

Valid only on the Jacobsen® Eclipse™ 322 Riding Greens Mower

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Featuring an electric traction drive, electric steering and electric reels, the Eclipse 322 has no hydraulics and no leak points; resulting in lower labor costs, fewer parts to maintain and healthier turf.



Introducing the industry's only hydraulic-free riding greens mower.

One look at the new Jacobsen® Eclipse™ 322 and you'll see a greens mower that's completely hydraulic free and can be customized to meet the specific requirements of your course. There are no oil leaks, valves or hoses to worry about. Instead, it features a programmable frequency of clip, individual reel control, Classic XP™ Reels with Advanced Relief Technology™ and an array of features designed to reduce your operating costs by up to 86%. Use the Cost Calculator at www.Eclipse322.com and see how the Eclipse 322 can help your bottom line.

Contact your Jacobsen dealer for a demo, or go to www.Eclipse322.com for more information.



When Performance Matters.™



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Would You Believe It?

"The car wouldn't budge. Mr. Westerkamp abandoned his car in the sand bunker, which filled with two feet of water around the car, to be discovered the next morning. Mr. Westerkamp also left two bags of marijuana inside the center console, which police found."

— Swiped from a March 26 report on eastbayri.com about the damage done when a reckless driver took a wrong turn and found himself on the 10th hole of the Montaup Country Club.

Timber!

GCI's man in Minneapolis, Jeff Johnson, superintendent at The Minikahda Club, was out touring his course early one late-April morning when he came across this fallen Basswood at the entrance to the 6th tee.

As you can see from Johnson's photos, while the crown of the tree appeared to be healthy, the stem of the trunk was decayed quite badly. Johnson says it was only a matter of time before the tree would have fallen. The location of the tree is right where golfers enter the 6th tee complex as they walk back from the 5th green. Thankfully no one was in the area at the time. With virtually no wind the previous night, Johnson says this is an important lesson to note. While tree maintenance is an important aspect of any maintenance program, unfortunately this is one of those budget areas that gets scaled back when costs are being scrutinized.

"There's a time to save and maintain certain trees on the golf course and there comes a time when a decision needs to be made to remove what may even appear to be a perfectly healthy tree," Johnson says. "This is a perfect example of why when the inside of the tree is showing signs of decay the tree needs to be removed especially when the health and safety of the golfers and employees is at risk."

Johnson says this serves as a good example as to why, even though it may be a difficult or emotional decision to remove even a hazardous tree, the best decision a club can make is to have the tree safely removed before Mother Nature decides to have it removed.



A HOLE IN ONE

It sounds like the stuff of tall tales but Cal Surgenor, GCI's eyes and ears in The Great White North, has the photo evidence to prove it.

According to Cal, the general manager at course accessories company Bayco Golf in Winnipeg, Manitoba, the incident in question took place about three years ago at Pinawa Golf Club in Pinawa, Manitoba, and involved a course club washer.

Apparently, this deer spied the green plastic club washer and went in for a drink of water. Only problem, she couldn't get the lid off from around her neck. "This lid 'snaps on' very tight," Cal adds. "So she must have had to shake it very hard to get the bottom to release from the lid."

Never fear, Greg Love, CPGA head professional at Pinawa Golf Club says all is well.

As the picture attests, the deer is doing well and sightings of her and her "ring" are still quite common on the course.



ROLL CALL

John Deere Golf announced a number of personnel moves in its irrigation product offering, including naming **Jeff Kiewel** and Kevin Johnson as division sales managers, and Dave Maholic and Nick Minas, area managers, product support.

Dataw Island Club, Dataw Island, S.C., has promoted **Dustin Nemenz** superintendent of its Cotton Dike course and **Anthony Robertson** superintendent of its Morgan River course.

Peter Hill, Chairman and CEO of Billy Casper Golf, was appointed to the National Golf Foundation's Board of Directors.

Callawassie Island, Okatie, S.C., promoted assistant **Billy Bagwell** to superintendent.

Concord, N.C.-based Rocky River Golf Club named **Ryan Brickley** director of golf and **Joel White** golf course superintendent.

Valent Professional Products hired **John Johnson** as its national sales manager for its non-crop business, which includes turf, LCO, ornamental and aquatics.

Newark Country Club, Newark, Del., named **James C. Nietubicz** as its new golf course superintendent.

Nolichucky View Golf Club, Greeneville, Tenn., named **Shannon Shelton** as its new superintendent.

The Northern Ohio Golf Charities named **Tom Watson** its 2010 Ambassador of Golf.

The Nation Golf Course Owners Association elected to its board of directors **Bill Casper** Golf Chairman and CEO **Peter Hill**.

Arnold Palmer Design Co.'s executive vp and senior golf course architect **Erik Larsen**, ASGCA, was elected president of the American Society of Golf Course Architects.

The State of Kentucky's Environmental Quality Commission selected **Christopher S. Gray, Sr.**, superintendent at the Marvel Golf Club in Benton, to receive its Earth Day Award.

Valve and Filter Corp. appointed **Steve Springer** vice president of sales and marketing.

Sandrapp announced the addition of **Chuck Hutton** to its sales team.

Clearly Chemical promoted vp of operations **Bill Bewlay** to the position of chief operating officer.

Jacobsen promoted program manager **Paul Drain** to director of product management.

PimeraTurf hired **Dana Wilson** to serve as manager of business development.

The Environmental Institute for Golf appointed Club Car President & CEO **Gary Michel** to its Golf Advisory Council.

Lap of luxury

Try working this into next year's maintenance budget.

For the luxury course that has... well... just about everything.

For a mere \$52,000, the Garia Edition Soleil de Minuit is purported to be the most expensive golf car ever made. The Garia exudes European luxury:

- Rolls out of the same factory that produces the Porsche Cayman and Boxster;
- Two-colored, hand-stitched luxury seats;
- Alcantara roof lining;
- Numerous hand-made details;
- Double wishbone front suspension inspired by Formula 1 cars;
- An Italian-built drive train; and
- An aluminum frame profile by the same company that supplies Aston Martin, Jaguar and Volvo.

While the base price for this ride is an affordable \$17,499, it's the upgrades that will get you, including options for a built-in refrigerator and an exclusive personalization program that includes painting the car to match your "other" car.

What? No diamond-encrusted cup holders. Forget it!



Extreme No. 19

GCI's Africa correspondent has come across the longest and most dramatic par 3 in the world.

Legend Golf and Safari Resort's No. 19 is high up on Hanglip Mountain, situated within Entabeni Safari Conservancy in the malaria-free Waterberg Region of the Limpopo Province of South Africa. After a short helicopter flight, golfers can tee off from one of three tee boxes high up a 430-meter escarpment. According to the resort, four separate cameras and tracking equipment gives the golfer the ability to follow and capture the tee shot and the flight of the ball.

The fairway is seeded with cynodongrass and contoured to funnel the ball to the green below. And in celebration of the African Renaissance, the green has been shaped like the map of Africa and is protected by a large bunker.

Golfers can opt to play No. 19 in addition to their round of 18 holes, or as an experience on its own. And as an added bonus, anyone who shoots a hole-in-one gets \$1 million U.S.!

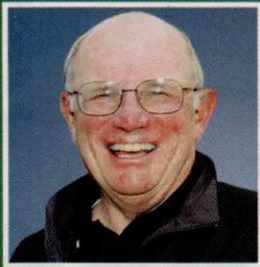
We have one question: How do you think they get the greensmower up there?





Tim **MORAGHAN**

Insightful knowledge of major tournament set-up and operation.



Monroe **MILLER**

Perspectives from a legendary superintendent.



Terry **BUCHEN**

Creative and helpful ideas about equipment modification.



Jeff **BRAUER**

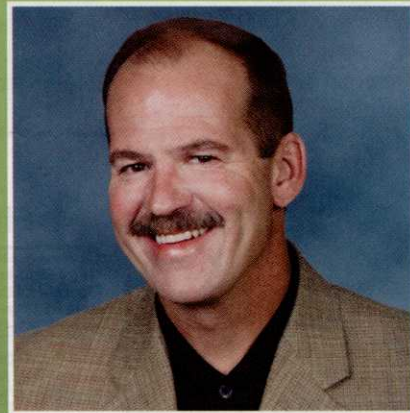
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CONSUMER RESEARCH

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

Customer Corridor Map

Many operators make the assumption that good greens are all they need at their courses. While good greens are important, there are many other moments of truth in the golf experience.

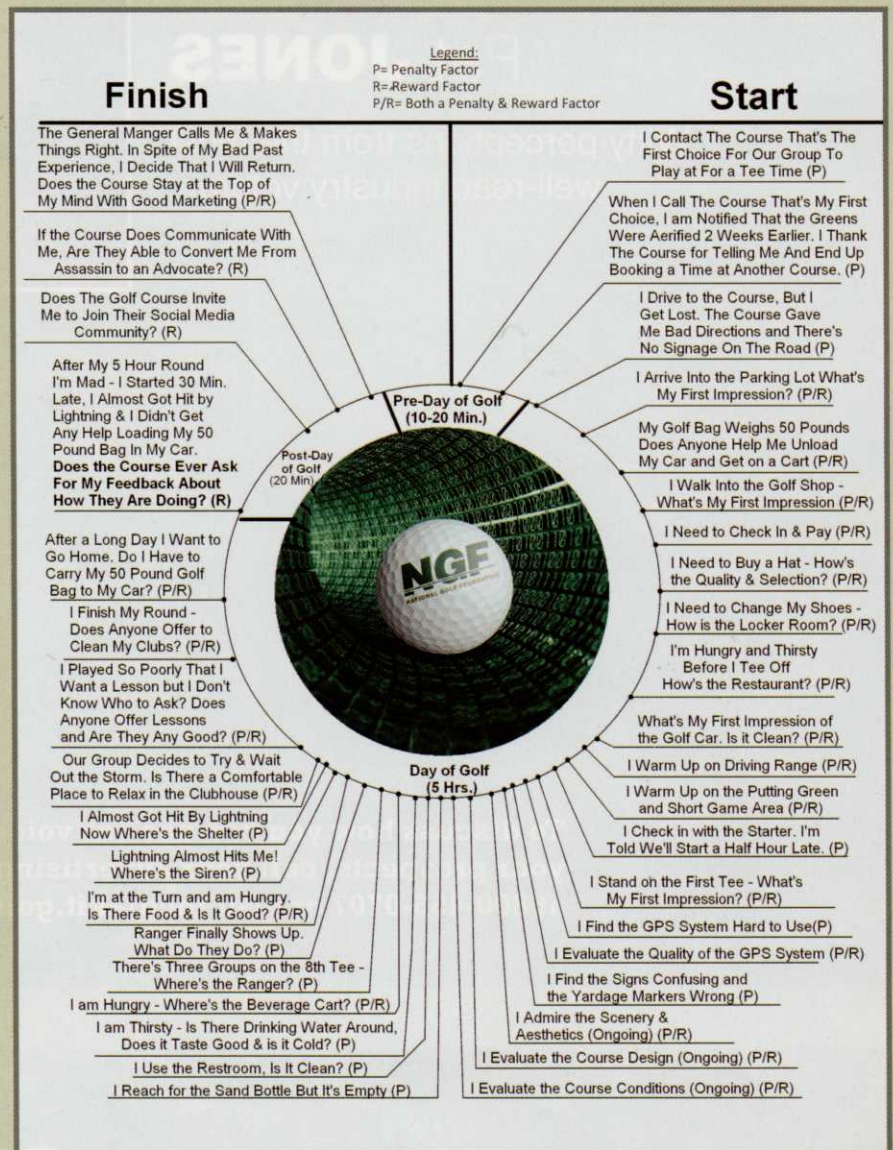
A key tool that can help companies understand the needs of the customer is a "Customer Corridor Map" developed by the National Golf Foundation. The goal of a customer corridor map is to help golf courses shift their focus on customer needs from an inside-out approach to an outside-in approach.

One of the touch points mapped out in this customer corridor map is the sand bottle on a golf car, says NGF's Ben Fowler. The customer expects it to be full, and when a course meets this expectation by providing a golf car with full sand bottles the course won't realize any additional reward in terms of customer loyalty, it's expected. But if the customer reaches for the sand bottle and it's empty, customer loyalty will likely take a hit.

"A mistake like this can be overcome by the customer experiencing satisfaction at other touch points," Fowler says. "But if the customer is left unsatisfied at other touch points, that empty sand bottle will be just one piece of ammunition in the customer's rifle when the customer attacks the course with negative word of mouth to their friends. Failed touch points like these, make up

the fertile breeding ground of irate assassins. When the course provides the customer with the ammunition of unfulfilled expectations on key touch

points, assassins will be determined to complete their hit by launching an all out assault on the course or business that failed them." GCI



Source: National Golf Foundation





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Tim Moraghan is principal of Aspire Golf Consulting in Long Valley, N.J. He can be reached at tmoraghan11@comcast.net or 908-635-7978.

SETTING UP SEDGEFIELD COUNTRY CLUB

As he prepares for his third PGA Tour Wyndham Championship, Sedgefield Country Club's golf course superintendent Keith Wood is concerned after the intense and unpredictable winter weather patterns that have impacted the golf course this past season. Keith and his staff are replacing minor Bermudagrass loss on several shaded fairways. In addition, as he contemplates a game plan for their recovery, he is thinking ahead about how to strengthen his bentgrass putting surfaces for the hot, humid Carolina summer.

Q You appear to enjoy the challenge of hosting this tournament. What prepared you for it?

A While serving as the superintendent at Florence Country Club in South Carolina, we prepared for five PGA Tour Qualifying Schools. Agronomic demands are similar, but in Florence our grounds staff totaled 10 people. The challenge was to prepare and set-up the golf course for all aspects of the event, with little input from the organizers as compared to the Wyndham Championship. There were few agronomic and course preparation visits so it was up to us to accomplish the tasks. And, we did not have a huge volunteer supply. Our work involved:

- Maintaining a green speed firmness for advance week, which was difficult with a small staff.
- Coping with the summer weather to maintain quality bentgrass surfaces.
- Determining the morning and afternoon agronomic practices from mowing to irrigating.
- Establishing course-wide cutting heights and mowing frequencies.
- Setting up the off-course amenities from a construction process.

The best part of accomplishing all this with a small staff was that each person was a valuable asset to the plan and felt important to the outcome.

Q Upon arriving at Sedgefield Country Club what were the challenges you encountered?

A The golf course had been recently renovated by architect Kris Spen-

ce. While the re-design of our Donald Ross course was excellent there was extensive clean up and conditioning to be handled, in addition to the pressure of hosting a PGA Tour event.

- We upgraded the overall course conditioning after the renovation effort. This included the addition of drainage within landing zones – vital for accommodating the PGA Tour players.
- Because much of the finish work was sodded there were seam issues within the putting green surrounds. We had to smooth numerous areas to prevent any rind concerns. There was a lot of dry sand topdressing applied.
- Fairway turfgrass was behind in its development so we increased cultural practices such as fertility, core cultivation and routine topdressings.
- Hot weather bent grass management impacted my desire to push the limits of speed and firmness. Our first season we had favorable weather, the second season we did not. Rain, high temperatures and humidity impacted the putting greens resulting in pythium root dysfunction. We stayed true to our plan and everyone maintained a positive attitude.

Q For 2010 what challenges are you addressing?

A As many here in the Carolinas understand we have a wide range of weather patterns which impact both the cool and warm season turfgrasses.

- For our putting greens to be successful in the late summer for the membership as well as the event, we

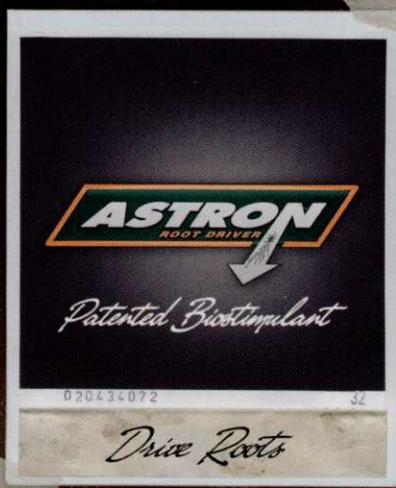
are building a foliar fertility program to boost carbohydrate reserves, promote healthy root systems, and implementing a light and frequent sand topdressing program for firm and fast surfaces.

- We have increased the use of the groomer attachments for our green mowers to tighten the turf canopy in combination with a slight bump in height-of-cut.
- We lost Bermudagrass on east/west running golf holes in areas facing north and with the month-long snow cover we are sodding early to create a tight and firm playing surface. We decided against waiting for the Bermuda to grow out.
- Our Bermuda grass fairways are affected by shade and in low lying portions of the golf course, where moisture and temperatures impact spring recovery.
- Finally, we are trying to synthesize and respond to all the outside agronomic input from the PGA Tour staff, the Wyndham people and our golf course architect, while being cognizant of member playing demands and our management firm.

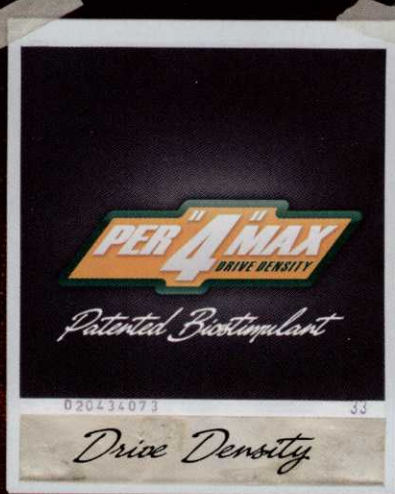
Q Any words of wisdom that have aided your efforts?

A I feel our tournament should be a learning experience for all involved, especially our assistants and interns. We like to involve our local association members and their assistants, as well. We host a tournament for the local chapters' assistants to provide an educational opportunity for assistants to see the course, learn more about our property prior to their assignments and to gain inside knowledge as to how the course will be played for the event.

This educational component allows participants to bring information back to their home golf courses. **GCI**



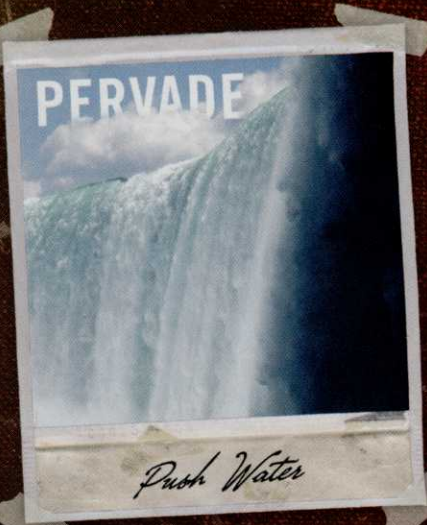
Drive Roots



Drive Density



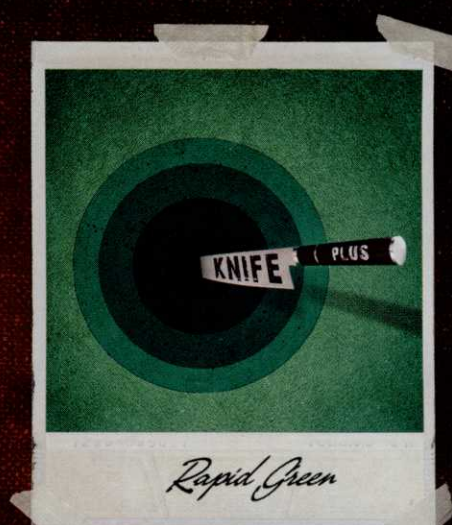
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Defensive Stress Nutrition



Rapid Green



Essential Amino Acids



Heat Stress Relief



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