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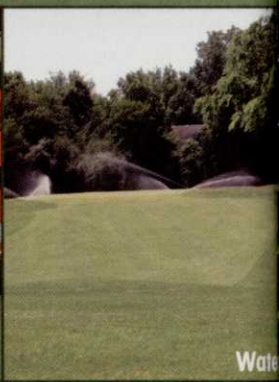
Topdress



Seed



Roll



Water

Inset Photos: Mauh-Nah-Tee-See Country Club, Rockford, IL  
Scott White, Golf Course Superintendent



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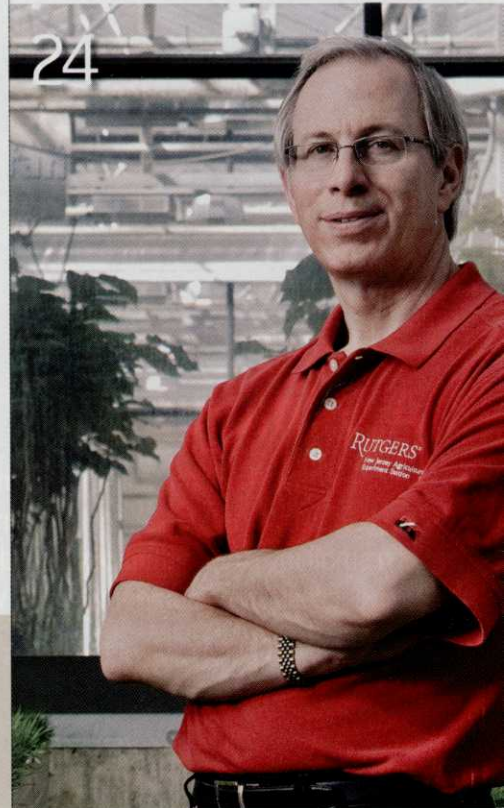
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### STILL TRYING TO UNDERSTAND SOCIAL MEDIA?

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*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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To download a PowerPoint presentation from Mark Scenna explaining Ontario's IPM accreditation program (with examples of documentation best practices), visit [www.golfcourseindustry.com/OntarioIPM](http://www.golfcourseindustry.com/OntarioIPM).

## LEARNING FROM OUR NEIGHBORS

**Y**ou may have heard by now that Ontario banned the sale and use of pesticides for cosmetic purposes. Quebec has a similar law, and Alberta and Nova Scotia are eyeing their own. Ontario's ban went into effect on April 22, which was, not coincidentally, Earth Day. Golf courses are exempt from the ban, providing they adhere to a slew of new regulations.

I celebrated Earth Day this year by researching this column, including putting in calls to experts in Canada to learn more about Ontario's ban, how the golf industry views it and what golf course superintendents in the U.S. can do when the pesticide-banning bandwagon starts making its way south.

First, some background. Ontario's Premier Dalton McGuinty promised in late 2007 during his reelection campaign that he'd replace the patchwork of more than 30 municipal pesticide restrictions with a single law. In June the Ontario Legislature passed the Cosmetic Pesticides Ban Act. By November, the Ministry of the Environment released a draft regulation with 45 days for public comment. Less than six months later the new regulations are law. It's said to be the fastest a bill ever has been pushed through the system, says Mark Scenna, manager of business operations for Environmental Investigations Ltd., a Burlington, Ontario-based company that performs audits for the Ontario IPM Accreditation Program. Scenna is also the co-author of the Canadian Golf Superintendents Association's Environmental Management Resource Manual.

The Canadian golf course industry is thankful for its exemption, though it's not thrilled with all of the provisions, especially one requiring golf courses to conduct annual meetings informing the public about their pesticide use.

As the Ontario Allied Golf Associations said in a memo to the Ministry of the Environment, "The argument that public meetings provide an opportunity for golf course management to inform the public assumes those in attendance wish to be informed."

As anyone who's ever sat in a local meeting about pesticide restrictions knows, that's usually not the case. Joe Public and anti-pesticide activists aren't interested in hearing about the

testing pesticide products undergo to become registered (which are even more rigorous in the Canada than in the U.S.), the efficacy of such products or the precision with which superintendents apply them. They don't care about IPM or that it's counter intuitive to assert that a superintendent who operates with a tight budget would use unnecessary amounts of very pricey products.

That's why the golf industry fears anti-pesticide activists will use the mandatory public meetings to resuscitate the emotional side of the issue year after year, or that disgruntled neighbors who are annoyed for any given reason will take the meeting off topic.

The bill was written in the interest of providing transparency about when, where and the amount of pesticides used; most of the industry believes that the other provisions sufficiently achieve transparency.

So how long before New York, Wisconsin, Minnesota or other states head down this road?

No one's sure, but because of the emotional motivation behind the new regulations, Scenna believes such restrictions could be enacted anywhere.

"This is not based on science," he says. "It's political.

Because of that, I'm sure it could happen anywhere if the right people are in power and are making good on a campaign promise."

His advice to superintendents in the States? Self regulate and document everything.

The reason the golf industry escaped Ontario's all-out ban was its solid IPM accreditation program, which had been voluntary. Scenna encourages associations at the state level to put such programs in place. The government likes when industries are proactive, and – as was the case in Ontario – rewards them accordingly.

Additionally, even though Scenna knows most superintendents practice IPM to do their jobs well, they don't chart their course.

"Documentation is lacking," he says. "Implement a structured documentation routine for your IPM practices – it's something you can always fall back on." GCI



**Marisa Palmieri** Senior editor

*Marisa Palmieri*

## GOLF COURSE INDUSTRY

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E-mail us at [gci@gie.net](mailto:gci@gie.net) with your thoughts and opinions.

## Columnist kudos

Congratulations to GCI columnist Monroe Miller on celebrating a monumental retirement! He was a superintendent at one club for well north of three decades. I've been a superintendent for 35 years, but this is my sixth stop as a super. And kudos to him for saving everything! ("Moving out... and on," page 16, March issue). I've saved a lot and given a lot away, but working at Merion and whiling away winter days in our archive room (which I believe is probably one of the best in golf), I realize the value of keeping everything. It's people like Monroe who allow someone that possibly isn't even born yet to realize what a great adventure it was to be a greenskeeper in the 1970s! I only hope his retirement is half as good as his working life, then he truly will have an adventurous retirement.

**Matt Shaffer**  
 Director of golf operations  
 Merion Golf Club  
 Ardmore, Pa.

I just caught Terry Buchen's column in the March issue of Golf Course Industry magazine (Travels with Terry, page 87). Thanks for the great article.

**Jeff Jamnik**  
 Equipment manager  
 Great Southwest Golf Club  
 Grand Prairie, Texas

## 'Food for thought' fails

In your March issue, Jeff Higgins offered the "Agronomist's view" on the meta-catalyst article ("A new approach," page 76). We hear familiar objections to microbial products: questions about shelf life, how such microbes are overwhelmed in the "natural" environment, and how "bugs in a jug" serve only as food for the indigenous microbes in the environment.

This viewpoint is hardly new, and represents deeply entrenched opinions that seemingly ignore recent advances in applied biological science. The risk is, of course, that we miss the value of whole categories of discovery and learning, including:

- The positive effects of secondary metabolites – rich content of naturally-occurring

biochemicals exuded by diverse communities of microorganisms;

- Groundbreaking science on elicitor and signaling molecules – pathways that may explain how microorganisms induce physiological changes in plants. To quote Dr. Joe Klopper of Auburn University, "even a single species of microorganism can make a difference...if it is the right one" (a point well proven with many bio-control products);

- Discoveries about "extremophiles" – bacterial species that remain viable for eons under the harshest imaginable conditions.

There is a growing body of knowledge in soil microbial science – an area of which many experts agree we know less than 1 percent of what may ultimately be knowable. We urge the agronomist community to explore, for themselves, the fascinating results of work being done by credible researchers in hundreds of test applications. As the writer/philosopher Eric Hoffer once said, "It is the learners who inherit the future. The learned usually find themselves equipped to live in a world that no longer exists."

**David Lanciault**  
 President & CEO  
 Advanced Microbial Solutions  
 Pilot Point, Texas

## Applauding April

I finally made it through the last few stories in the April issue. It took awhile because I found so many of the stories and columns so interesting and informative that skimming just wasn't good enough – I had to read practically every word. In particular, the package on private clubs was well researched and told from several perspectives so readers got a well-rounded view of the issue.

It was the kind of in-depth reporting that is too often lacking these days. Congratulations on a great issue.

**Bill Bryant**  
 Bryant Marketing Communications  
 Atlanta

I enjoyed and agreed with Marisa Palmieri's Teeing Off editorial in the April issue ("Refuting 'golf=bad,'" page 6).

Just because golf is a favorite of Wall Street, doesn't mean the people on Main Street are  
*(continued on page 97)*

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