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CUSTOMIZED FLAGS | POLYESTER

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Customized White Polyester	25750	25752	25750T	25752T
<i>Minimum order of nine. Each flag design can be individually customized.</i>	\$151.00	\$16.78	\$160.00	\$17.78
	Grommets Set of Nine	Grommets Single	Tube-Lock Set of Nine	Tube-Lock Single
Customized Heavy-Weave White Polyester	25850	25852	25850T	25852T
<i>Minimum order of nine. Each flag design can be individually customized.</i>	\$161.00	\$17.89	\$170.00	\$18.89

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ROLL CALL

Peter Dernoeden, Ph.D., turfgrass science professor at the University of Maryland, has been selected to receive the 2012 Golf Course Superintendents Association of America (GCSAA) Col. John Morley Distinguished Service Award.

Doug Lowe, Greensboro Country Club, Greensboro, N.C., is the new president of the Carolinas GCSA.

Mark Anzlovar was named the superintendent of Hollydot Golf Course at the Colorado City, Colo.

Syngenta named **John Spaulding** territory manager for the turf and landscape sales team.

Direct Solutions announced addition of **Bryan Gooch** as North American Marketing Manager with the Direct Solutions team.

GREENKEEPER MOVES TO A DIFFERENT BEAT

At 5 a.m., while most of us are still deep in slumber, Bill Gilkes has already been pounding the drums for half an hour.

"It's my getaway," says the seasoned superintendent of his daily morning ritual.

What helps Gilkes keep such a positive outlook is that he always keeps things in perspective. The superintendent at Scarboro G&CC, the private club east of Toronto that celebrates its centennial this year, also owns a 1967 Mustang and loves tinkering with this antique car.

Gilkes first started playing drums back in 1964 when his dad gave the then-9-year-old his first kit (Broadway). "My dad was a plumber," recalls the greenkeeper. "He was doing a job for Henry & Company, a pawn shop that later became Henry's Camera, and my dad made a deal with the owner to get a drum kit in exchange for his plumbing work."

At 12, Gilkes had another memorable musical moment. At the time, he was taking drum lessons at the house of jazz musician Lou Williamson. One Saturday morning, he arrived at his teacher's house to find Buddy Rich had stayed the night. Rich, who in his time played with many of the jazz greats, was nursing a hangover. As Gilkes recalls, the drummer came out of the bedroom in a bathrobe, with an ice pack on his head, hollering at his host for some aspirin.

"He then walked over to me, took one of my drumsticks in his left hand and told me I needed to do more with my left hand," laughs Gilkes. "Then he did a roll on my kit ... it was unbelievable."

Gilkes went to his first rock concert at 11; the show was Jimi Hendrix at The Coliseum at the Canadian National Exhibition and his older sister was his chaperone. Memories of this first brush with rock 'n roll greatness are ever-present as the wall behind his Ludwig John Bonham classic drum kit — his instrument of choice these days — is adorned with a Hendrix banner. And the 11,104 songs that fill his iPod are an eclectic mix: everything from The Carpenters to Hendrix.

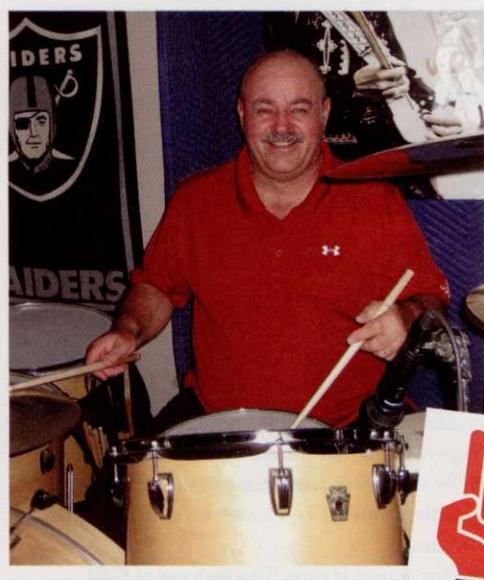
Flash back to 1970 and Gilkes drummed in a band called Fat Moon. He says they played all over Toronto and developed into one of those 'what if' stories.

"We were a bit ahead of our time," he explains. "We were writing our own material at a time when all people wanted to hear local bands play was covers. We rehearsed in a space near the former National Hotel in downtown Toronto and two floors down rehearsed Rush, who at the time was a Led Zeppelin tribute band."

You never know, rather than cutting grass for a living, Gilkes could have been travelling the world as a rock 'n roller. Then again, the 56-year-old says he wouldn't change a thing. He still enjoys drumming as a hobby and besides banging the skins in his basement office at Scarboro every morning, he also plays once in a while at the open jam sessions in downtown Toronto.

Gilkes loves his job as a superintendent at the only remaining A.J. Tillinghast course in Canada.

"I went from making \$23/hour to \$8.50 per hour, but it was the best decision I ever made," he says. "I've loved every day I've been in the business. I have a lot of freedom and I am surrounded by great people. If I want, my office can be any hole on the golf course. It's something I wish I could bottle up and sell."



Gilkes received his first drum kit when he was just nine years old. He plays the drums each morning to prepare for taking care of turf that day.



Dennis Lyon, CGCSA, is a GCSAA past president. He spent more than 35 years as the golf division manager in Aurora, Colo., and is the 2011 recipient of the USGA Green Section Award. Dennis can be reached at dlyon@gje.net.

GOLF 2.0: STRATEGIC PLAN OR PRAYER?

The PGA of America is championing a new initiative to grow the game called Golf 2.0. The concept, which targets the new era in golf, (thus 2.0) aims to substantially boost the number of golfers and much needed revenue.

Is Golf 2.0 a plan for our game's future or a well-conceived prayer?

We are all painfully aware golf is in a skid. According to the National Golf Foundation, the number of golfers declined by about 1 million from 2009 to 2010. The NGF recently posted, "Since 2001 golf rounds have declined 12 percent nationwide, which is the equivalent of 60 million rounds."

I was not familiar with Golf 2.0 until I attended a recent Colorado Golf Summit and heard a presentation by Darrell Crall. Crall is the PGA's Senior Director for Golf 2.0.

According to Crall, Golf 2.0 is envisioned as an industry-wide effort to increase the number of players and the revenue generated by the golf industry. Specifically, the Golf 2.0 vision is to go from 26.1 million golfers and \$33 billion in consumer spending in 2011 to 32 million golfers and \$35 billion in consumer spending by 2016. The 2020 vision is 40-plus million golfers and \$40 billion in consumer spending. (To view Crall's entire presentation go to www.coloradopga.com and click on Golf 2.0)

Based on golfer and non-golfer focus groups and other research, various key demographic and consumer megatrends were developed. In addition the following Golf 2.0 action plan tasks were identified:

- Focus to make the game more relevant, friendly, fun and welcoming to all;
- Reshape the perception, image and environment of the game;
- Redefine how to grow golf participation;
- Adapt to changing consumer profiles and preferences and
- Create meaningful experiences which resonate on an emotional level.

Research by the PGA also identified various classifications of golfers and non-golfers such as: no contact to golf, familiar with golf but don't play, lapsed, don't like the game, etc. Each classification was then evaluated for its respective growth potential. The largest group identified to

grow the game was the lapsed golfer with some barrier; 90 million. Of these 90 million lapsed golfers, 68 percent or 61 million indicated an interest in returning to the game. By contrast the study showed of the 26.1 million current golfers; composed of occasional golfers, regular golfers and heavy golfers, only 9 million indicated an interest in golfing more frequently.

According to the PGA, to meet the goals of Golf 2.0, the industry needs to implement a strategy which:

- Restores and strengthens the core;
- Engages the lapsed golfer and
- Drives new players to the game

"The success of Golf 2.0 depends on each course or club developing an action plan which includes fortifying the core while extending a welcoming hand to the millions of potential golfers waiting on the sidelines."

The \$40 billion question remains, how does the industry achieve the goals of Golf 2.0? At this point no one has all the answers. Another question is what is the superintendent's role in this effort? I believe superintendents are a valuable asset for inclusion in the process.

The PGA golf professional is positioned to take the lead in this initiative. To this end, the PGA has made enhanced training for golf professionals in the recruitment and retention of players a top priority. Superintendents should also embrace this effort. By their very nature, superintendents are great problem solvers and foster innovative ideas all the time.

The time for action is now. The success of Golf 2.0 depends on each course or club developing an action plan which includes fortifying the core while extending a welcoming hand to the millions of potential golfers waiting on the sidelines.

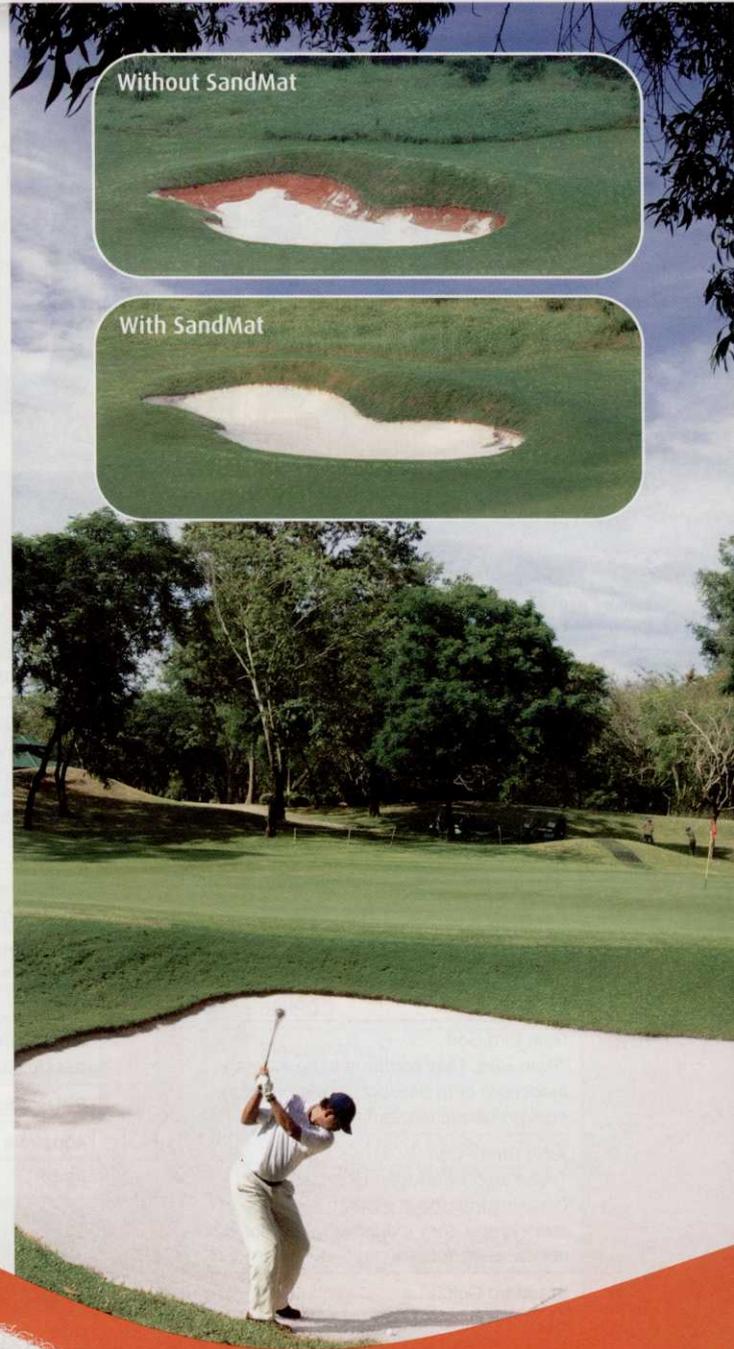
In the final analysis, whether Golf 2.0 becomes a viable plan or turns out to be just a prayer is up to all of us. **GCI**

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RATING THE INDUSTRY

Which industry companies do you admire most?

RANK	COMPANY	RANK	COMPANY	RANK	COMPANY
1	Toro <i>"Toro is my most admired company because I feel they keep their equipment at the leading edge of technology. They appear to listen to the needs of their golf course customers and design equipment for the superintendent."</i>	11	Andersons Golf <i>"Andersons for providing affordable, environmentally sensitive products that are multi-tasking and that can do many things to make our turf perform at an optimum level."</i>	29	Lebanon Turf <i>"Lebanon Turf – their bio-stimulants and other foliar get my greens through the summer."</i>
2	Syngenta	12	Flowtronex	30	Growth Products
3	Bayer	13	Turfco	31	Yamaha
4	Par Aide <i>"Par Aide, because they do one thing and do it very well!"</i>	14	Grigg Brothers <i>"Grigg Bros. – Best in the market."</i>	32	Ryan
5	Club Car	15	Cleary Chemical	33	Valent
6	Rain Bird Golf <i>"Rain Bird. They continue to be industry leaders in both product development and environmental issues."</i>	16	Agrium <i>"Agrium: doing more to keep the market competitive, and offering more products besides just agency (over) pricing."</i>	34	Redexim <i>"They have been on the leading edge in the U.S. on deep aeration techniques which I believe has the greatest impact on plant strength and health."</i>
7	John Deere Golf <i>"Years ago when John Deere started breaking into the golf and turf equipment arena, they did it by listening to golf course superintendents."</i>	17	PBI Gordon	35	FMC
8	Standard Golf	18	Aquatrols	36	Interstate batteries
9	BASF <i>"BASF: they are always working to get new products aimed toward golf and not as a second thought."</i>	19	EZ Go	37	Trojan Battery
10	Jacobsen <i>"Jacobsen: They are innovative in design, actively looking for better products. Our local service is top notch."</i>	20	Floratine <i>"Floratine. I believe they produce the highest quality products with the user in mind."</i>	38	SePRO
		21	Dow	39	Phoenix
		22	Tee-2-Green <i>"Tee-to-Green: A small company who has had the most impact on the golf course with the Penns and A series bentgrasses."</i>	40	Ewing Irrigation
		23	Bernhard & Co.	41	Aqua Aid
		24	Quali-Pro	42	Horizon
		25	Foley	43	Arysta
		26	DuPont	44	Nufarm
		27	JRM	45	Champion Turf
		28	Precision Labs	46	Becker-Underwood
				47	Neary
				48	Sipcam/Advan
				49	Milliken <i>"Milliken, because they are dedicated to natural products that are compatible with the environment."</i>
				50	Hustler

Who's tops in quality products, communication and brand strength? And who would you like to work for?

You buy from companies you trust and respect. GCI asked superintendents their opinion of the reputations of the companies in our industry through an online survey, with about 350 valid responses. Questions had randomized lists and were multiple choice, preventing the same few companies to be chosen simply because they were at the top. Along with our results, we've included some choice superintendent comments about how they feel about their favorite companies.

Our compiled answers don't necessarily tell who's spending the most money on marketing, and definitely don't define total market share or sales. What they do is give us an idea of which companies superintendents think are meaningful to the industry right now.

Industry companies you trust the most to provide reliable products and support?

RANK	COMPANY
1	Toro <i>"Toro - I can count on them to work on a solution to my problem right away and if they can't fix it quickly they will stay in communication with me so I know what is going on."</i>
2	Syngenta <i>"Syngenta. They have a proven track record with our facility. Trust is earned and they have earned it!"</i>
3	Bayer <i>"Bayer - Leader in product development. It stands behind its products."</i>
4	Par Aide
5	Standard Golf
6	John Deere Golf
7	BASF
8	Club Car <i>"Club Car = Great utility vehicle."</i>
9	Rain Bird Golf
10	Andersons Golf <i>"Andersons' fertilizers are always consistent quality."</i>
11	Jacobsen <i>"Jacobson. I have always trusted their mowers."</i>
12	Flowtronex <i>"Flowtronex. Bullet proof product!"</i>

RANK	COMPANY
13	Grigg Brothers <i>"They develop products that help produce better playing conditions and then have the research tested to verify the quality of the products and that it will do what we expect it to do."</i>
14	Turfco
15	Cleary Chemical
16	Aquatrols
17	EZ Go
18	Floratine
19	Agrium
20	Tee-2-Green
21	Bernhard & Co. <i>"Bernhard & Co. has such a precision product... and much of the golf course function is reliant upon it."</i>
22	PBI Gordon
23	Foley
24	JRM
25	DuPont
26	Dow
27	Quali-Pro
28	Precision Labs
29	Yamaha
30	Lebanon Turf
31	Trojan Battery

RANK	COMPANY
32	Growth Products
33	Redexim
34	Interstate batteries
35	Ryan
36	Phoenix
37	Valent
38	Horizon
39	SePRO
40	Sipcam/Advan
41	Milliken <i>"Milliken, in my opinion, has given me the most bang for my buck, the products have done what they say they will do."</i>
42	Champion Turf
43	FMC
44	Aqua Aid
45	Hustler
46	Becker-Underwood
47	Nufarm
48	Arysta
49	Neary
50	Ewing Irrigation

TOP 10

COMPANIES THAT DO AN EFFECTIVE JOB
MARKETING AND ADVERTISING TO THE INDUSTRY.

- 1 Toro
- 2 Syngenta
- 3 Bayer
- 4 Par Aide
- 5 Standard Golf
- 6 John Deere Golf
- 7 BASF
- 8 Rain Bird Golf
- 9 Andersons Golf
- 10 Turfco

Which ONE chemical company does the best job of serving your specific agronomic needs?

RANK	COMPANY
1	Syngenta
2	Bayer
3	Agrium
4	Andersons Golf
5	BASF
6	Quali-Pro
7	PBI Gordon
8	Sipcam/Advan
9	Phoenix
10	Lebanon Turf

Which ONE chemical company best supports your professional and management needs?

RANK	COMPANY
1	Syngenta
2	Bayer
3	Andersons Golf
4	Agrium
5	BASF
6	Quali-Pro
7	PBI Gordon
8	Phoenix
9	DuPont
10	Sipcam/Advan

Which ONE chemical company offers the best combination of value and products?

RANK	COMPANY
1	Syngenta
2	Quali-Pro
3	Bayer
4	BASF
5	Agrium
6	Phoenix
7	Sipcam/Advan
8	Andersons Golf
9	PBI Gordon
10	Lebanon Turf

Syngenta responds...



Reasons

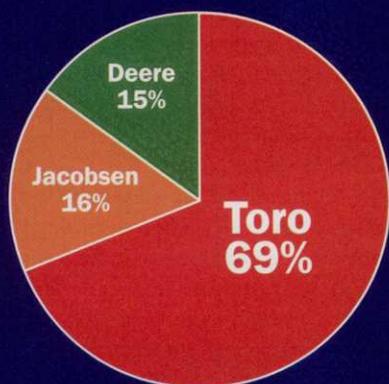
Providing our customers with the highest quality of service and products has been our No. 1 goal for decades. We remain a global leader in the manufacturing of quality plant protection products for the golf industry with a never-ending commitment to our customers and to the innovations they desire. The widespread acknowledgement by survey respondents to that fact further validates our belief that our efforts to deliver the best overall value and reliability to superintendents help retain our industry leading position.

Our commitment to our customers goes far deeper than the integrated product solutions we provide. Syngenta product purchases give superintendents access to agronomic technical support that is "second-to-none,"

as mentioned in the survey. Syngenta also strives to understand the superintendents' non-agronomic needs. As such, we partnered with the Wake Forest University School of Business in 2009 to develop the Syngenta Business Institute – an intensive, two-day educational event designed for and by superintendents. We are energized by the results in this survey and will continue working to maintain the trust and confidence of our superintendent customers. Syngenta will continue to listen to the needs of our customers and dedicate the necessary resources to provide innovative solutions today and into the future.

— Scott Reasons, Head, Syngenta Turf & Landscape North America

Which ONE major mowing equipment company produces the best quality cutting products for your needs?



Toro responds...

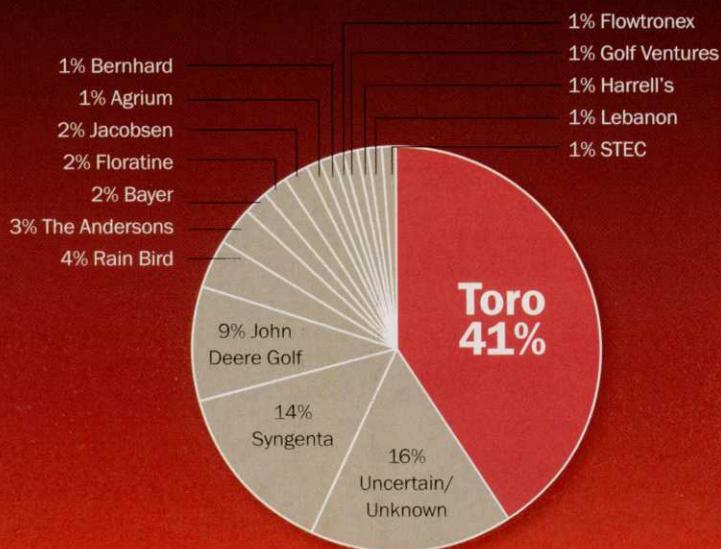
Toro and our distributor partners worldwide consider it a privilege to serve and support the golf industry. We are both honored and humbled to be recognized by our customers as an admired and trusted company. While this trust is earned over time, the company's ongoing approach to doing business and serving customers is best summed up by one of its key people values that simply states: Do what we say we will do. We try to make this mentality transcend everything we do – from product development and quality to customer service and our relationships. These survey results validate one of the core values of our company; that is the deep respect we have for customer relationships. Recognized as a leader in the industry, Toro continues its commitment to investing in customer relationships, differentiated products, channel development and the ongoing health of the golf industry.



Redetzke

— Darren Redetzke, vice president,
Toro Commercial Business

Which ONE industry company would you love to work for if you could and why?



TOP COMPANY TO WORK FOR

So why would so many golf course superintendents, if they had the chance to give up turf, would work for Toro? Here is a sampling of some of the typical answers they gave...

- Toro is a professional company with a product to be proud of one they stand behind.
- It's a very diverse company that makes quality products, is very active in the industry, big market that includes residential and lawn care
- Work for the best
- Good products sell themselves.
- I'd like to help innovate new equipment products for the best use on golf courses.
- Toro. Seems that it would be fun and rewarding to sell a product that you have a ton of experience with and has quality to back it up.
- Toro...I am a second generation golf course superintendent and in 90 percent of my career I have used Toro irrigation and equipment. I believe in Toro and as I tell my Toro reps, "I bleed Toro Red." They have treated me and my clubs the best of any company in the industry.

But what was also intriguing was that "Uncertain/Unknown was the runner up to Toro. Here's what some superintendents had to say to those responses...

- I couldn't sell if I tried.
- I love what I do as a golf course superintendent, if I had to do something else it would have to be something that improved the environment.
- I prefer to remain a superintendent and not work on that side of the industry.
- I would never want to change to the "other side."
- None (of those companies) are golf courses, so I will stay put, but if had to work for one, which ever paid the most!
- None of them - I fully expect to retire as a golf course superintendent.
- None... but I would like to own Toro.
- I'll pass.
- I really don't know ?!
- Sorry, I am not a good sales person, so it would be best if I stayed at the user end.

Maybe for some superintendents the grass isn't greener on the other side? GCI



Tim Moraghan, principal, ASPIRE Golf (tmoraghan@aspire-golf.com). Follow Tim's blog, Golf Course Confidential at <http://www.aspire-golf.com/buzz.html> or on Twitter @TimMoraghan

DON'T OVERLOOK THESE LESSONS

While sorting through old family papers recently, I came across a reprint of a book entitled "Don't", a guide to manners first published in the 1800s. The reprint was from the 1960s and included annotations by Eric Sloane, a Colonial Era historian. Sloane compared the manners and courtesies of days long gone with those of his day, noting that there had been a retreat from tradition and customs. He wrote that, "a social rebellion that accepts teen-age revolt, junk art, pornography and hallucinatory drugs appears to have little need for the niceties of etiquette. In fact, the practice of doing the exact opposite of what grandfather used to do in now considered fashionable."

That was nearly 50 years ago: Things have only gotten worse. We are witnessing the decline of basic rules of etiquette in society and our profession. Is a lack of good manners hurting you? Are simple courtesies keeping you from getting a better job, making more money, moving up the ladder?

Just as the game of golf is steeped in history and tradition, I suggest a quick review of the following traditional, yet simple, rules of social decency and consideration for others from 200 years ago. Yes, some of them are pretty funny, but they are timeless suggestions that will serve us all both on and off the golf course. With a new year upon us, they also might serve as fodder for resolutions.

APPEARANCE. The adage "you never get a second chance to make a good first impression" still holds true. The comments from the 19th century remain relevant today:

- "Don't neglect personal cleanliness — which is more neglected than careless observers suppose." Do you have a set of clean clothes in your

office? You never know when you'll be called upon to represent your club.

- "Don't be untidy in anything. Neatness is one of the most important of the minor morals." How neat is your office? I don't just mean your desk, but your bunkers, rough, greens, tee boxes, etc. What does your "office" say about you and your work ethic?

- My personal favorite. "Don't neglect the small hairs that project from the nostrils and grow about the

"Are simple courtesies keeping you from getting a better job, making more money, moving up the ladder?"

apertures of the ears." Enough said!

CONVERSATION. The way we speak says all anyone needs to know about our intelligence and knowledge. The original points were made at a time when writing and speaking were the only methods of communication. We may communicate in many new ways — phone, texts, e-mails and so on — but the lessons haven't changed.

- "Don't speak ungrammatically.

Study books of grammar and the writings of only the best authors." A great man once told me "readers are leaders." That includes reading and knowing the rules of grammar.

- "Don't use slang, profane language anywhere. Moderate your transports." As a boss or employee you are a representative of your club, so choose your words carefully and resist the temptation to become too loud or profane. Furthermore, speak clearly and slowly so you can be both heard and understood.

- "Don't use extravagant adjectives. Extravagance in any form is never in

good taste." Speak and write plainly. Big words don't impress and are often used incorrectly. Also, don't think you have to write or say a lot: There is no need to state your case in 100 words when 20 will do.

- "Don't pronounce incorrectly. Listen carefully to the conversation of cultivated people." No one is expecting you to make speeches, but be sure you know what you are talking about before you open your mouth, and that includes pronunciation as well as speaking clearly and concisely.

COMMON COURTESY. I'm amazed how many phone calls, e-mails, and voice mails go unanswered. I can't think of anything so rude as not getting back to someone who has reached out to you. Is it that difficult to pick up the phone or send back an e-mail? I'd rather be told no or to get lost than hear nothing at all.

- "Don't fail to apologize if you tread upon or cause inconvenience in any way." Return those phone calls, letters, and e-mails. And if you're slow doing so, apologize for your tardiness.

- "Don't fail to acknowledge, by note, all invitations, requests, and questions, whether accepted or not." Again, return those calls.

- "Don't write notes on rules paper or inferior paper." When writing back to someone, use proper business stationery or invest in quality, tasteful note cards.

- "Don't talk about yourself and don't talk about your affairs. If you wish to be popular, talk to people about what interests them and not what interests you." Let others talk, learn to listen, and not only will you learn some things, you'll become very popular.

- "Don't, as an invited guest, be late for the appointment." Being late is being rude. It's that simple. **GC**

*** * This Year Only * ***
NEW FEBRUARY DATES

15th Annual

New England Regional Turfgrass Conference & Show

February 6 - 9, 2012
R.I. Convention Center, Providence

Show & Conference Pass Includes

- Opening Reception • Admission to Trade Show
- Keynote Speaker • Educational Sessions
- Show Reception • Luncheon Voucher

400 Turf Related Booths Await You...

Meet professionals on the cutting edge of turf management. See the latest in equipment, products and supplies. Join fellow lawn, golf, sports, landscape, municipal and other turf industry professionals.

Informative Presentations

- Golf Course Management • Turf & Ornamentals
- Lawn Care & Landscape Management
- Sports Turf & Grounds Mgt. • Equipment Technicians

Certification Credits

Pesticide Applicators Recertification Credits offered.

Pre Conference Seminars

Monday, February 6 • 8am-5pm Call (401) 841-5490

8am-12pm *Advanced Nitrogen Fertilization*

8am-12pm *Successful Project Management*

8am-12pm *Managing Shrubs and Ornamentals on the Golf Course*

8am-12pm *MS Excel 2007 w/Windows 7*

1pm-5pm *Keeping Your Insect Management on Course*

1pm-5pm *Negotiating for Success*

1pm-5pm *Surface Sealing of Our Greens*

1pm-5pm *MS Excel 2007 w/Windows 7*

Sports Turf Seminar

Tuesday, February 7 • 1pm-3:30pm

Case Study: Sand Capping as an Effective Remedy for

Failure of the Washington Redskins Field

Trade Show Hours

Tuesday, February 7 • 4:30pm-7:30pm *with reception*

Wednesday, February 8 • 10am-5pm *Live Auction 4pm*

Thursday, February 9 • 9am-1pm

Educational Session Hours

Tuesday, February 7 • 9am-11:30am *"New" Sports Turf Session*

• 9am-4:30pm *USGA Session & Keynote Speaker Ray Bourque*

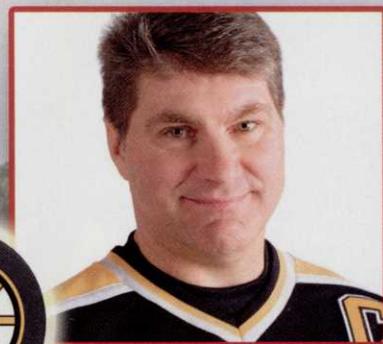
Wednesday, February 8 • 9am-11am & 2pm-4pm

Golf / Sports Turf / Turf & Ornamental / Lawn Care & Landscape / Equipment Technicians

Thursday, February 9

• 9am-11am *Golf / Landscape*

• 9am-11am *"New" Professional Development Session*



Keynote Speaker

Tues., Feb. 7 • 3:45pm

*Former Boston Bruins
Hockey player*

Ray Bourque

**Watch your mail for your registration form or call
(401)848-0004 or visit us online at www.TurfShow.com**



Various control methods can help keep your bentgrass looking its best.

By David McPherson