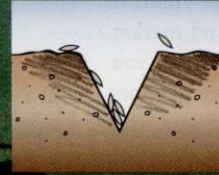




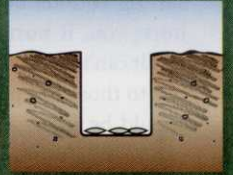
TRI WAVE™

60-Inch Overseeder

Traditional overseeders create a v-shaped slit, causing inconsistent seed-to-soil contact.



The TriWave creates clean, square slits, resulting in faster, thicker turf establishment.



NEW

WALKING TRI WAVE™

BETTER GERMINATION WITH LESS SEED.

The innovative Turfco TriWave™ 60-Inch Overseeder delivers better germination and quicker establishment with less turf disruption.

- UNC study showed 30% greater germination rates versus traditional methods
- Patented floating heads follow the ground contour for consistent seed depth
- Patented WaveBlade™ technology creates optimum slit width for improved seed-to-soil contact without turf disruption
- Patented seed delivery system puts seeds directly into the slit, reducing seed waste and increasing germination
- Close 1 ½" spacing increases germination with fewer passes
- Now available as a walk-behind, the TriWave delivers even greater maneuverability and versatility

"The TriWave is the first overseeder that does exactly what we want it to do."

• • • • • Dale Caldwell
Superintendent
Minneapolis Golf Club
Minneapolis, MN

To see the TriWave in action visit www.turfco.com, or call 800-679-8201 to schedule a FREE DEMO.



WWW.TURFCO.COM

they think they can't track it. It's simpler to have a third party do it and essentially give away rounds. But when those companies start selling rounds below yield, it hurts you, it hurts the market and it can't be fixed. The fee you pay to those 3rd party operators should be fixed. That way, you can really decide ROI. Most of the inventory the 3rd party

So, golf courses delegate their marketing efforts to third-party companies in exchange for bartered rounds. In turn, golf course managers get upset when these firms liquidate the bartered times earned for the marketing efforts. Nobody wins.

Give us an example of an "aha!" moment in your career that shaped your mindset today.

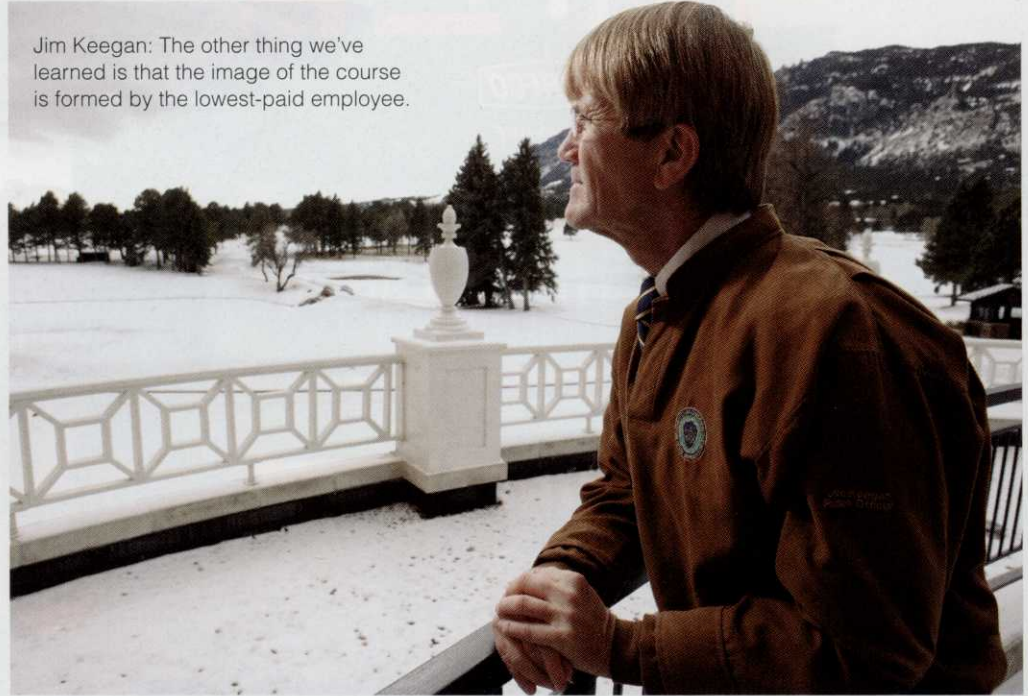
My mind is permanently stamped with the images that "status quo is a formidable foe" and that the golf course industry is ten years behind in adopting professional business practices. This resistance to change is often rooted in the associations who are protecting their respective turf.

I will go to my grave remembering what one association chief told me a couple of years ago. I had sent him, as I did every trade association, a copy of the final draft of my book, "The Business of Golf - What Are You Thinking." I asked him if he had any comments regarding the book and he said, "I get 166 emails a day and I am too busy to look at it. Besides, we will only support the work by individuals with PhDs from accredited universities." That blew my mind.

I have visited golf courses in over 41 countries, have flown over 2.5 million miles during the past two decades, have served as an interim GM for a private country club and, in his mind, I clearly wasn't qualified to assist any private club in America. Amazing.

What are most superinten-

Jim Keegan: The other thing we've learned is that the image of the course is formed by the lowest-paid employee.



dents not doing that they should absolutely be doing every day?

Superintendents are unfortunately viewed by many golf course owners, boards, pros and GMs as the "blue collar" work force at a golf course. That is so ironic, because certified superintendents have far greater educational backgrounds that nearly anyone else at a golf course. The college degrees they receive are based on a very difficult curriculum studying plant sciences, the genetics of grasses, chemistry and biology, use analysis, turf management, and related economics.

Perception is reality. I say it sort of in a "tongue in cheek" way, but I truly believe a superintendent's three most valuable assets might be a fine suit, a dark red tie, and a certificate from a course in public speaking. Superintendents need to don the corporate uniform of business decision making to be truly accepted. Sad but true.

What else?

They are often two to three steps removed from the decision makers of a golf course. That

has to change. In every study we have conducted across the country as to what is important to the golfer, conditioning and price are always ranked first or second. Yet, the individuals that manage the course conditioning are often far removed from the decision-making and the allocation of financial and personnel resources. That's dumb.

I look at guys like David Gourlay (of the Colbert Course at Kansas State University). He's a classic example of a superintendent who has cross-trained himself to run the entire facility at KSU. He's the model. Staffs are being reduced across the board. Superintendents have a much better understanding of the entire business of golf. In the best situations, they're the quarterbacks of the golf course.

Where should clubs focus their resources for ROI?

The focus needs to be on the course and the 13 touch points where customer interaction occurs on the 'assembly line of golf.' Those are the things customers value and which help create a niche for the facility.

Defining that niche in the minds of the consumer is vital. Let me illustrate. We recently completed a national labor study. Maintenance budgets ranged under \$500,000 to over \$5 million. Obviously, the experience at East Lake, LACC North, Merion and Pebble Beach is vastly different than that of most municipal courses. Here's the equation: value equals experience minus price. The experience that can be created is solely a factor of the cash flow available for reinvestment plus capital resources available. Defining the experience to be received is the foundation for the course's success. Most courses over promise and under deliver.

By the way, another area coming under increasing scrutiny is junior golf. Many golf courses, particularly municipalities, are investing several hundred thousand annually in programs that may serve 2,000 kids. That's nice, but they fail to reinvest in their courses that serve 50,000 unique customers annually. In today's market, it is difficult to make a short-term investment in hopes of a long-term return. GCI

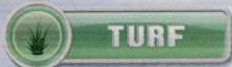
SELECT YOUR CONTROL



CLIMATE



DISEASE



TURF



Disarm

FLUOXASTROBIN



Disarm C

**FLUOXASTROBIN
CHLOROTHALONIL**



Disarm M

**FLUOXASTROBIN
MYCLOBUTANIL**

The disease control system that puts you in control. Solve all your disease control problems with DISARM[®] fungicides. Each product is tailored to climate region, disease history and turfgrass variety, providing premier strobilurin disease control and value throughout the entire season. DISARM is the only strobilurin labeled by the EPA for maximum control of light-to-moderate dollar spot infestations. And DISARM is so reliable, there have been no complaints since it was introduced. DISARM fungicides let you choose the application – giving you complete control. To learn more, call 866-761-9397 or visit www.totaldiseasecontrol.com.

Always read and follow label directions. DISARM and the DISARM logo are registered trademarks of Arysta LifeScience North America, LLC. Arysta LifeScience and the Arysta LifeScience logo are registered trademarks of Arysta LifeScience Corporation. ©2011 Arysta LifeScience North America, LLC. DSM-169



Arysta LifeScience

ST



AFFORDABLE GOLF IS THE WAY OF THE IMMEDIATE FUTURE

Recently, I had the opportunity to participate as a panelist at an industry symposium on affordable golf, coordinated by golf course architect Richard Mandell, to openly discuss a broad range of topics and maintenance considerations related to the cost of golf.

An alumnus of the University of Georgia, Mandell (who hails from Rye, N.Y.) has worked with Dan Maples, Denis Griffith and, since 1999, has practiced solo, now based out of Pinehurst, N.C.

The basic premise of the discussions was: "What is affordable golf and does it truly exist?" Each topic for the day had one commonality – golf can be affordable by examining the many ideas already implemented within the industry.

The audience and panelist consensus was that affordable golf is a subjective term and that the *perception* of affordable may be even more subjective. Affordable golf means different things to different people. Sustainable and profitable are terms that need to go hand-in-hand with affordable golf.

According to Mandell's post-symposium recap, an enjoyable and memorable playing experience for golfers is attainable. However, there are perceptions that negate the concept of affordability including:

- The game's perceived reputation as a sport of the rich.
- The differences between the top golfers in the world and the rest of us. We must all stop acting like there is not a difference.
- Golf course set-up for the professional can't be the same as for average golfers (we are **not** Phil Mickelson).
- What is seen on television cannot be achieved at most golf facilities.

Ran Morrissett, panelist and founder of golfclubatlas.com, pointed his finger at the influence of television promoting an unsustainable atmosphere desired by facilities that have neither the financial ability nor the clientele to warrant such an effort.

The industry's perception of golf may discourage affordability because:

- The fallacy that being environmentally-sustainable is too expensive.
- In recent years a lack of honesty or integrity regarding "real costs" has disguised the true state of the industry.
- Golf course rankings are a better marketing tool than the golf experience itself.

The symposium also uncovered problems and threats to the future of the game, including the observation that construction and maintenance technology continues to raise the bar instead of making golf more affordable and the myth that cutting golf course maintenance budgets is the answer to saving money.

From a maintenance perspective, I advocate the following:

- Build on a piece of land that is right for the economics of the region.
- Moderate green speeds and prepare your course for your clientele. The average golfer fails to realize why excessive speeds and golf course difficulty are detrimental to their game.
- Eliminate the frills and extravagances that increase expenses and require more people and equipment to achieve aesthetic perfection.
- Stop mixing turf varieties and grassing philosophies.

"By adhering to these philosophies, the need for renovation and reconstruction should be reduced. Course length is **not the answer** to affordability."

“Affordable golf also pertains to the audience of families. Keep families and higher handicap players in mind as you consider what can be done at your course to **make the game more affordable** for a variety of audiences through each day and year.”

- Reduce the various heights-of-cut throughout the golf course.
- Manage tournament expectations for the golf course (minimize the perfection standard and allow a blemish every once in a while).
- Focus on strategy and playability over aesthetics. Strategy always keeps a golfer's interest and allows for playability across all levels.

By adhering to these philosophies, the need for renovation and reconstruction should be reduced. Course length is not the answer to affordability.

While there is certainly nothing wrong with Augusta National and The Masters, the Augusta syndrome should not be copied if the end goal is “affordable” golf. What we need to do, as golf course superintendents and the industry, is to minimize perfection and accept blemishes. Most golfers don't see what we see.

The golf industry, in its pursuit of technology in construction and maintenance, automatically sets the standard at a higher a level. Examples may be seen in putting green and bunker construction, as well as in irrigation design.

Affordable golf also pertains to the audience of families. Keep families and higher handicap players in mind as you consider what can be done at your course to make the game more affordable for a variety of audiences through each day and year.

Focus on growing the game and the profit will follow.

The 2011 symposium on affordable golf will take place at Southern Pines Golf Club in Southern Pines, N.C. on Nov. 7-8, 2011. **GCI**

For additional information, go to www.symposiumonaffordablegolf.com.

— NEED TO —
STRETCH
— YOUR —
EQUIPMENT
MAINTENANCE
BUDGET?



IS YOUR
ANSWER.

— YOUR —
**BUDGET
SAVER**


FIND OUT HOW.

www.stens.com/budgetsaver
800 457-7444

Aaron Cape remembers a truck rolling slowly by the golf course as he and his crew sodded some barren patches on Hyland Golf Club's practice green early last summer. Cape didn't recognize the driver, but one of his workers did – a superintendent from a nearby course and the first overt signal that Cape and his new Champion Bermudagrass were “in the fish bowl.”

In the months that followed there was more scrutiny, some of it obvious, most of it discreet. Either way, it seemed everyone was itching to know how an upstart ultra-dwarf would stack up in a region that had been an exclusive bentgrass preserve for decades – and not just any region.

Hyland sits in Moore County, N.C. – the self-proclaimed and officially trademarked Home of American Golf – with more than 40 courses including venerable No.2 at Pinehurst Resort. They've been playing golf there for more than 100 years: U.S. Opens, U.S. Amateurs, Tour championships, you name it. Donald Ross made those sand hills his home. The game's history runs so deep in the area that any break with tradition risks a whiff of sacrilege.

A hand in a white shirt sleeve is shown from the right, holding a golf club head over a hole on a green. The background is a textured, brownish-green surface.

New superintendent Aaron Cape takes a chance on new seed in old golf country, even if he stands

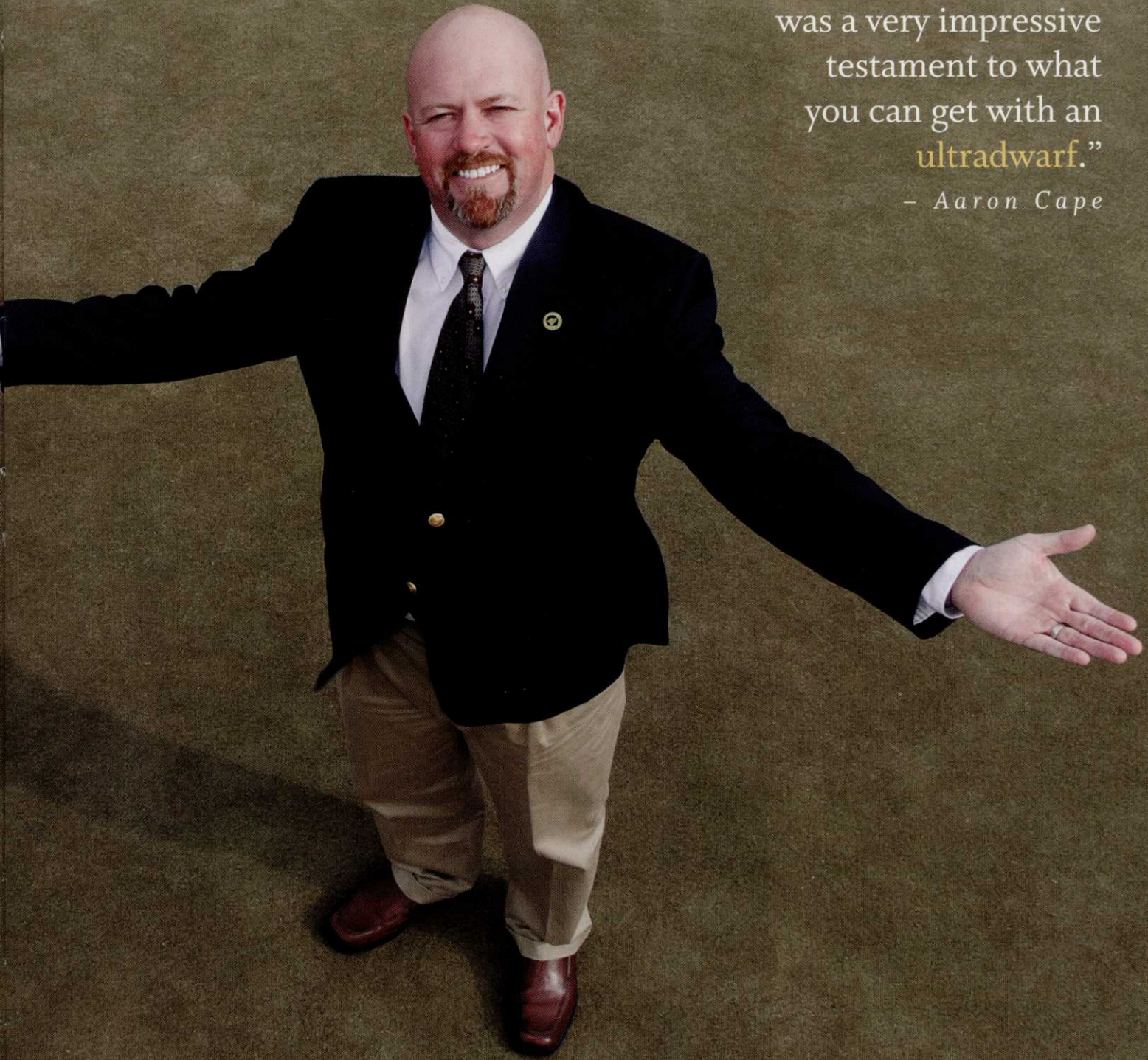
alone.

Ultimately Ultra

By Trent Bouts

“To have the putting surfaces we did in the heat of the battle was a very impressive testament to what you can get with an **ultradwarf.**”

– Aaron Cape



Yet ultradwarfs have spread so widely across the Carolinas and, indeed, across the Southeast that their absence in Moore County was a glaring anomaly. So much so, that it begged the question of whether their exclusion was based on science or stubbornness, maybe even with a dash of snobbery thrown in. After all, Pat O'Brien, the USGA Green Section's Southeast Region director, recalls that when ultradwarfs were first considered at some high-end Southern clubs those members equated giving up their bentgrass to "losing their BMWs."

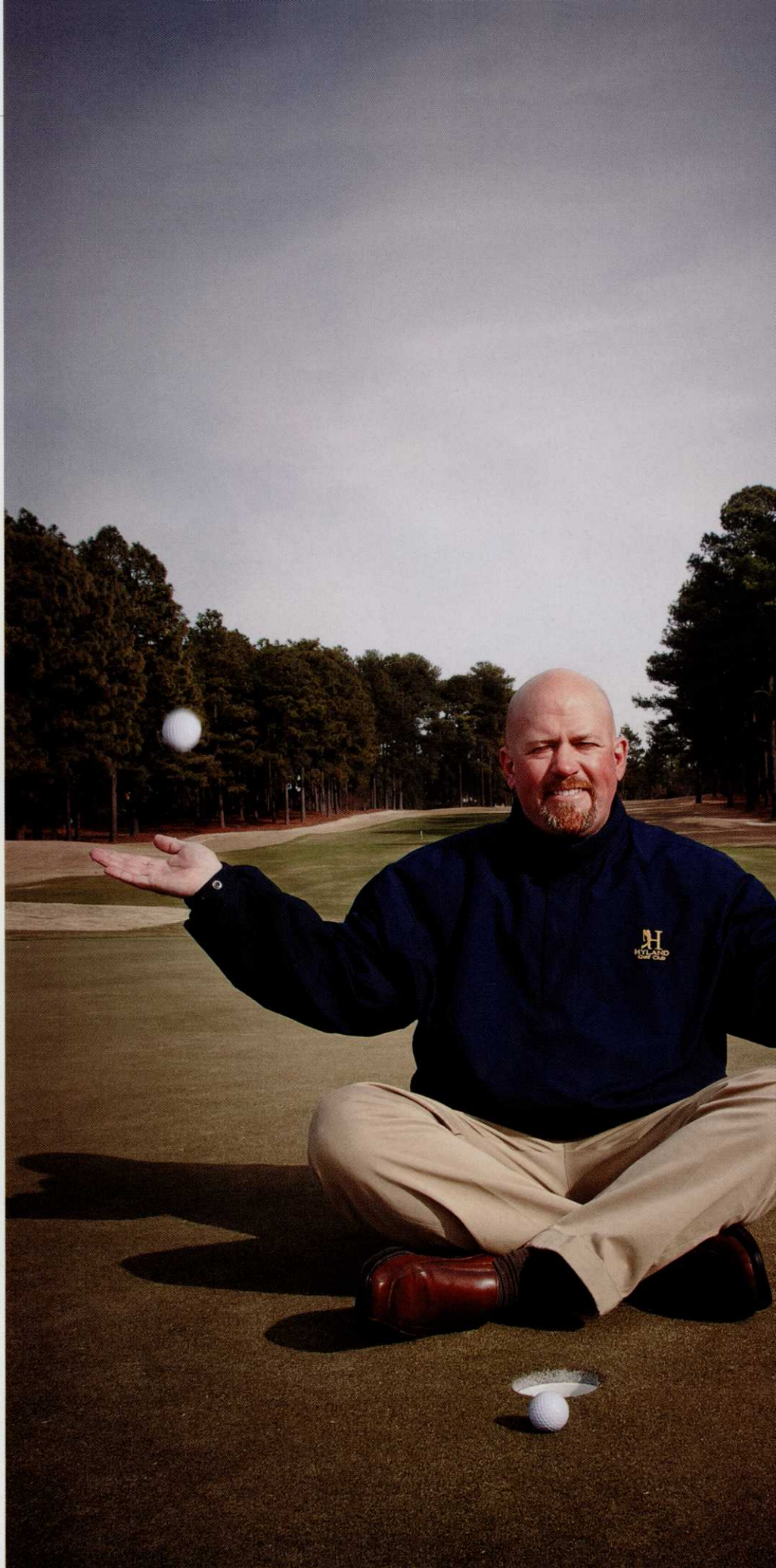
It was against that backdrop that Cape, now 34, stepped into his first head superintendent job at Hyland in August 2009. Under new ownership, the Tom Jackson-designed course formerly known as Hyland Hills, was the first in Moore County to scrap bentgrass and jump on the ultradwarf bandwagon. The new grass was already down by the time Cape arrived, but it was sparse and there was a mountain of cosmetic work to be done before the Sept. 2 opening.


"It was wide open when I got here," he says. "There wasn't enough staff for what we needed to do but at the time, with the recession on, people were coming out of the woodwork looking for work. They'd say, 'When do I start?' And I'd say, 'How about now?' We went from five people to 12 in a couple of days."

Hyland enjoyed an encouraging fall and Cape was happy with the grass coverage he had as the season wound down. But then came one of the toughest winters on record in the Carolinas. Temperatures plummeted and stayed lower longer than they had for years. The threat of winter kill on Bermuda-grass hung heavy in the frigid air, particularly over the ultradwarfs that, since emerging in the mid-'90s, had not yet been tested by such sustained cold.

Some of those superintendents who were already wondering how the Champion would do were now quietly expressing worry on his behalf. The grass was a baby and by some measures,

Bucking tradition in the "Home of American Golf," Hyland Golf Club's Aaron Cape scrapped bentgrass and jumped on the ultradwarf bandwagon.





I knew we were the guinea pigs in the area and that we were, you know, in the **fish bowl**. Everybody was intrigued to know if we survived.”

so was Cape.

He had spent much of the previous decade tending bentgrass on the coast in Myrtle Beach, S.C. His only Bermudagrass greens experience to that point was pre-Myrtle Beach through a part-time gig on a nine-hole course covered in 328, and even then he was “just the weed-eating and groundskeeper guy.”

Still Cape knew enough to pick up the phone. Among those he tapped was George Frye, the former Ryder Cup host superintendent at Kiawah Island Resort, who now handles Champion installations with TransGOLF. He also called former workmate, Adam Charles, at Verdae Greens Golf Club in Greenville, S.C. and Chris Underwood, with Davison Golf Consulting in Ponte Vedra Beach, Fla.

The outcome was a strong focus on controlling moisture near the surface of the new greens. “As cold as it was getting so rapidly I really wanted to keep the soil as loose as I could,” he says. “I wanted to prolong it tightening up.” So he used penetrants to help keep water moving through the soil profile, a profile he top-dressed frequently.

When the weather finally turned and the Champion began growing again, Hyland had survived surprisingly well. There were some trouble spots but shade was the culprit more than the cold. It would have been worse but for a concerted tree trimming and removal campaign Cape carried out early that winter. Overall, he estimates he lost 15 percent of coverage, most of it

on the still heavily-shaded third green. Holes 4, 10, 15 and the practice green were also among those affected, but on review Cape was “very, very pleased.”

Even so, the grapevine carried a different message. “It turned out that the story was going around that we lost our greens, which wasn’t the truth,” Cape says. “Nowhere near the truth. But that’s okay. I knew we were the guinea pigs in the area and that we were, you know, in the fish bowl. Everybody was intrigued to know if we survived.”

A few months later, that fish bowl served as insulation against a brutally hot summer that left those bentgrass superintendents on the other side of the glass gasping for breath. Putting greens up and down the east coast shriveled up and died en masse. The carnage even made headlines in the Wall Street Journal.

All the while, Cape watched his Bermudagrass soak up the sun like a reptile. Early on he had some anxious moments though when his pump station went down in May and for three weeks he had to rely on a single jockey pump. His overseeded ryegrass fairways suffered and the course “looked like Shinnecock at the U.S. Open,” he says. “Although one of my owners, who is a really good golfer, absolutely loved it.”

A few months later, thanks to no real rain to that point, Cape again worried about his water supply. The levels in his two

ponds were down to within a couple of feet of the intakes. He was limited to irrigating only greens and even then just sparingly. “If they were getting brown they got a spit,” he says.

Along the way, Cape found himself marveling at the resilience of his greens. “You can pretty much take the grass anywhere you want to,” he says. “It all depends on how much work you want to put into it. To have the putting surfaces we did in the heat of the battle was a very impressive testament to what you can get with an ultradwarf.”

For dyed-in-the-wool ultradwarf proponents like Pat O’Brien, the summer slaughter on bentgrass confirmed what they’d been saying for some time. “For a lot of clubs, particularly those low-to mid-range budget courses, they are finding that the bentgrass model just doesn’t work anymore,” O’Brien says. As he wrote another course further east in North Carolina, recently: “A new world order exists now with the development of the ultradwarfs. Numerous courses in the Carolinas and Georgia have been converting since 1996 and this trend will not go away.”

Others in the Pinehurst area will follow Hyland’s lead, O’Brien says. “Some areas are a little slow to embrace change but I think the folks at Hyland will be seen as geniuses in a few years. Particularly in this economy, it has become more of a business question.” Citing a survey of 36 Southeast courses that have converted from bentgrass, O’Brien adds: “The ultradwarfs can improve the golf

