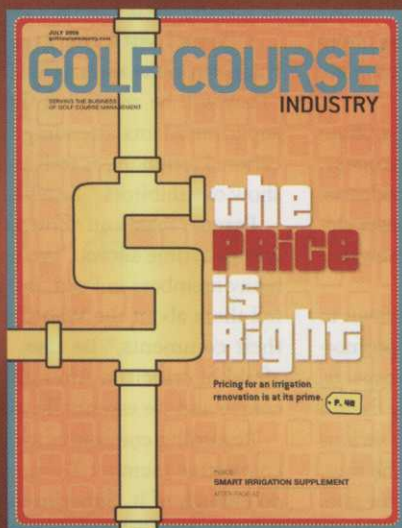
WEEKLY COMMUNICATION

While major renovations put good communications to the test, many superintendents rely on regular communications beyond the green committee to all staff and members.

"I started a weekly report back in 1988 at the insistence of a new GM when I was superintendent at a course in Kansas City, and it became a successful ritual everywhere I've worked," says Pat Finlen, superintendent at The Olympic Club in San Francisco. "I learned early on that you cannot always rely on the golf shop to tell our message and portray it in the correct man-

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ner. It's a very tough job placed on them, so I've learned it's best that I put the message out the way I want, directly to everyone, using print as well as e-mail. This direct communication gives readers a chance to respond back to me via e-mail."

Finlen and his two assistants put together the e-newsletters. Each issue begins with club event news for the week. Next they discuss anything new or unusual that's happening on the course, explaining why and how they're handling the situation.

"And we always make a special point to alert members of upcoming special or regular projects that impact their course, such as aeration, well in advance so they can plan accordingly," he says. "By incorporating photos and basic agronomic explanations, it has helped members not only learn themselves, but take an active role in telling other members about what they read."

Finlen initially sent his e-newsletter to all golf course committee members and all club managers (80 to 90 people) at the 5,000-member, multisport athletic club, but the list has grown to 500 recipients.

"The newsletter has been a really big success here," he says. "The initial committee and staff members that received it began forwarding it to their member friends. Now, many of the regular members who found value have signed up to receive it.

"It's truly helped explain to members how our job is much more than mow, water and fertilize," Finlen says. "It's been a great tool to interact with members, who regularly send me five to 10 questions every week."

He spends about 15 minutes answering these questions early in the week.

Finlen values the importance of meeting and talking to as many members as he can on a regular basis, but he realizes he cannot be up in the bar and grill every Saturday fielding questions.

"But the interesting thing, thanks to this e-mail newsletter, is that people in the bar who get the newsletter can answer most questions, and take pride in sharing their knowledge," he says.

Transparency is the best policy, Finlen says. "Don't be afraid to divulge any issue with the turf or about the course, or even admitting mistakes and how they were handled," he says. "You're taking care of their golf course, not yours, and members have a right to know."

Finlen also recommends tailoring the message, so it's readable for the entire

membership; avoid getting too technical or too in-depth.

Don't forget to hand deliver communications to key members as well as post printed forms of communication with photos in locker rooms, on bulletin boards, in the pro shop and at other key locations. And for special projects, consider using outdoor educational posters near tee boxes.

"We've found pedestal boards extremely beneficial, not only to tell why the work is being done, but to show project timelines and photos," Finlen adds.

ON THE WEB

Some superintendents are taking communications a step further by developing Web sites and blogs to keep members up to date. One such passionate assistant superintendent, Bryan Bergner at Westmoor Country Club in Brookfield, Wis., took it upon himself to design, write and shoot all photographs for his Grounds & Greens department Web site (westmoorgrounds.com).

"I came up with the idea to visually show the progress of our course reconstruction, which tied in with our general manager's weekly newsletter, by adding a link to the photo page. I would take pictures every day during construction and upload new photo galleries every two to four days, complete with captions," Bergner says.

He didn't stop at including just a photo gallery of the reconstruction process. Bergner writes a blog, produces podcasts, lists employment opportunities, posts videos and posts HTML files of every newsletter (that he designs and writes).

"I do all this on my off hours as a favor to Westmoor because I really enjoy promoting our course to members and prospects, showing my photography and giving them a glimpse of the lighter side of all the serious work we do for their golf course," he says. "And members are really enjoying the site, and more are going there as I do e-mail blasts to highlight what's new on the Web site."

BE VISIBLE

Being highly visible to everyone at the golf course is equally as important – if not more

so – than written communications. Dave Fearis, GCSAA director of membership, offers several tips that often benefited him during his 28 years as a superintendent.

- Play golf with committee members and other key members to really understand their thoughts about all aspects of the course and learn about any good or bad agendas they might have. "You can head off or even extinguish a lot of potential fires even before they happen," Fearis says.

- Each day, personally drive the course backwards and talk to as many groups as possible to find out their thoughts. "Offer personal touches to early golfers, such as bringing them coffee before the pro shop opens," he says. "And personally congratulate all top tournament winners."

- Present a notebook of past years' green committee minutes to any new members – and spend quality one-on-one time answering questions. "Make sure they



Westmoor Country Club publishes Greenside News and posts hard copies in the club house and a digital version online.

understand and buy in to the master plan and maintenance plan," Fearis says.

- Always listen and be open to ideas from members. "We must remember it's not our course, it is their course and we ultimately need to satisfy them," he says.

- Travel with the green committee chairman to the annual Golf Industry Show. "They will be amazed at the thousands of superintendents attending dozens of educational seminars, as well as the huge trade show of exhibitors," he adds.

Bergner makes an effort to meet as many groups as time allows. "I go up and talk to as many members as I can, introduce myself, tell them about the Web site and listen to their comments," he says. "You can't be afraid of criticism. After all, it's their golf course and we essentially work for them."

Regarding communications, says green committee member Tierney, "You cannot do enough of it. Superintendents succeed by helping members understand what's going on, what's going to happen next, where we stand and why we're doing it." **GCI**

Kurt Lawton is a freelance writer based in Eden Prairie, Minn.

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Research

BY ERIC J. REBEK AND TOM A. ROYER

White grubs vary in size depending on species and stage of development, but all are generally C-shaped with white bodies and tan head capsules.



Down and dirty with WHITE GRUBS

A look at May/June beetle biology and how knowledge about the identity, distribution and age structure of white grubs allows for better control.

By most accounts, white grubs are the leading insect pest of managed turfgrass in the United States. The term “white grub” is used to describe the immature stage (larva) of a complex of scarab beetles that includes masked chafers (Northern and Southern), May/June beetles (*Phyllophaga* species), European chafer, Oriental beetle, Japanese beetle, Asiatic garden beetle and green June beetle.

Adult beetles of these species are not turf pests, although some feed on leaves of various woody plants and can be serious pests of ornamental gardens. May/June beetles are the nickel-sized, brown-black beetles that are attracted to lights around maintenance buildings at night, and make that loud

“crunch” in the morning when stepped on by golf course personnel. Larvae, however, live underground and feed on the roots of most turfgrasses and other plants. White grubs are key pests of turf because they cause direct injury by consuming root tissue and are responsible for collateral injury caused by vertebrate predators, including skunks, moles and armadillos, which tear up the turf to devour them.

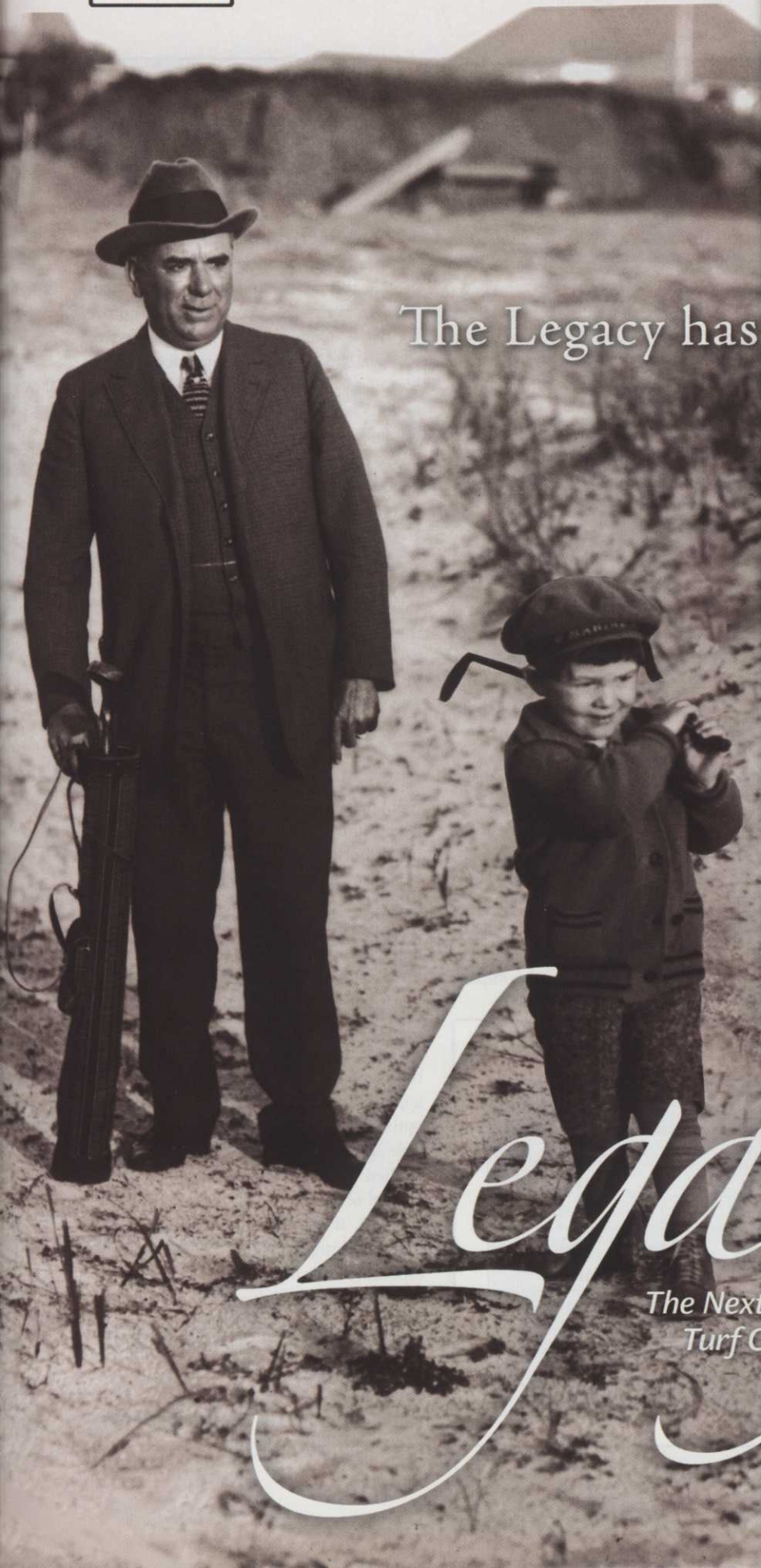
White grub control is a challenge for turf managers because a grub infestation may include numerous species that have complicated life cycles. The life cycle of any white grub includes an egg, three larval instars (stages), a pupa and the adult beetle. Many species (collectively referred to as annual

white grubs) complete their life cycle in one year; these include masked chafers and Japanese beetles. Others, particularly May/June beetles, may take two or even three years to complete development, spending the majority of that time below the soil surface as third-instar grubs. The length of the life cycle depends on the species of beetle and where they occur geographically. May/June beetles living in the southern U.S. may take one or two years to complete development, while the same species may take two or three years in northern states.

Several years ago, investigators in the Department of Entomology and Plant Pathology at Oklahoma State University began to evaluate insecticides for white grub control.



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We soon discovered that unlike most places in the U.S. that are typically infested with annual white grubs, Oklahoma turf typically is infested with a mixed population of southern masked chafer and May/June beetle grubs, or in some cases a preponderance of the latter. We also discovered that we didn't know which species of May/June beetle grubs were turf pests in our state. It turns out that more than 70 species of May/June beetles call Oklahoma home. We can identify adult beetles to species rather easily by examining distinct physical characteristics that differ among them. In contrast, larvae are very difficult to identify to species because differences in physical traits among grubs are not so readily apparent. Their correct identity can only be assured by someone with special training and experience in using the keys for identification of these larvae.

While we were addressing these challenges, several new classes of insecticides were being registered for control of white grubs. These products control white grubs over a fairly long time period (treatment window) during the summer. Yet, we also know that they're more effective at controlling young grubs (first and second instars), and are less effective at controlling larger, older grubs (third instars). In addition, most treatment recommendations suggest that applications coincide with egg hatch of masked chafers, which commonly occurs about two weeks after oviposition (egg laying). While this

recommendation seemed to work most of the time, we occasionally received reports from turf managers of "poor control" with products that had previously provided good control. In nearly all of those cases, the "problem grubs" turned out to be May/June beetle grubs.

We soon realized that to effectively manage white grubs, we needed to answer several questions:

- What species of May/June beetles infest turf?
- What are their life cycles, and when do adult beetles emerge and lay eggs?
- How are white grubs physically distributed in turf?
- What insecticide products effectively control white grubs of May/June beetles?

In 2005, we initiated a research project to begin answering these questions. To answer the first two questions, we worked with several golf courses and sod farms that were located in different areas of Oklahoma and we collected beetles and larvae throughout the summers of 2005-2006.

QUESTION 1: WHAT SPECIES OF MAY/JUNE BEETLES INFEST TURF?

We collected white grubs that were feeding on turf at bermudagrass sod farms to identify the predominant species occurring in different regions of Oklahoma. Since OSU currently lacks a reliable expert in identification of larval white grubs we decided to use the "CSI" approach and compare

DNA from correctly identified adult beetles with the DNA from unknown larvae. This method works because the DNA fingerprint doesn't change from larval to adult form. To accomplish our goal, we froze specimens in liquid nitrogen, ground up a leg from both beetles and larvae, and sequenced a small fraction of the DNA contained within the leg tissue. Once the DNA was processed, we "matched" the DNA sequence from an identified beetle with an unidentified larva to determine the identity of the latter (see Figure 1 for a hypothetical example).

We recovered eight species of May/June beetle grubs that infest turf; five of these were common, each accounting for at least 12 percent of the total specimens collected (Table 1). We also found that in general we collected more May/June beetle grubs than Southern masked chafer grubs from the sod farms.

QUESTION 2: WHAT ARE THEIR LIFE CYCLES, AND WHEN DO ADULT BEETLES EMERGE AND LAY EGGS?

Once we identified the turf-infesting May/June beetles, we were able to look at the flight patterns of those species that we collected in our adult traps. We learned that instead of calling them May/June beetles, we could just as easily call them "April beetles," "July beetles" or "August beetles" because, depending on the species, they emerge and take flight from early spring through early fall. In addition, it appears that their peak flight activity ranges from April through July.

Since there is flight activity throughout the summer, it shows how critical it is to apply an insecticide for grub control at the optimal time to avoid having to make multiple applications. A preventive insecticide applied too early might not provide good control of the grubs that hatch later in the summer. If applied too late, some of the early-hatching grubs could escape control, especially if the insecticide is applied at the lowest rate. We think a sod producer, golf course superintendent or lawn care professional would benefit most from an application made from mid-June to July 1.

QUESTION 3: HOW ARE WHITE GRUBS PHYSICALLY DISTRIBUTED IN TURF?

Table 1. White grubs collected from seven sod farms in Oklahoma, 2005-2006.

Species	# Locations found	% of Total white grubs collected
<i>P. bipartita</i>	4	13.8
<i>P. calceata</i>	5	12.2
<i>P. congrua</i>	3	14.6
<i>P. crassissima</i>	6	20.3
<i>P. crinita</i>	2	15.4
<i>P. ephillida</i>	2	2.4
<i>P. submucida</i>	4	8.9
<i>P. torta</i>	3	7.3
Southern masked chafer	7	0.8



Left: Mixed populations of white grub species infesting a bermudagrass fairway. Above: Armadillos and other vertebrate predators can cause "collateral" damage to turf as they dig for white grub prey.

Insects can be distributed across a habitat in three distinct patterns: uniform, random or clumped. A uniform distribution means that individuals are spread evenly across the landscape. This pattern is rare in nature. More commonly we see clumped, or aggregated, distributions of insects. Clumped distributions usually occur when individuals are drawn to a high-quality resource; visualize zebra gathered around a watering hole in the dry African savannah. Random distributions are also common and are at least partially explained by the heterogeneous nature of habitats. The distribution pattern of an insect is affected by availability of necessary resources, such as food, shelter and reproduction or nesting sites. For species that have overlapping distributions, competition within and among them may influence their physical distribution.

From an ecological standpoint, we are interested in the distribution of white grubs in turf because it may help us understand how different species of May/June beetles that overlap in time and space are able to "share" the turfgrass resource and interact with one another. We wouldn't expect to see two or more species sharing a resource peacefully, so the distribution of each species may be influenced by competition with other species.

From a practical standpoint, knowing the distribution of white grubs in turf might allow us to target insecticide applications as spot treatments rather than broadcast applications. Broadcast applications for white grub control tend to be a waste of

time, labor and money unless the infestation is widespread. They also place biological poisons in the environment where they are not needed, which goes against the philosophy of Integrated Pest Management (IPM). Circumstantial observations suggest that white grub infestations in turf occur in concentrated patches of damage in fairways and lawns (clumped). Therefore, knowledge about where white grub infestations are present (or not present) helps build a more time- and money-efficient, and effective IPM program.

We're studying the distribution of white grubs at several Oklahoma sod farms by recording GPS coordinates for each specimen collected in the field over time. We'll use these coordinates to create distribution maps for each species to help us visualize overlapping species distribution patterns. Observing these maps over time will reveal how these distributions change throughout the season. We're also classifying the development stage of the white grubs by measuring their head capsule size; with the largest measurements corresponding to third instar (oldest) white grubs. Remember that larger white grubs are not as easily controlled with many insecticides and must be treated with Dylox, Sevin or Arena.

QUESTION 4: WHAT INSECTICIDE PRODUCTS EFFECTIVELY CONTROL WHITE GRUBS OF MAY/JUNE BEETLES?

Much of our recent research involves evaluating efficacy of new insecticides for controlling May/June beetle white grubs.

Before we discuss the results of our trials, let's first talk about strategies for chemical control of white grubs: preventive, curative and rescue applications. Preventive applications are made in anticipation of a pest problem, usually in response to repeat infestations of a pest insect at a particular location. Most systemic insecticides are used preventively and are applied in advance of white grub activity. Curative treatments are made when white grubs are actively feeding but not causing visual damage to the turf. Their presence may be detected by monitoring or collateral damage to turf caused by vertebrate predators. Rescue treatments are similar except they're made when turf is showing damage symptoms and needs to be rescued immediately.

Monitoring is recommended for areas that historically have been infested with white grubs. Effective management often depends on estimating population density (e.g., number per square foot) and treating when grub densities reach a damaging level. Grub counts are made by cutting and peeling back several 1-square-foot patches of turf and looking for the C-shaped larvae in the root zone. Enough patches are observed to get a representative number of samples for estimating grub density in the area of interest. Treatment recommendations vary by geographic area and host plant, but in Oklahoma we recommend treating for white grubs of May/June beetles when their populations exceed four grubs per square foot.

Knowing when to treat is important, but we also need to choose the right insecticides for the job. We conducted two trials in 2008 at a teaching golf course on the campus of OSU-Oklahoma City. These trials were performed on bermudagrass to evaluate Arena, Merit and a new product, Acelepryn,

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as preventive and curative treatments (Figure 2). All products worked well against a mixed population of May/June beetle species and southern masked chafer compared to plots not treated with insecticide. Even though average grub densities in untreated plots were below the recommended treatment threshold, preventive and curative strategies were effective at reducing white grub densities using the products tested.

Acelepryn is of particular interest because it's the newest insecticide registered for white grub control on golf courses in most states. Acelepryn controls grubs with a single application and can be applied effectively at low rates. Based on our results and those at other universities, the treatment window for using Acelepryn is wide ranging because it's effective as a preventive or curative application. This is probably due, in part, to the chemical nature of the active ingredient, chlorantraniliprole, which belongs to a novel class of insecticides known as the anthranilic diamides (Group 28 Insecticide). However, we recommend that Acelepryn should be rotated with insecticides from other chemical

classes to avoid/delay the onset of resistance in white grub populations.

SUMMARY

Not all golf courses are equal in terms of the complex of white grub species they harbor. As G.I. Joe used to say, knowing is half the battle. Knowledge about the identity, distribution and age structure of white grubs allows for better selection of insecticides, treatment windows and target sites. Our research strives to improve white grub management while saving money and reducing the adverse environmental impacts of chemical control. **GCI**

Eric J. Rebek is an assistant professor of entomology and the state extension specialist for Oklahoma State University. Tom A. Royer is professor of entomology and state IPM coordinator there.

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IMPACT ON THE BUSINESS

War on white grubs

A superintendent at an Army-owned, public golf course combats June beetles with preventive insecticide treatments. **BY MARISA PALMIERI**

At the Army-owned Ruggles Golf Course in Aberdeen Proving Ground, Md., golf course superintendent Mark Burk is now winning the battle with green June beetles, which he's fought in the white grub stage for years.

Two years ago, Burk hit a wall in his grub control program, as the grubs' tunneling was raising the turf up and creating mounds everywhere. Additionally, skunks and other animals were causing damage of their own, digging for their favorite snacks.

"Combined, they were creating a real mess on the fairways and tees," Burk says.

Until 2007, Burk was spraying the ryegrass fairways and tees with Dyllox. Though he says it worked well as a clean-up product, the result was a sea of dead grubs baking in the hot August sun, which caused a noticeably foul odor.

"We were definitely looking to spray preventively to avoid clean-up work," he says.

At that time, Burk tried Arena. The first season, he sprayed preventively on the fairways, but since he was working with a new product, he didn't spray the tees.

The preventive application in the fairway worked very well, but come August, Burk had grub activity in the tees. A vendor recommended he try Arena in its granular form as a curative measure.

"I broadcast the granular and watered it in, and literally had success the next morning," he says. "There were dead grubs on top of the turf - I was pleasantly surprised with the quick knockdown."

Burk's pleased to report he only had to use the curative method one season. Since then, he's preventively sprayed fairways and tees around June 1.

"We usually see the June beetles' eggs hatching the first week of August, so we like to have the active ingredient down so the timing is such that we get them just as the eggs hatch," Burk says.

He spends about \$3,500 a season on grub control, and as a superintendent who maintains 27 holes with about a \$500,000 budget and nine part-time staffers, he's pleased with making a single application.

"One application is getting the job done," he says. "And it's also more environmentally friendly, because there's much less insecticide hitting the ground." **GCI**