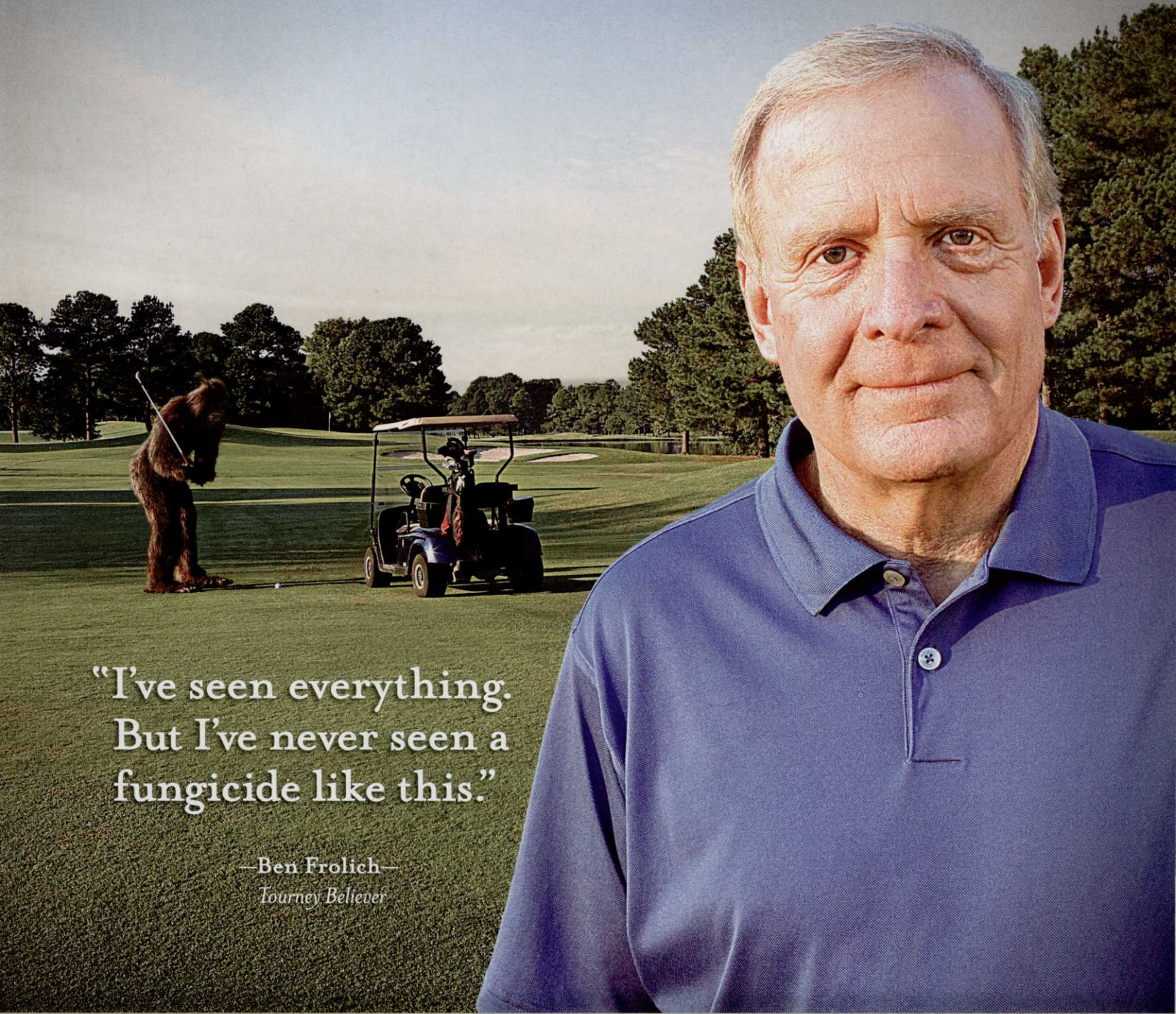




Products That Work, From People Who Care® | www.valentpro.com | 800-89-VALENT (898-2536)  
Read and follow the label instructions before using.



“I’ve seen everything.  
But I’ve never seen a  
fungicide like this.”

—Ben Frolich—  
*Tourney Believer*

See it. Believe it. Tourney™ Fungicide controls a broad spectrum of diseases including brown patch, anthracnose, dollar spot and many more. All with exceptional turf quality and low use rates. See the proof at [TourneyBelievers.com](http://TourneyBelievers.com).

**Tourney™**  
FUNGICIDE  
*Seeing is Believing.®*

[TourneyBelievers.com](http://TourneyBelievers.com)



**Jeffrey D. Brauer** is a licensed golf course architect and president of GolfScapes, a golf course design firm in Arlington, Texas. Brauer, a past president of the American Society of Golf Course Architects, can be reached at [jeff@jeffreymbrauer.com](mailto:jeff@jeffreymbrauer.com).

## PAY NOW OR PAY LATER

There's no doubt these are trying times for golf courses. But, despite your balance sheet, there's still a need for ongoing capital improvements. Given the next up year for the golf economy might arrive with Halley's Comet, it's as good a time as any to assess your strategy for meeting ongoing renovation needs in a down economy.

Many courses have quit spending completely. A few have, perhaps, taken on huge projects overconfidently. Some continue – conservatively and wisely – with their capital improvement programs, albeit on a smaller scale, but not so much that they're in danger of falling too far behind.

The challenge for facilities is to pursue renovations and upgrades in an economically feasible manner but not allow budget pressures to cause unwise quality reductions. Despite the economy, if it's worth doing a renovation, it's worth doing right. The adage, "You can pay now, or you can pay later," also comes to mind.

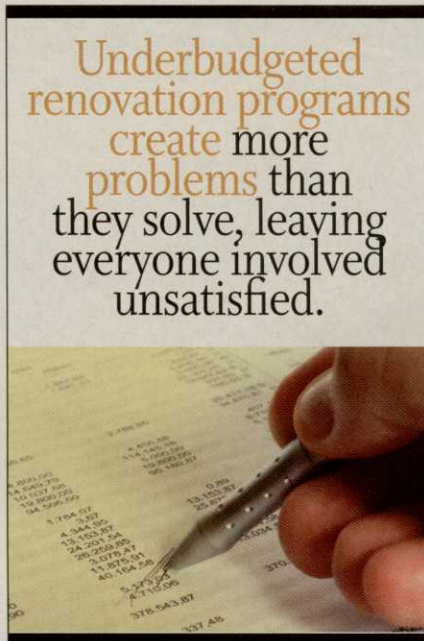
I understand the need to lower budgets during a recession, but I still see too many mistakes in the name of budgeting. The short view inevitably starts a treadmill. Underbudgeted renovation programs create more problems than they solve, leaving everyone involved unsatisfied. That leads to fewer attempts and/or even lower budgets for necessary renovations because no one wants to get blamed for spending all that money for undesired results.

Low budgets are like the flu, and the projects tied to them often show the symptoms. Poor quality is almost always the result. Most budget problems stem from:

- An originally adequate budget that inflation erodes when the project is delayed three, five or even 20 years. For some reason, few people account for inflation in these cases.
  - Club members who are simply hopeful bids will come in lower and aren't prepared for when they don't.
  - Superintendents who prepare budgets

based on using their crew for labor, figuring materials only, and then decide to use contractors, who need to cover labor, overhead and profit.

- Attempting six projects with a five-project budget by adding "just one more thing that won't cost much" without adding to the budget.



- Simply forgetting or not realizing the need for items related to the renovation.

If the finished product is poor, you usually can blame budget-related problems. Is the design poor from "saving" money on a golf course architect? Did you use cheap but inexperienced contractors to save 5 or 10 percent? Did you implement other "money-saving ideas" such as:

- Using asphalt rather than concrete paths without considering which will need to be rebuilt sooner.
- Undersizing irrigation system pipe that will blow out of the ground.
- Skimping on greens construction, bunker liners and sand and not improving playability.

- Skimping on sod and erosion netting, risking higher and unanticipated grow-in costs.

So, what's the chicken soup for the under-budget flu? For many courses, this tastes more like medicine than soup, but you need to:

- Take the long view. Are you are confident your course will prosper again based on weathering past economic storms and your current situation? The 10- to 15-percent cost difference between bad and great results only adds nominally to monthly assessments or per-round surcharges. Realize immediate savings typically cause greater long-term costs.
  - Prevent falling in the classic budget traps outlined above. Are parts of the current project caused by the need to rebuild some budget-saving measures taken in the last one? Omitted features are usually added sooner rather than later, and poor construction is rebuilt typically sooner than otherwise necessary – both at more of a cost than if included in the original construction.
    - Do fewer projects well rather than many poorly when your budget is firm. Whatever projects you undertake, be sure to fix the problems you set out to fix. Nothing is worse than having similar problems after a renovation.

- Consider value over price. Contractors are hungry right now. Material prices have fallen. Bids will be good. If you can borrow, interest rates are at historic lows. In some ways, it's a historic opportunity to max out your renovation dollar.

- Invest in planning, design and value engineering. As old tailors say, "Measure twice, and cut once" for the best value. It's less expensive to plan the project on paper than in the dirt. Using an architect and contractor to value engineer the project is a critical expenditure rather than unnecessary expense. If the devil is in the detail, your professional team must work to spend only what needs to be spent to do the job right.

In rising economies, most managers and superintendents look good. Performing well in down times will separate the best from the rest. **GCI**



*Greetings from*  
**Hustler Turf Equipment**

For nearly 50 years Hustler has been an innovative leader in the turf equipment industry. Our people have dedicated time and tremendous effort to perfecting the products they make and providing exceptional customer service after the sale. We are proud of our peoples' uncommon commitment and humbled by the many great distributor, dealer and customer relationships that have formed as a result. This uncommon commitment has been the key to our past success and we hope it will give us the opportunity to meet and serve you as we enter the Golf marketplace.



**HUSTLER**  
TURF EQUIPMENT

HUSTLERTURF.COM • UNCOMMON COMMITMENT



**Erik Christiansen** is a licensed irrigator and president of EC Design Group, an irrigation consulting and water management firm based in West Des Moines, Iowa. A board member for the American Society of Irrigation Consultants, Christiansen can be contacted at [erik@ecdesigngroup.com](mailto:erik@ecdesigngroup.com).

## FACE REGULATION PROACTIVELY

I'm still surprised by how many new codes, standards, procedures and requirements are being imposed on golf by everyone from regulatory bodies to community organizations.

Water, power and trade are the most obvious parts of an irrigation system being analyzed by people who want to regulate our industry. At one level, the scrutiny highlights just how much science and precision is involved when designing and managing a large-scale irrigation system efficiently. But on another level, the mountain of research and paperwork related to that scrutiny can be suffocating. And this falls on a golf industry that doesn't need the challenge of additional operating costs imposed to meet new laws, restrictions or even taxes from regulatory bodies.

I learned early in my life it's better to be the delivering hammer than the receiving nail. Therefore, I broached this topic with two golf course superintendents who've learned to hammer out the challenges the industry faces instead of waiting for the hammer to fall. I wanted to know how they found a way to cope with legislative bodies, and others, for a successful outcome.

Various environmental and community groups have embraced the idea that our industry isn't an efficient user of our resources. There are instances where that's true, but unfortunately, these groups fear what they don't understand. Water use doesn't automatically equal water waste. Green space, habitat and recreation are important to cities and communities. Carbon scrubbing by turf and other plant material is real and beneficial. Unfortunately, in many cases, environmental groups have been successful dictating how we use our resources, which is problematic and can be costly to any golf operation, especially when it comes to water.

So, how do we build a level of communication that will help educate the public?

"You have to take a proactive approach,

and don't go it alone," says Ted Horton, CGCS, with the Foundation of the California Alliance for Golf. "Consider creating alliances with other organizations that have similar goals to help your organization build strength with numbers."

Ted always has been in front of aggressive restrictions with water and other resources. Recently, he's had to face the proposition of additional taxes on golf clubs in California. We can benefit from Ted's years of experience dealing with these threats to our livelihood. He developed a

sader who took the bull by the horns and created the Georgia Allied Golf Counsel to develop databases and best management practices to be used as tools to negotiate agreements with state officials.

Remember the Georgia drought of 2007? Anthony's hard work helped golf courses throughout the state go from watering greens only to retrieving water rights for the entire club. Anthony asserts he was successful because clubs throughout the region participated in a state best-management-practices memorandum, which required 75 percent of golf courses to have best management practices in place by May 2007.

When our industry becomes proactive, we can get the message out and realize positive results. Perhaps our first step should be to organize our practices and gather data individually.

game plan and hired lobbyists to implement the following goals:

- Influence political action;
- Develop a water position by using proactive best management practices;
- Update the industry economic analysis that proves golf is a valuable business;
- Improve proactive environmental stewardship; and
- Enhance public relations for the game of golf.

These are a few of the goals the Foundation of the California Alliance for Golf put forward to educate the public about the facts of golf and refute rumors. Through targeted communication, the public is learning golf has economic, communal and environmental benefits. It provides jobs and generates health and fitness programs for all ages. Golf needs to be presented as an asset to the community, not singled out as the bad guy.

Anthony Williams, CGCS, at Stone Mountain (Ga.) Golf Club, is another cru-

"We even surpassed our goal," he says. "Clubs are at 97-percent participation."

With Anthony's best-management-practices database organized and in place, state officials had factual information about golf course water-use practices at their fingertips. State officials felt comfortable with the prescribed best management practices and no longer feared irrigation because they were presented data in a logical format.

These are telling tales. When our industry becomes proactive, we can get the message out and realize positive results. Perhaps our first step should be to organize our practices and gather data individually. Preparing yourself with information and a game plan will enable you to make a positive impact, not for only your livelihood, but the livelihoods of others who depend on our industry.

For more information, visit the following Web sites: [cagolf.org](http://cagolf.org), [ggcsa.com](http://ggcsa.com) and [eifg.org](http://eifg.org). **GC**

For more information, contact your  
Rain Bird sales representative or visit  
[www.rainbird.com/neweagle](http://www.rainbird.com/neweagle)



**Greater playability  
and a lower water bill.**  
That's intelligent.

**Enjoy superior coverage and reduced water use  
with the longest-lasting, most water-efficient rotor.**

*Now more than ever, performance matters. That's why Rain Bird® Eagle™ Series rotors are engineered to last up to 10 times longer and use up to 23 percent less water than the competition. They also offer superior distribution uniformity over the widest range of conditions. Now that's The Intelligent Use of Water.™*



*The Intelligent Use of Water™*

**RAIN  BIRD®**



**Monroe Miller** is a retired golf course superintendent. He spent 36 years as superintendent at Blackhawk Country Club in Madison, Wis. Miller can be reached at [grots@charter.net](mailto:grots@charter.net).

## MOVING OUT ... AND ON

**D**espite warnings to the contrary from some, retirement has been nothing short of wonderful so far. I now have the time to devote to my hobbies, visit kids and grandkids and plan a few trips to those places I've dreamed about for decades. I've started reading several of the thousands of books I own, and I'm chomping at the bit for spring so I can shape up my average home landscape.

The economic climate and its impact have caused some consternation, but not so much that I'm going to pull a Brett Favre and unretire. I'll just spend less.

The most difficult part of formally ending my career, surprisingly, was cleaning out my office. I wish I could've done what a friend of mine did – tossed the keys to his successor and told him to pitch whatever he didn't want. That would've been easy.

I'm one of those pack rats who saves everything that might have some historical value sometime in the future. I always assumed that when I reached this stage of my life there would be a Wisconsin Golf Museum and Library to receive my considerable collection of golf course books, memorabilia and correspondence.

Of course, the museum never happened. So I spent weeks going through a mountain of material, saving the irreplaceable and invaluable and discarding the rest. Much to my wife's distress, much of the valuable stuff is being organized, sorted and filed in our basement. When that's done, I'm not sure what I'll do with it.

I went through four closets, 11 file cabinets and scores of storage tubs piece by piece. I should've been an archivist or historian. It would've made this job much easier for me. Our golf course staff helped me, although I heard my assistant tell them, "Don't talk to him because it will just take that much longer." Slowly, almost painfully, I slogged my way through it.

What a trip down memory lane. My career was spent as a superintendent at the same golf club, which made acquiring so much material easy. I never moved. The

GCSAA Conference and Show was important to me, so I never missed a single one, going back to Boston in 1973. I have old burlap Penncross bags full of key chains, buttons, ball-mark repair tools, pens and pencils, tees, golf balls and every other trinket exhibitors have handed out. I have a Jacobsen hat from each of the 37 shows



The most difficult part of formally ending my career, surprisingly, was cleaning out my office. What a trip down memory lane.

I attended, along with a collection of 700 different trade caps of every description and color.

My textbooks offered contrast from the 1960s and 1970s to more contemporary writing. I have Monteith and Dahl's publication about turf diseases, the first about the subject. Contrast Dr. H.B. Couch's first edition book about turf diseases and then his magnum opus about turf pathogens of a few years ago, and you get a feel for the changes I've seen. The same holds for Musser's excellent book of the 1960s and

Dr. Jim Beard's USGA book of just a few years ago.

One of the most interesting things I came across was a four-page, four-color ad piece distributed by Wisconsin Turf Equipment Corp., our Jacobsen dealer for 50 years. The entire Jake line was neatly parked on a golf course, and the owner was standing in the middle, smiling proudly. Does anyone remember the Rogers truckster, a three-wheeled vehicle with a loud engine and a lot of metal-on-metal contact? You could hear it coming 500 yards away.

The first triplex greensmower was part of their line, a tremendous development that saved a lot of labor. Every superintendent wanted one or two. The F-10 fairway mower, the G-10 tractor and airfield blitzer pull-frame rough mowers are all equipment from a time long ago.

My USGA files were full – Green Section reports from all those years. They consistently were well written and offered advice that was always on the mark. The first Green Section specs about putting green construction – I have a copy – demonstrate how experience modified them somewhat, but that the principles are firm. I enjoyed the writing of the national directors I've known – Radko, Bengeyfield and Snow.

I ran across photos of our crew from many of those years, as well as pictures from the first Jacobsen college student seminar back in the summer of 1968. I attended the first Toro turf professionals meeting and found the pen set given to each of us, along with a class photo. I made several life-long friends at that meeting.

It's been an exhausting job, moving out and moving on, but a rewarding one. As I look back, I'm inclined to say I worked during golf's zenith, but it's probably because my career was so rewarding and enjoyable. The trip from the morning side of the mountain to the twilight side of the hill seemed to go so quickly, and moving out of my office in this deliberate way gave me a chance to see it in a different light. I laughed about the good times, remembered so many people I had the chance to know, and felt melancholy and joy that it's over. I also realized I'd do it all over again. **GCI**

# Pegasus™ HPX fungicide helps you RAISE THE BAR on healthy turf.

New university testing proves that NexGen products outperform traditional formulations—and make your pesticide dollars go farther.

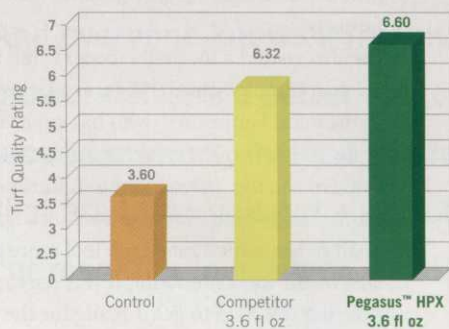
The grades are in, and NexGen products are at the top of their class. With only the best active ingredients and improved manufacturing, NexGen reformulations provide unbeatable performance—and results prove it. Pegasus™ HPX chlorothalonil gives better control of dollar spot, brown patch and other fungal diseases, with less resistance.

To make the grade for your course, call 888.240.8856 or visit [www.PhoenixEnvCare.com](http://www.PhoenixEnvCare.com).



## PREVENTATIVE DOLLAR SPOT CONTROL

Michigan State University 2006



©2009 Phoenix Environmental Care, LLC. The Phoenix logo is a registered trademark of Phoenix Environmental Care, LLC. Pegasus™ HPX is a trademark of Phoenix Environmental Care, LLC. Always read and follow label directions.



**Stephen Tucker** is the equipment manager at the Ritz-Carlton Members Golf Club in Bradenton, Fla., and past president of the International Golf Course Equipment Managers Association. He can be reached at 941-309-2913 or [stephen.tucker@ritzcarlton.com](mailto:stephen.tucker@ritzcarlton.com).

## A EUROPEAN PERSPECTIVE

In England, only about **20 percent of golf courses employ a full-time technician**. Most of the golf courses use equipment distributors to service and repair their equipment.

During the past 10 years in this business, I've looked at managing a fleet of equipment pretty much the same way. I learned the proper way to manage a facility and the equipment within it while attending Lake City Community College in Florida.

Recently, I traveled to England with the IGCEMA. I toured golf courses, football fields and the Ransomes/Jacobsen factory, and attended the BTME conference in Harrogate. This wasn't my first time to England; however, it was the first time I was able to really grasp how things are done on the other side of the pond.

We learned that, while the equipment may be the same, the way we take care of it is extremely different. In England, only about 20 percent of golf courses employ a full-time technician. Most of the golf courses use equipment distributors to service and repair their equipment. While that seems crazy to us here in the States, there are many more distributors throughout England compared to the U.S. Most courses are within 10 to 15 miles from a distributor. My first thought was "What happens if a piece of equipment you need to use goes down?" The response was, "We wait." I wouldn't want to be the first to try that concept here in the States.

Our mentality is a bit different. We want courses kept nice and trimmed. The British want courses to be overgrown and look natural. We need things done now; they don't mind waiting, knowing it'll take days or even weeks to get something done. We also learned their care for the environment is held in high regard. We visited Ipswich Golf Club, which employs a full-time person to handle the club's environmental aspects. One guy on a staff of eight spends all his time looking out for the environment on the golf course. This is an example of how much they value environmental stewardship.

Our standard of maintaining equipment is much higher than in England, but it doesn't mean they don't want to change that. The biggest issue for them is the cost of having a full-time employee in the workshop. By having

a technician on staff, they may have to drop a maintenance crew member, which could lower the staff to an ineffective level. This fact is another reason they rely on the equipment suppliers for servicing and repairs.

Looking at the overall picture, I'm not sure how cost effective it is not to employ a full-time equipment technician. The English fleets of equipment are much smaller than ours, and there's less to maintain, so this may be the factor they take into consideration when deciding whether to have a technician. Also, there are some courses that will employ a technician part time or borrow equipment from each other to accomplish tasks. So while they continue to produce outstanding golf courses, it's done differently.

We also visited a football (soccer) club in Ipswich and met with Alan Ferguson, the head grounds man. Ferguson – who has experience working on golf courses, including St. Andrews – is one of the top grounds men in Europe. He explained to us how Europeans maintain their football fields, which made me feel more at home. When we visited him, it was dark, and he was drying the field to get it ready for the next night. The long hours and high expectations seemed to match well with how we look at golf in the U.S.

We spent the final three days of the trip at the BTME conference where the IGCEMA had a booth at the trade show. We talked to greenkeepers and technicians from throughout Europe who seemed excited about the possibilities of what an international technicians' association could help accomplish in Europe. This is a much different attitude than we experienced one year before at the GIS. The folks we talked to were excited and driven to spread the word to get more people involved. I was impressed to see such interest in a country where technicians are a luxury.

It's great to be able to look at alternatives to maintaining golf courses. While some methods are different than others, we still manage to produce outstanding golf courses. **GCI**



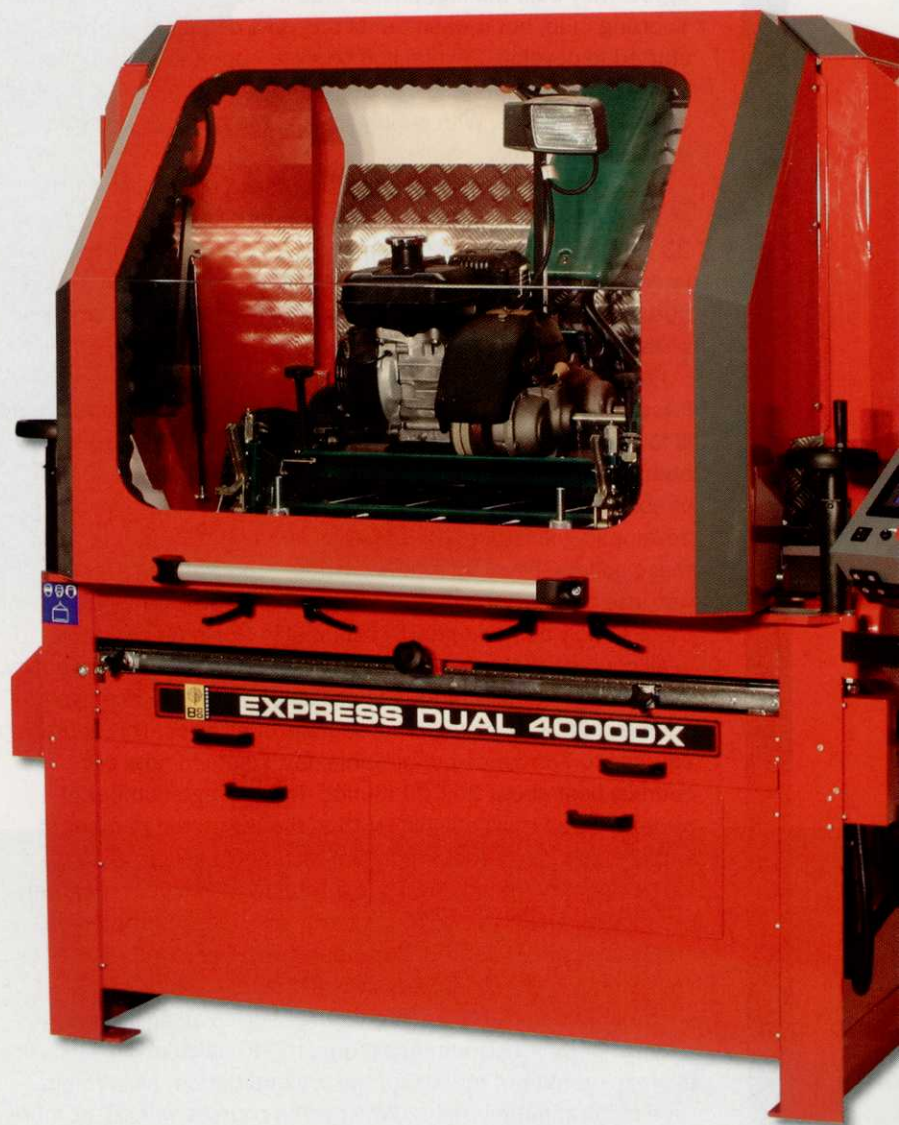
# WORLD'S FASTEST GRINDERS

The **EXPRESS DUAL** spin grinder is much faster than back-lapping with no messy cleanup. Fifteen minutes floor-to-floor for a reel grind makes lapping a thing of the past.

And everyone knows a freshly ground mower delivers a better cut to grass than lapped mowers. Instead of grass blades that are torn; you get a smooth, surgical cut resulting in greener, healthier turf.

Find out for yourself

Test Drive a Dual — 888 GRIND-IT



[www.expressdual.com](http://www.expressdual.com)



1-888 GRIND IT

**AMERICA'S FAVORITE GRINDER**

[www.golfcourseindustry.com/readerservice](http://www.golfcourseindustry.com/readerservice) - #18



## CONSUMER RESEARCH

A glimpse of how golfers' behavior affects the business of facility maintenance and management.

### POTENTIAL GROWTH IN THE CENTER OF THE WORLD

North Africa has a historic relationship with golf dating to the late 19th century when the British introduced the game to Egypt. They built the first private club in North Africa, the Gezira Sporting Club, but it wasn't until this past decade the sport started to develop. Several golf courses appeared throughout the region, attempting to capitalize on golf as a potential source of tourism income. With supply growth, the number of golfers has increased, too.

Currently, there are only 43 golf courses operating in North Africa - Morocco (18 courses, 42 percent), Egypt (14 courses, 33 percent) and Tunisia (10 courses, 23 percent) are the three largest markets, according to KPMG's 2008 Golf Benchmark Survey. Additionally, there are 40 to 45 golf projects in different phases of planning and construction.

Participation rates among the local population still are very low compared to European levels. The primary source of demand is tourism. The estimated number of golfers in the region is about 9,000. This figure equates to a golf participation rate of about one player in every 10,000 inhabitants. As the most developed golf region, Morocco accounts for more than half of these golfers. Egypt follows with about 3,000 players. Tunisia has less than 1,000 golfers. Given the low participation rate, there's likely demand growth potential in North Africa.

All courses in North Africa have reported year-round playability. The average number of rounds played on a North African golf course is 26,500, considering courses of all sizes. This figure equates to 73 rounds per playable day. Eighteen-hole golf courses host about 20,000 rounds. The average number of rounds played is slightly higher than the registered number at golf courses in the south and east Mediterranean.

The majority (89 percent) of the total rounds consist of green-fee rounds, and only about one-tenth are played by members. The share of member rounds versus green-fee rounds is significantly higher in Morocco than in other countries.

To allow courses to benchmark themselves against the average of their performance group, KPMG calculated the average number of rounds for the top and bottom performers. (See chart at bottom right.) While some courses with 27 or more holes recorded more than 40,000 rounds, the lowest performers recorded only 10,000 to 15,000 rounds. Considering the size of the courses and focus on 18-hole courses only, it's apparent the best performers recorded about 25,000 rounds.

Source for text and charts: KPMG's 2008 Benchmark Survey

### SUPPLY AND DEMAND OF NORTH AFRICAN COUNTRIES (2008)

Country	Courses	Players	Golfers per course
Morocco	18	5,000+	278
Egypt	14	3,000	214
Tunisia	10	900	98
Algeria	1	n/a	n/a
<b>Total</b>	<b>43</b>	<b>8,900+</b>	<b>212</b>

Source: National golf federations and golf courses with KPMG elaboration.

### AVERAGE NUMBER OF ROUNDS PLAYED IN NORTH AFRICA



### AVERAGE NUMBER OF ROUNDS PLAYED - TOP PERFORMERS VS. LOWER PERFORMERS (ALL COURSES)

