

get any moisture to move down. We always struggled to maintain a uniform moisture level," says VanHerwynen, who spends about \$10,000 per year on wetting agents. "It was not uncommon in July or August to have two guys out, about six hours every day on a regular basis, hand watering tees, collars and greens. I don't know the percentages, but I know we definitely water less. It's extremely rare when we hand water our greens or collars now."

VanHerwynen has developed his own tricks to improve the use of his products. "I always spray LescoFlo in the rain. I know it sounds absurd. It's not the most pleasant experience, but it works the best if you spray it while it's raining and if you can get 3/10 inch or more of rain afterward. That's ideal, because then it doesn't have a chance to stick to the leaf blades at all, it gets through

the thatch layer and into the soil. We've seen the best results by doing it that way."

VanHerwynen has his own methods, too. "When we fill our irrigation system in the spring, we inject Dispatch while we're filling and so when we test our irrigation system – that's our first application of Dispatch," he says. "It appeared that when we started doing it (the Dispatch application) right away in the spring, it really helped. Our heavy clay doesn't drain well and we struggle with getting the equipment on the course without leaving tracks and a mess, so it improved that. In the fall, we blow out the irrigation system to winterize it and we put down two applications of Dispatch, back-to-back. It prevents standing water in the winter, before the ground is frozen."

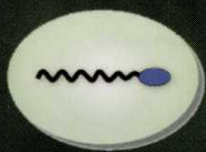
Brett Fleck, assistant superintendent at French Lick Resort, in

French Lick, Ind., was also having problems with heavy clay soils, so he began using Aquatrols' Revolution (on greens and back grass) and injectable Dispatch (wall-to-wall).

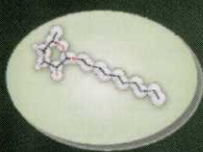
"Revolution we do monthly and Dispatch we use on a 12-oz.-per-acre rate, weekly," says Fleck, who uses wetting agents because of his course's clay soil. "We have a lot of hills and dollies. It helps water stay on the hill a lot better and the valleys don't stay as wet, so that helps. The Dispatch helps move the water through the soil better and we have some 90-year-old soil-based greens, so the Revolution maintains them and keeps the water where the course needs it." Fleck spends about \$8,000 a year on wetting agents and says his course has seen an improvement. **SI**

Brittany Schmigel is a contributing editor at GCI.

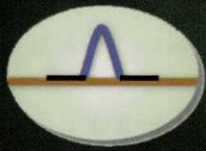
55 years of experience does.



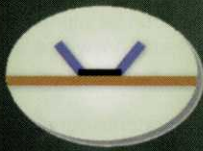
Polyoxyethylene (POE)



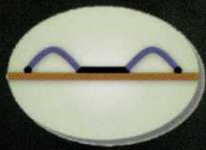
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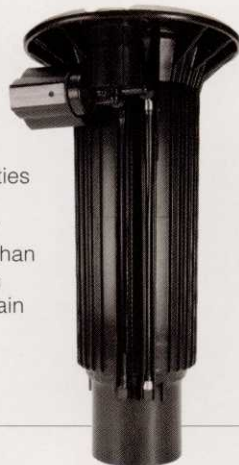


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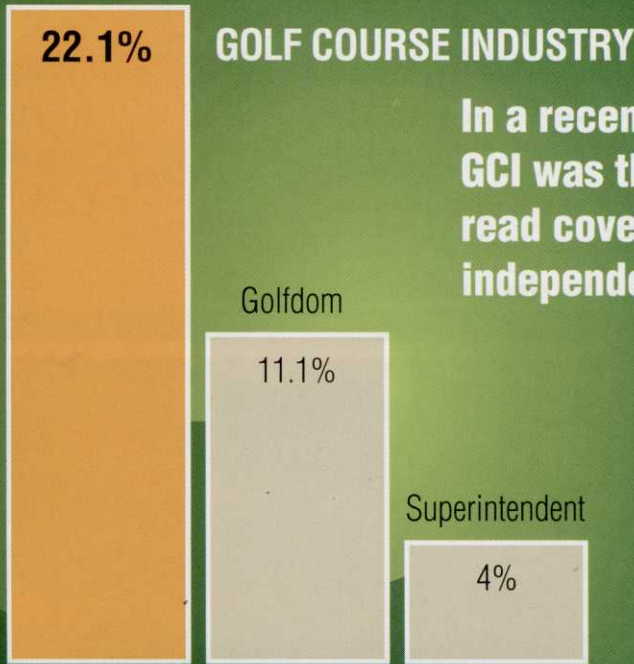


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- A second strip opposite the first area can be irrigated following the initial run, without having to change the position of the unit, providing efficiency and saving labor
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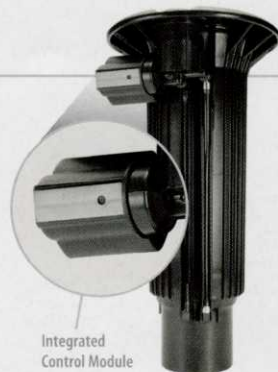


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ROLL CALL

Pinehurst Resort, Village of Pinehurst, N.C., announced that **Kevin Robinson** has been named superintendent of Pinehurst No. 2.

Forsgate Country Club, Monroe Township, N.J., announced the addition of **Scott Barnaby** as head golf professional, and Mark Mazzola and Bobby Gage as golf professionals.

George W. "Buster" Bryan, a founder of both The Dunes Golf and Beach Club and Caravelle Hotel, and past PGA of America President **Gary Schaal** of Murrells Inlet were inducted into the Myrtle Beach Golf Hall of Fame.

Chris Spencer has joined E-Z-GO as vice president, engineering.

Greg Nathan has been promoted to senior vice president, membership, of the National Golf Foundation.

UPDATE



Bad news from the world of South Carolina politics. The Creek Golf Club superintendent Weldon Davis lost his bid to run for a state rep seat in the June Republican primary. Opponent Eddie Tallon, a retired state law enforcement division agent, received about 80 percent of the vote.

GCI's Pat Jones threw the spotlight on Davis' march to the state capital in the May issue ("Run, Weldon, Run, page 66). At the time, Davis told Jones he had concerns that his opponent would outspend him in the days leading up to the primary, but he would not fight fire with fire. "I'm not taking money from lobbyists," he told Jones. "It's been offered, but I said, 'No thank you, sir.' When big money gets into small political races, they're going to want something sooner or later. That's what I'm running against, so why would I do it just to get elected."

Undeterred by his recent defeat, Davis says he plans to stay involved in politics.



CHECK THIS OUT!

Looking to jumpstart attendance at your next tournament?

Then you're going to want to check this out.

I received this promo piece in the mail the other day encouraging me to purchase VIP ticket packages to attend the Bridgestone Invitational (Aug. 3-8) at Firestone Country Club, which is a chip shot to the south of GCI's global headquarters.

What struck me as super cool was that this flier was *personalized*. Sneak a peek at how they integrated yours truly throughout the marketing message. My name even appears on the sample scorecard. And now check this out, what was really neat was it looked like a personalized Web address for me to register and purchase my tickets.

So what's the take-away tip? It doesn't take a lot to get noticed. In fact, a little personalization could go a really long way in getting your next event noticed. — **MZ**

THAT'S ME!

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CONSUMER RESEARCH

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



Tracking golf rainwear and windwear buyers

Customer profiles are important tools to drive revenue at any golf course facility. The National Golf Foundation released its "Golf Consumer Buying Profiles" last June based on a survey of 2,400 adult core golfers. The research was conducted in November 2008. Core golfers play eight or more rounds per year. Data is based on individuals who bought at least one of the following items in the past 12 months at any type of store.

GOLF WINDWEAR

- While golfers who maintain a handicap represent 37 percent of core golfers, they purchase nearly three quarters (73 percent) of all golf windwear.
- Golfers 18-29 spend 29 percent of all dollars spent on windwear. Likewise, golfers in this age group were 66 percent more likely to purchase windwear in the last year than total core golfers.
- 28 percent of golfers with an average score of less than 80 bought windwear in the last year.
- In contrast, 8 percent of golfers who report an average score of 100 or greater purchased windwear in the last year.
- Private club members were 33 percent more likely to purchase windwear in the last year than total core golfers.

GOLF RAINWEAR

- While golfers 60+ represent 27 percent of core golfers, they purchase nearly a quarter (24 percent) of all golf rainwear sold.
- Likewise, golfers who visit golf websites at least once a week represent 26 percent of core golfers, they purchase nearly two thirds (66 percent) of all golf rainwear.
- Golfers who play public courses spend 86 percent of all dollars spent on rainwear.
- Half of golfers who maintain an average score of 80-89 bought rainwear in the past year.
- Golfers with a total household income of \$50,000 were 23 percent more likely to have purchased rainwear in the past year than total core golfers. **GC1**