



tory behind it. The members treat us very well and appreciate our efforts. We even play in the Wednesday mixed couples, which gives me a chance to talk with the membership about the course and mention things they need to be doing to help out.”

However, it’s a different age for women in the turf profession. Some of the old stereotypes and professional biases are today relics of a bygone era, says Holliday, who studied turfgrass management at The Stockbridge School of the University of Massachusetts, Amherst.

“As a matter of fact, as a young superintendent going to local association meetings, I wasn’t able to attend the ones held at all-male clubs,” she says. “That was a challenge for me as a woman. But many of the stereotypes that existed when I began my career have since gone by the wayside, which is great.”

Over the past few years, golf course superintendents as a group have started to trend toward working until a certain age or a professional milestone has been reached, then to migrate into allied sales or some other type of associate role in the golf industry. For female superintendents, these career trends impact them the same as they do their male counterparts.

For most, Holliday says the ability to remain in golf course management and retire as a superintendent is a matter of choice.

“Some women may want to start a family and want a more balanced social life,” explains Holliday. “Some may want to work a regular work week and have weekends off, so some prefer the more social aspects of sales.

“Being a golf course superintendent can be extremely lonely at times – especially for women, because there are not that many of us to commiserate with,” she adds. “Absolutely, it is possible to retire as a superintendent if the circumstances align themselves.”

“As far as sales being an eventuality for me, I can say confidently that it’s a possibility - but so is moving to Africa and putting my agronomic knowledge to work for me,” says Reedy. “Truth is, I’m leaving myself open to anything with my primary goal being to siphon as much ‘life’ out of this short life as humanly possible.”

O’Dell has had the experience of having a career that has come full circle, going from tending turf, then into a sales position and finally back into golf course management with her position at Wawashkamo GC.

While more and more golf course superintendents are thrust into the spotlight as their community’s representative for responsible turf care, those critical of the industry could point that there aren’t enough women managing golf turf.

However, Holliday doesn’t believe the issue should be about filling quotas. Rather, the important question is whether the right person for the job is in the position and managing the turf.

“The industry only gets better when gender is not an issue and the right and dedicated people are put in place,” she says.

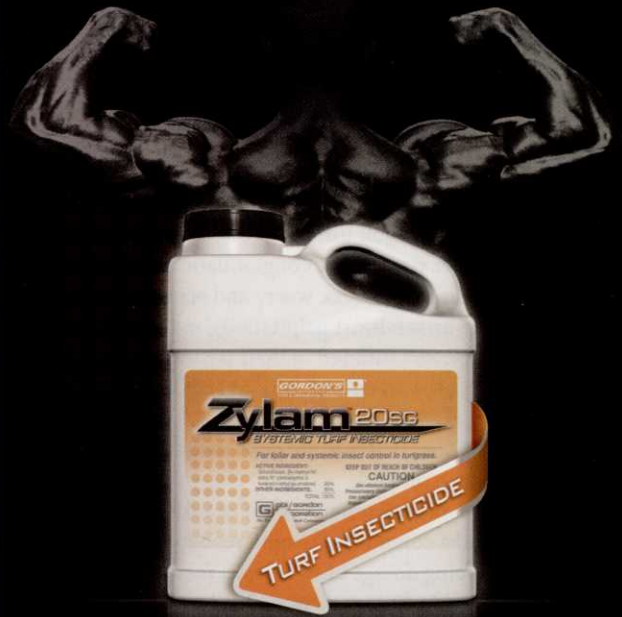
“The industry isn’t worse off for not having more female superintendents,” Reedy says. “It’s better for having some female superintendents.”

The disproportionate number of men to women in golf course management has less to do with closed doors or blocked career paths and more about women not entering into turf management.

“It seems particularly extreme in this industry,” Reedy adds. “But I think it has more to do with a general lack of women’s interest in this field rather than being purposefully singled out because they are women.” **GCI**

Jim Black is assistant superintendent at Walden Country Club in Crofton, Md., and a frequent GCI contributor.

WHEN YOU NEED MUSCLE IN YOUR TANK



Zylam® Insecticide kills tough turf insects with long-lasting results. It quickly protects through rapid uptake and translocation, defending roots and leaves. Its ability to move quickly and remain effective allows for plant rescue and protection against future insect infestations.

**POWER UP YOUR PLANT
PROTECTION WITH ZYLAM!**



Mole Cricket



Annual Bluegrass Weevil
Larva



Chinch Bug



Crane Fly
Larva

G pbi / Gordon
CORPORATION
An Employee-Owned Company

800.821.7925 • pbigordon.com/zylam20sg

ZYLAM® LIQUID
SYSTEMIC INSECTICIDE

AVAILABLE 2012
FOR TREES & SHRUBS

ALWAYS READ AND FOLLOW LABEL DIRECTIONS.
Gordon's® and Zylam® are registered trademarks of PBI-Gordon Corporation. 1/12 01708



Monroe Miller is a retired golf course superintendent. He spent 36 years as superintendent at Blackhawk Country Club in Madison, Wis. Miller can be reached at groots@charter.net.

THE STRESS TEST OF 2011

If you count yourself as one of 2011's golf turf survivors, then I offer you sincere congratulations. In addition to stress, worry and economy-driven heart palpitations, many survivors suffered in their positions. We all worked with less and often worked for less.

Okay, that was the good news. Now here's the bad.

From my unique perch as a turf pro and a columnist, I would recommend upping dosage of your heart medicine for this dire prediction: 2012 could be more of the same, if not worse.

We start the year with unemployment at 8.5 percent, a minimal 0.6 percent improvement since last August. And this may be a misleading number because it doesn't include those who have stopped looking for work. Almost half of all Americans can now be classified as either in poverty or low income.

The bleak economic news doesn't make for a very good environment for our turf industry to expect significant improvement. To think otherwise will only lead to disappointment and frustration. We have to face reality.

Since I retired at the end of 2008, I have traveled my home state of Wisconsin extensively. I cannot think of a single course that doesn't need either more members or more players. It is difficult to see how that will improve this year. Golf is discretionary spending and there simply isn't as much entertainment money around as in previous years.

It is nearly impossible to increase revenues in this climate, so golf course budgets are met by expense reductions. There have been instances that insurance money from a disaster (hail, for example) has offered some financial relief. And then there are courses that suffered damage from Imprelis herbicide that are counting

on payments for their damage to help better position their finances. A club in our town sold quite a few lifetime memberships and was able to relieve significant debt.

Cases like the above are few and far between, and the budget-cutting knife is drawn most often. This will continue in 2012, I fear. Golf course equipment is not being replaced like it should be, and a lot of it is getting really old. There is a point of diminishing returns – at some point repairs cost more than a machine is worth.

The bleak economic news doesn't make for a very good environment for our turf industry to expect significant improvement. To think otherwise will only lead to disappointment and frustration. **We have to face reality.**

I have seen golf course crews shrink. A golf course budget mostly is labor, so it is no surprise that is where the greatest reductions take place. We have seen veteran superintendents released and others leaving for other jobs with the certainty their position will be downgraded. Some accept the salary reduction and hope to stay until retirement.

Winter in our part of the country makes courses actually close shops during those months the courses are closed. They opt to send equipment out for repair or wait until breakdowns actually occur before making fixes. In doing this, some superintendent positions have actually become seasonal, part-time jobs. That could continue this year.

We have seen courses eliminate all overtime pay and even trim golf course summer jobs to something less than 40 hours a week. The toughest for me to see has been the willingness of some organizations, maybe out of

necessity, to eliminate health insurance and retirement benefits.

I work on membership in our turfgrass association part-time, maintaining attendance at our events as well as seeking out sources for larger donations. It has been a daunting battle, just like the daily life for many superintendents. What may be most frustrating for my colleagues is there hasn't been a change in player expectation, the significant decreases in resources notwithstanding.

Superintendents are a creative lot,

and I expect to see more sharing of equipment and maybe even some sharing of staff when aerifying, overseeding and any other procedure that is infrequent but labor and equipment intensive. I am surprised there hasn't been more cooperative purchasing, but it seems a good way to potentially save more money. My successor and another local course have done this and it's worked well.

I'm curious if the economy has yet affected enrollment in the turfgrass major at our colleges and tech schools around the country. It would seem it should have by now.

Although I sometimes wonder if I was lucky and worked during golf's zenith years, I still believe golf's appeal will carry us through. I remember, back in the 1960s, of quickly taking our John Bean sprayer onto the course because one of the fairways was on fire! Mostly, we are still far ahead of those days, and I doubt we are going back there. **GCI**

PENNSYLVANIA STATE UNIVERSITY | ONLINE

www.worldcampus.psu.edu

drive
your career
forward



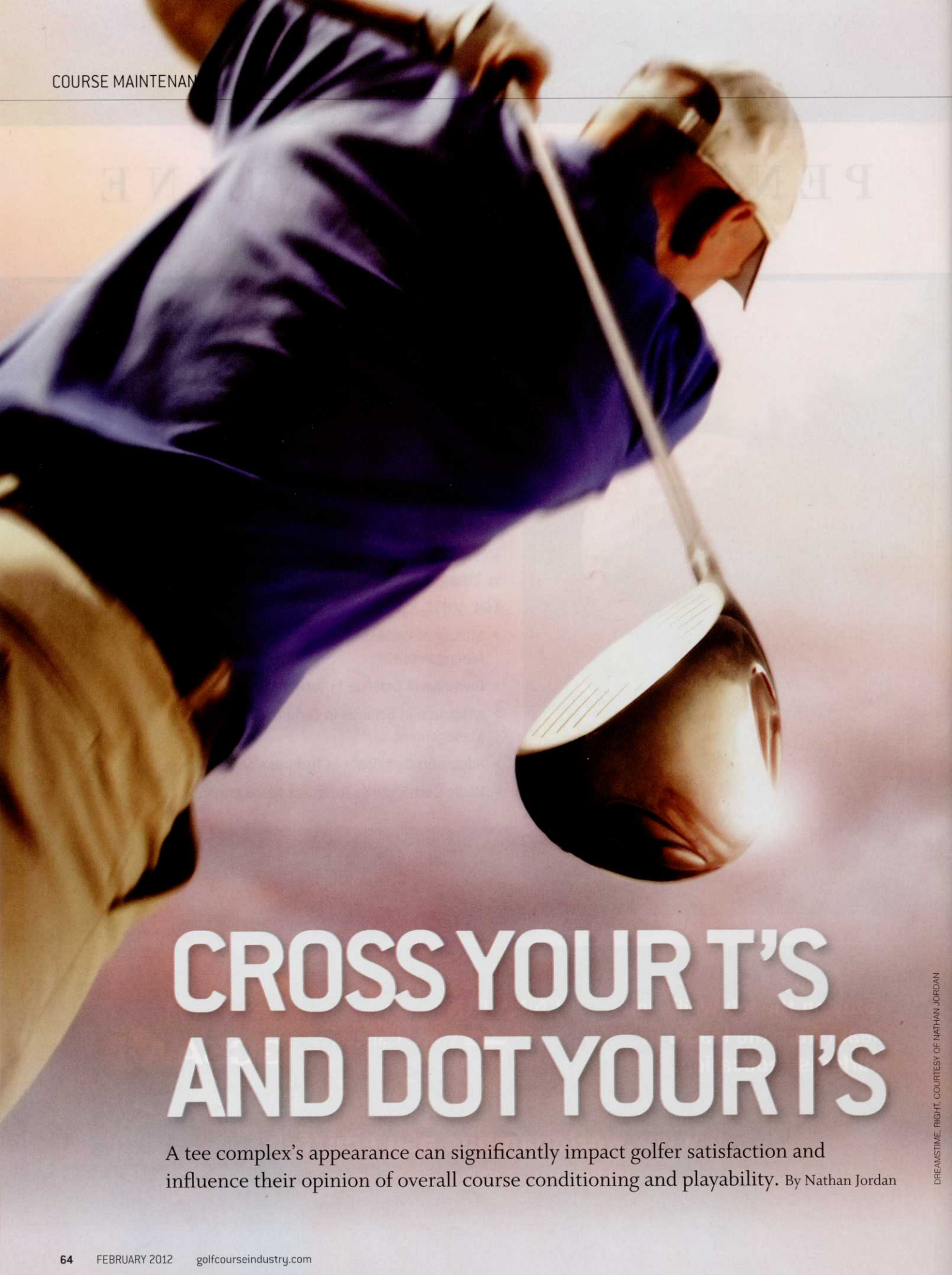
Whatever your career goals, there's a World Campus turfgrass program for you.

- Master of Professional Studies in Turfgrass Management
- Bachelor of Science in Turfgrass Science
- Associate in Science in Turfgrass Science and Management
- Advanced Certificate in Turfgrass Management
- Basic Certificate in Turfgrass Management

Stay on the job while you learn from the leader in turfgrass education.



www.worldcampus.psu.edu/feb

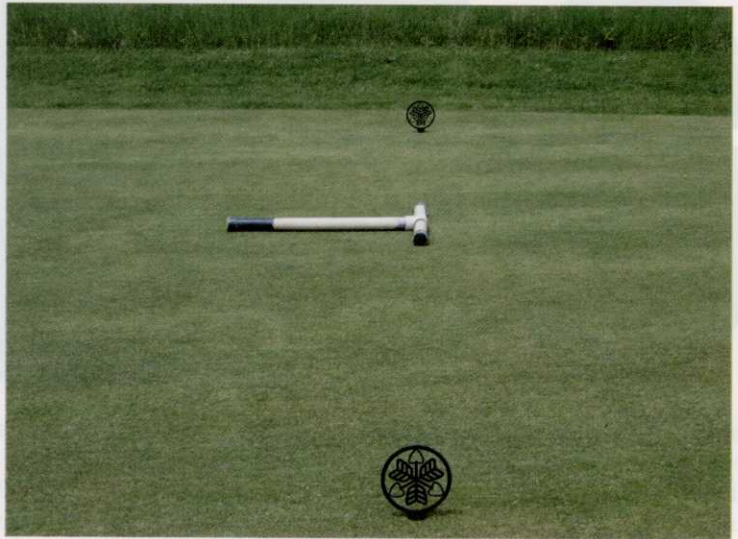


CROSS YOUR T'S AND DOT YOUR I'S

A tee complex's appearance can significantly impact golfer satisfaction and influence their opinion of overall course conditioning and playability. By Nathan Jordan

DREAMTIME, RIGHT, COURTESY OF NATHAN JORDAN

“Depending on the course design, tee boxes may not always be aligned in a linear fashion.”



Proper alignment of tee boxes shows careful maintenance and improves the rate of play, as golfers don't have to adjust the drive.

You only get one chance to make a first impression in an interview, the board room and on the trade show floor. It isn't any different on the golf course. Most often the first view a golfer has of the course is as he approaches the first tee. The appearance of not only the first tee complex, but throughout all holes, can significantly impact golfer satisfaction and influence their opinion of overall course conditioning and playability.

It is important that all crew members involved in course set-up utilize the same methods to ensure consistent placement of tee markers and associated course fixtures, appropriate clean-up of divots, broken tees or any other debris that may be found on or around the tee surface. This is only achieved through dedicated training and reinforcement of prescribed methods as outlined by your facility.

Hopefully the following will bring greater clarity to some suggested practices which may already be implemented by your staff.

SET-UP. Tee marker alignment appropriate to the drive zone is extremely critical for golfer stance and addressing the ball. If one has aligned the tee markers toward an object clearly out of bounds, the golfer is required to compensate, and as a result pace of play may be compromised. In addition, this conveys a lack of care by the maintenance staff to the golfer. The “tee tool” can be constructed very affordably and quickly to eliminate this potential for error.

In addition, when two sets of tee markers are placed on the same teeing surface, ensure the forward markers are set wider than those in the rear to

eliminate any distraction in the golfer's line of sight.

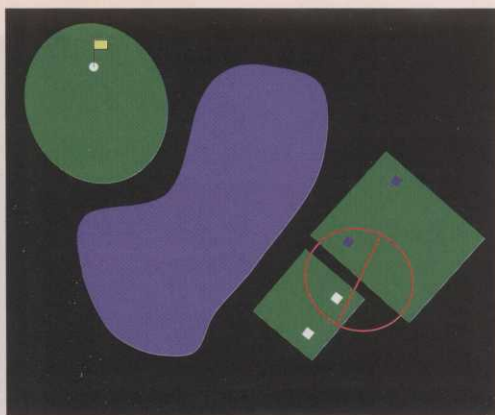
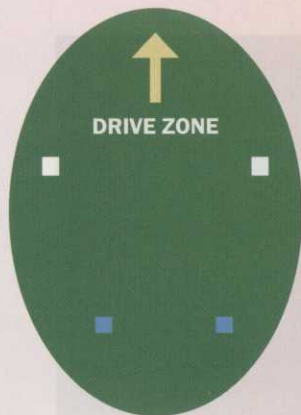
Now that the alignment and spacing of tees has been considered, one must consider the physical placement of markers on the teeing ground. If a multi-tiered tee exists, one should avoid setting tee markers immediately below, above, or on the slope itself. Use reasonable judgment when establishing these parameters.

The distance from which the markers are set in from the tee surrounds is always up for discussion. A one-foot distance typically provides an adequate buffer to prevent any contact between mowing equipment used in the surrounds and the tee marker.

The width of the teeing ground is not specifically defined, but markers should be placed widely enough for the golfer to comfortably place the tee at their desired location, keeping in mind that he may stand outside of the tee markers.

Depending on the course design, tee boxes may not always be aligned in a linear fashion. This introduces the challenge of ensuring that what is intended to be a more forward tee isn't set to play a greater distance than what has been designated to be a longer tee, per course yardages (i.e. white tees playing longer than blue tees).

It's important to rotate tee placement frequently, if not daily, during peak season. Similar to the movement of pin locations this will disperse traffic and provide time for recovery of divots, especially on Par 3 holes. Creating a chart with approximate locations for tee markers is helpful to ensure crew members completing course set-up are placing tee markers appropriately and helps keep the rotation



Forward markers should be set wider to cut down on visual distraction for other tees. When using non-linear tee boxes, make sure what's meant to be a forward tee isn't actually farther away in course yardage.

consistent. This also gives you the opportunity to note areas to avoid on the teeing ground such as slopes.

DETAIL AND APPEARANCE. A messy, divot-covered tee is no more inviting than a dirty kitchen. While there are many different approaches to picking up,

replacing and/or filling divots, some method must be implemented. While many golfers will take the time to fill divots with sand, given that it is provided, we certainly can't expect each of them to get filled. There are several different methods that I've been involved with. One is that each morning those participating

in course setup fill the divots; another is to send around a team in the afternoon to clean up and fill divots. The second method described has little interference with play and sets you ahead for the next day.

If not at every hole, it is most likely that ball washers and refuse containers exist throughout the

course. A ball washer isn't very effective without water. Ensure that they are checked daily as significant water loss can occur through use and evaporation. In addition, make sure the water is fresh and doesn't take on an odor. Detergent tablets greatly help with this, and the ball washers should be fully drained and rinsed as needed. Tee towels typically go hand-in-hand with the ball washer. Make sure they are washed or replaced as needed. A soiled towel is not pleasant and once again conveys a lack of detail to the golfer. Trash containers can be an attractive nuisance for bees and wildlife. **GCI**

Nathan Jordan is an assistant superintendent at Kennsington Golf Club, Canfield, Ohio, and a frequent GCI contributor.

COURTESY OF NATHAN JORDAN

A Feast for the Ears!

Original podcasts • New ideas • Practical advice



**SUPERINTENDENT
R·A·D·I·O N·E·T·W·O·R·K**

COMING TO
www.golfcourseindustry.com
and iTunes in February!



SPONSORED BY:



POWERED BY:





You wouldn't perform
BRAIN SURGERY
with a
BUTTER KNIFE

A great tank mix takes Precision.

Just as a surgeon requires the right instruments to make his exacting cuts, you need the proper tools for your turf. At Precision Laboratories, our team is dedicated to ensuring you have exactly what you need for strong, healthy turf. We have former superintendents on staff, matching our innovations with the essentials you need to make your turf healthier



and your job easier. Our distributors provide you with guidance and the ingredients required to minimize your inputs and maximize your turf's biological performance. For you, Precision means that we have exactly what you need to be a successful superintendent. It's true that mixing inputs isn't brain surgery, but getting it exact is crucial — and it has worked for us for 50 years.



www.precisionlab.com



Jeffrey D. Brauer is a licensed golf course architect and president of GolfScapes, a golf course design firm in Arlington, Texas. Brauer, a past president of the American Society of Golf Course Architects, can be reached at jeff@jeffreydbrauer.com.

THE STATE OF THE GOLF COURSE DESIGN INDUSTRY

What is the state of the Golf Course Design field? The last few years have been – imagine the voice of, and with apologies to – Rodney Dangerfield, “Tough, I tell ya.”

How tough? We’ll see Haley’s Comet before another building boom... I pick up the phone a dozen times a day just to make sure it’s still working. With my free time, I joined a bridge club. I almost jumped last year. Everyone thinks golf course architects are suicide risks. Even my psychiatrist makes me pay in advance.

ASGCA has switched from Ross Tartan to Burlap! It’s that tough. However, more golf course architects than ever want membership in ASGCA. They’re desperate, I tell ya, desperate. How desperate? One candidate tried to use his wife’s boob job as a “remodel project” on his application to ASGCA. Now that’s a desperate housewife. But he had no shortage of members willing to review his project.

I tell ya, golf course architects get no respect, no respect at all. Architects are fighting for every job out there. Our annual ASGCA meetings look like “Fight Club.” Yet, more people than ever want to get into golf course architecture. We also lose design projects to recently laid-off golf critics, environmentalists and historians. It used to be minimum qualifications for a remodel project included writing at least five specification books to guide construction... now some people sell services based on reading three golf architecture history books. Cheech and Chong seem to be everywhere telling owners, “You don’t need no stinkin’ architect!”

Even those who sought work in booming China face new moratoriums on construction. For architects over there, this is the year of the “draggin’.”

Pricing is tough there and back home. Both Tiger and I get 10 million – him in dollars and me in pennies. I bid one job recently using the Domino’s Pizza strategy – three large courses for \$15, and lost the job to a firm willing to throw in breadsticks!

We can’t afford associates and drafters any more. We sent so many golf drafting jobs to India that they’re opening up a local chapter of ASGCA.

Many golf course architects have a brand new perspective on spending \$4 on a Starbucks: from behind the counter.

Our home life is tough, too. My girlfriend left me for the garbage man. She said she needed more financial stability. My kids don’t want me at career day anymore. My dog growls at me and the cat is more aloof than normal.

It’s hard for contractors, too. Winning bids have profit margins of (-15 percent). Bids are so low the GCBA added a new category to their “certified builder” program – “Certified Insane.” And certified checks are the new gold standard. If ASGCA wears burlap, the contractors are wearing barrels.

I bid one job recently using the Domino’s Pizza strategy – three large courses for \$15, and lost the job to a firm willing to throw in breadsticks!

It’s tough on supers, too. Budgets are so low that “pasture golf” is no longer just a cute expression. Environmentalists aren’t complaining about pesticide use any more.

At one course the superintendent’s crew was cut from 20 to 10... and five of those are sheep. At least that super has a job. Another course laid off the superintendent to save money, but kept the golf course dog. I called the shop to ask what the greens, tees and fairways looked like. They answered, “Ruff.”

Well, at least I’m smiling. My little business has always mirrored the economy, and even these slow years, and without going to China, I had one major project a year – not the glory days, but enough to stay in the middle class. I have signed up a big project and have another on the way, suggesting that 2012 will be the best year among the last five.

Maybe 2012 will make me sing the Beatles – “Here Comes The Sun.” It does seem like its years since it’s been here! **GCI**

Fairway Solutions for You!

Combine Burley Green™ and Amino Iron™ for the best color and performance on your Fairways.

See us at
GIS
Booth # 507

Grigg Brothers **FAIRWAY**

FERTISPRAYS™

Burley Green™
Slow Release • 18-2-3

Amino Iron™
12-0-0 + 5%Fe + Mn & Zn

- Affordable fairway fertility
- Rapid Green up
- Consistent Results
- Amino Acid formulation technology
- Organically chelated micronutrients
- Superior compatibility with PGR's
- Easy to use

Representing Over 40 Years of Amino Acid Based Fertilizer Technology!™

P.O. BOX 128 • ALBION, IDAHO 83311
For a Distributor Near You Call:

1-888-246-8873

or find us on the web at www.griggbros.com





Taking social media SERIOUSLY

Tips to gauge whether your approach is the right approach.

I remember when the Internet first gained prominence and it became apparent that having a website was essential for any commercial enterprise.

Back then, Web designers were not plentiful and few people thought to hire a professional to create a site. They felt that any Web presence was better than none at all and they found people they knew who were “into the whole Internet thing” to help them.

As a PR professional, when I saw a website that didn’t represent people well or looked amateurish, I’d ask who created it. Invariably, I’d get answers like, “My nephew did it,” or “I bought ‘Web Design for Dummies’ and did it myself,” or “My son has a friend who just graduated with a

degree in computer science.” While those days have passed for Web sites, I’m afraid I am seeing the same thing happen with regard to social media.

As social media has become an integral element of all mainstream media, some people regard it the same way they used to regard websites – as a good addition to their marketing tactics, but not so essential that they need to approach it with a professional sensibility. As with any marketing outreach, social media done badly will actually set a person or organization back rather than move them forward.

Here are some tips to gauge whether they’re taking the right approach or heading down the wrong path:

By Marsha Freidman