

FOR SALE

Discount Small Engines & Parts

Small engines & parts from Briggs & Stratton, Kohler, Tecumseh, Robin and more.

www.smallenginesuppliers.com

Also, look up your own parts and buy online at

www.smallenginepartssuppliers.com

How to Outsmart Mother Nature...

Use EVERGREEN™
The Turf Blanket the World Relies On

- Earlier spring green-up
- Faster seed germination
- Deeper root development
- Delays dormancy in fall
- Ideal winter blanket
- Best for quick turf repairs
- Available in any size
- 3, 7 or 10 yr warranty covers

For details call
1-800-387-5808 today!

covermaster.com

E-MAIL: info@covermaster.com

COVERMASTER™
COVERMASTER
COVERMASTER
AHEAD OF THE GAME

COVERMASTER INC., REXDALE, ON, M9V 5C3
TEL 416-745-1811 FAX 416-742-6837

PLACE YOUR CLASSIFIED AD TODAY

Call Bonnie Velikonya at 800-456-0707 or email her at bvelikonya@gie.net

FOR SALE

Winter Problems? Get the IMPERMEABLE barrier!



Minimizes temperature fluctuations • Protects from ice damage, crown hydration and desiccation
Lightweight and durable for years of easy installation & storage.

GreenJacket.com/gci 888-786-2683

MERGERS & ACQUISITIONS

ATTENTION OWNERS/BUYERS

Thinking of buying or selling your Golf Course Business/ Commercial Real Estate?

Specializing In:

- GOLF COURSES
- ACQUISITIONS
- MARINAS

CALL: Eddy A. Dingman, CNS
Coldwell Banker Commercial NRT

National Golf & Marina Properties Group

847-313-4633

www.golfcourseandmarinasales.com

SEEDS

NATIVE SEEDS

Largest distributor of native seed east of the Mississippi, from Canada to Florida! We specialize in upland to wetland sites, including bioengineering for riparian sites. See what a difference natives can make!

Contact **ERNST SEEDS** today.

www.ernstseed.com - 800/873-3321

WWW.GOLFCOURSEINDUSTRY.COM

COMPANY	WEBSITE	PAGE
AMVAC	www.amvac-chemical.com	2
Aquatrols	www.aquatrols.com	67
Aspire Golf Consulting	www.aspire-golf.com	70
BASF	www.betterturf.basf.us	25
Bruce Williams Golf Consulting	www.williamsgolffconsulting.com	68
Champion Turf	www.championturffarms.com	10-11*
Cushman	www.cushman.com	53
Executive Golf Search	www.egsinc.com	70
Irrigation Association	www.irrigationcareerlink.org	71
Irrigation Consulting	www.irrigationconsulting.com	68
Jacobsen	www.jacobsengolf.com	84
John Deere	www.johndeere.com	5
JRM	www.jrmonline.com	80
PBI/Gordon	www.pbigordon.com	18, 64
Penn State Outreach Marketing and Communications	www.outreach.psu.edu	27
Petro Canada	www.civitasturf.com	61
Plant Food Systems	www.plantfoodsystems.com	17
Precision Laboratories	www.precisionlab.com	65
SePro Corp	www.sepro.com	59
Sipcam/Advan	www.sipcamadvan.com	83
Stens	www.stens.com	26
Superthrive, LP	www.superthrive.com	26
Syngenta Professional Products	www.syngentaprofessionalproducts.com	7, 21, 55
Toro	www.toro.com	13
Turf Diagnostics & Design	www.turfdiag.com	64

PAYBACK SUPPLEMENT

Aqua Aid	www.aquaaid.com	31
Becker Underwood	www.beckerunderwood.com	33
Fairmount Minerals	www.fairmountminerals.com	35
Fybon Industries	www.fybon.com	37
Milliken & Company	www.millikenturf.com	39
Otterbine Barebo	www.otterbine.com/golf	41
Redexim	www.redexim.com	43
Redox Chemicals	www.redoxturf.com	45
Wiedenmann North America	www.terraspikeusa.com	47

*denotes regional advertising



Pat Jones is editorial director and publisher of Golf Course Industry. He can be reached at pjones@gie.net or 216-236-5854.

DING!

People ask, “Pat, how do you think of new crap to write every month?” I wish it was a rational process whereby I consider the pressing industry issues, prioritize them by threat level (“DEFCON 5” or “Pucker Factor 9”) and construct a reasoned essay blaming it all on the GCSAA, Johnny Miller or Donald Trump.

Instead, I write almost all of my columns at the last possible second based on some tiny, random thing. I will sit and scour my brain in a desperate attempt to remember any one of the dozen things that set off my “column alert” in the previous month. I’ll be someplace and someone will say something interesting and – “Ding!” – this little “your-Hot-Pocket-is-ready” bell sounds deep in my brain. Column!

This month, I had to email my pal Darrin Batsky to remind me of the brilliant thing he’d said that made me stop in my tracks and tell him, “That’s a column, dude!” Fortunately, his memory is still worth a damn.

A couple of weeks ago, I was talking with Darrin and a bunch of guys waiting to get on a bus to go see the Carolina Panthers take on the New York Giants as part of Jacobsen’s national distributor meeting. My expectations for the game were nonexistent (much like the Panther defense that night) and I was more interested in shooting the poop with David Withers – their new prez – and the rest of their growing team.

Earlier, I’d done video interviews with Darrin, Mark Clark and several other guys who’ve recently joined the company as tech reps. The boys in Orange are serious about fixing the nagging supply chain issues that plagued them too long and, among a lot of positive steps, they’ve hired a group of well-regarded former superintendents

to get out in the field and work with customers and distributors. Frankly, after scratching my head about Jacobsen for many years, it’s exciting to see them engage their warp engines. It’s good for everyone, even the boys in Green and Red, because it energizes and pushes the iron market.

I interviewed the new field guys about making the jump from super to sales (look for that on our website) and – spoiler alert! – they all basically wet themselves describing how awesome it was NOT to be obsessing about the weather every moment of the day. Seriously, they got all teary-eyed trying to describe it. Turfhead Nirvana, I guess.

Seriously, they got all teary-eyed trying to describe it. Turfhead Nirvana, I guess.

But, we also talked about how the transition impacted their family life. The bottom line: It’s a different version of work-life balance where travel often takes the place of being stuck at the course. Later, when I picked up the course vs. family conversation with Darrin, who’d been near the top of the private club heap in Pittsburgh for many years before a bad summer took him down, he ingeniously quoted Will Rogers and said: “Everybody talks about work-life balance but nobody ever seems to do anything about it.”

My first thought was, “Dammit... I wish I’d said that!” My second thought: “Ding!”

But the interesting thing is as much as I loved the way Darrin said it, I disagreed a little. Conventional wisdom has forever held that work

always wins with supers and things like summer vacations, weekend relaxation and any interests other than the care and feeding of turf were verboten during the season. But, my sense is that’s changing. I can’t prove it with fancy research, but it seems like the pendulum has swung more toward balance.

I have 1,200+ Facebook friends and most are superintendents. There were plenty of pictures on there all summer long of happy families of Northern superintendents frolicking on the beach, going to Little League games, running marathons and otherwise NOT killing themselves at work even during the busy season. At the very least, it’s clear it’s no longer a stigma to admit you need to relax and see your family during the crazy months.

What accounts for this? The Boomer work ethic has increasingly been eclipsed by Gen X and Gen Y attitudes that emphasize balance. Technology lets you manage from afar better than ever before. And as a consequence of the downturn, there are way more veteran assistants backing y’all up leaving the place in capable hands.

To that last point, one silver lining on the dark cloud that’s hovered over our business is that it’s now actually more common to leave the course behind more often, see your family and lead a life that’s “normal.” True?

Even if it’s not true, it outta be. I know that for a fact because my girlfriend had an even better quote when I told her this whole story about how tough it is for you guys and the toll it takes on families and, especially, their wives. She said: “You tell those guys one thing: they better remember that if Mama ain’t happy, nobody’s happy.”

Ding! GCI



Don't let your turf go unprotected.

ETQ™ Enhanced Turf Quality

Protect your turf from the burn of damaging ultraviolet rays and disease by applying SipcamaAdvan fungicides with ETQ™ technology all season long. Our four new formulations combine the active ingredients you rely on most with the sunscreen-like advantages of ETQ technology.

Fungicide effectiveness is improved because ETQ technology makes plants more efficient. You gain disease control plus protection from harmful UVA and UVB rays, heat and other stress factors. And see improved color, strength, density and consistency. Don't get burned. Apply SipcamaAdvan fungicides with ETQ technology for total turf protection.

Echo® Dyad ETQ™ Turf Fungicide

(chlorothalonil)

E-Scape™ ETQ™ Turf Fungicide

(chlorothalonil/tebuconazole)

Eclipse™ ETQ™ Turf Fungicide

(iprodione)

Clearscape® ETQ™ Turf Fungicide

(tebuconazole)



SipcamAdvan
The Natural Choice™

www.sipcamadvan.com
800-295-0733

