

Trusted by the best courses on Earth.

**Se les confía en los mejores campos de golf del mundo.**

On lui fait confiance dans les meilleurs terrains de golf du monde.

***Die besten Golfplätze der Erde verlassen sich auf uns.***

全球頂級高爾夫球場精選採用的設備。

**Find out what it means for you at Booth 1638.**

The world of John Deere Golf will be on full display at the 2013 Golf Industry Show in San Diego. Courtesy of the highest video standards possible, you will see the proven technology courses all over the world have come to trust, the products we are readying for the future, and our total commitment to the game of golf. Plus you won't want to miss a very important announcement on the second day of the show.

We look forward to seeing you.





Product spotlight  
75 SHOWSTOPPERS  
Check out these new products  
technology on the C18 2013 lineup  
look for 2013

can overcome the quality of  
condition and growing low  
2013, the highest and best  
it provides



**JOHN DEERE**  
GOLF

# IN THIS ISSUE



11

## COLUMNS

- 75 **The Monroe Doctrine**  
*Monroe Miller: The pause that refreshes*
- 56 **Design concepts**  
*Jeffrey D. Brauer: Changes to the "Old Course"*
- 22 **Outside the ropes**  
*Tim Moraghan: Water world*
- 46 **Johnny Turf Nerd**  
*John Kaminski: Top 10 excuses (and my answers) for not continuing your education*
- 69 **Irrigation issues**  
*Brian Vinchesi: 2013 irrigation outlook*
- 10 **Game plan**  
*Henry DeLozier: New Year resolutions*
- 34 **From Dodson, With Love**  
*Ron Dodson, Bill Love: The state of sustainability and golf*
- 65 **Guest Column**  
*C. Todd Pippin: An equipment manager's value*
- 82 **Parting shots**  
*Pat Jones: On the board*

## DEPARTMENTS

- 6 **Teeing off**  
*The vocation*
- 5 **The Whiteboard**
- 80 **Travels with Terry**  
*Equipment ideas*
- 81 **Classifieds**
- 81 **Ad index**

## 2013 STATE OF THE INDUSTRY

# Feeling Lucky?

**Cautious optimism prevails throughout the industry, but is it justified?**

## FEATURES

*Turf management*  
24 **NOTHING LIKE IT**  
PGRs are the Silly Putty of turf management... they fit just about anywhere on the course.



*Profile*  
36 **WIDE OPEN**  
Robinson readies for double duty at Pinehurst.

*Turf health*  
50 **FACT & FICTION**  
Why the prevailing myths and misconceptions surrounding *Poa annua* are just as stubborn to eradicate the plant itself.

*Turf maintenance*  
58 **SIZE DOES MATTER**  
Many superintendents are now topdressing with finer sand to save time and resources on managing sand left on top of greens. But can it negatively impact the soil over time?

*Irrigation*  
66 **BEST CASE SCENARIO**  
Weather, geomorphic features and daily maintenance practices are some of the factors that can determine the quality of irrigation water. Knowing how can help you diagnose and treat it properly.

*Industry trends*  
70 **SPIN CITY**  
Disc golf doesn't have to be the nightmare most turf managers suspect. In fact, it could be a valuable revenue stream.

*GIS 2013*  
72 **CHARTING A VOYAGE OF DISCOVERY**  
Looking for a diversion from the golf show? San Diego offers a multitude of waterside activities.

*Product spotlight*  
76 **SHOWSTOPPERS**  
Check out these new products debuting on the GIS 2013 show floor in San Diego.

70



YEAH, YOU COULD SAY THIS IS A  
HOSTILE WORK ENVIRONMENT.

FOR THE TURF, THAT IS.

Day in, day out—your turf has it tough. It must endure daily mowing, UV rays, golfers and extreme weather conditions, not to mention the constant threat of disease. Daconil Action™ fungicide combines the power of Daconil® fungicide with a revolutionary Turf Protein Booster that helps turf activate its own natural production of PR proteins. Use on a regular application interval for stronger and healthier turf that is better able to defend itself against disease while offering greater drought tolerance. So whether it's disease or cleats, it's not a problem. To learn how to rotate Daconil Action with Secure™ fungicide, visit [GreenCastOnline.com/programs](http://GreenCastOnline.com/programs)

 **Daconil Action™**  
Fungicide

**syngenta®**

To hear what superintendents are saying,  
visit [GreenCastOnline.com/DaconilAction](http://GreenCastOnline.com/DaconilAction)



© 2013 Syngenta. Important: Always read and follow label instructions before buying or using Syngenta products. The instructions contain important conditions of sale, including limitations of warranty and remedy. Daconil Action is not currently registered for use or sale in all states. Please check with your state or local extension service prior to buying or using this product. Daconil®, Daconil Action™, the Alliance Frame, the Purpose Icon and the Syngenta logo are trademarks of a Syngenta Group Company. Secure™ is a trademark of ISK Biosciences Corporation. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368).

™

## THE VOCATION

In the crazy week after the holiday in which we all suddenly realized that the #@#! GIS was coming in 30 days and we had a crapload of work to do to get this issue done, plan for the show and launch a new native app version of the magazine, it occurred to me that I hadn't followed the progress of our State of the Industry study as closely as I should have. So, I asked Mike Zawacki for a synopsis.

(Publisher's Note: I am not the editor of this magazine. I'm the editorial director, which means I get to steer the ship a little from time to time and play golf for free in nice events. Mike is the real editor. He does all the work and I get way too much credit. If you like GCI, thank Mike.)

Anyway, Mike is giving me the rundown of the results and he casually mentions something that just stops me dead in my tracks:

Despite the fact that 35 percent of you haven't had a raise in three or more years, nearly 80 percent of you would still become a golf course superintendent if you could magically take a career do-over.

Y'all are some glutons for punishment, aren't you?

I guess it proves my long-held belief that this profession is more of a lifestyle than a career. You're either all-in or you're gone. And nobody's in this to get rich (but an occasional raise might be appropriate, for godsakes). It's like the priesthood...it's a vocation in the truest sense of the word.

There's far more intriguing data in this year's edition of the State of the Industry. Cautious optimism prevails, but I think it's largely a sense among you Mad Monks out there that you can manage under nearly any awful circumstances. The attitude reminds me of that Toby Keith song: "Is that all you got?"

I increasingly realize I suck at predictions, but I will predict that – by and large – those of you who are passionately committed to this business and who have your wits about you

when it comes to your situation will continue to survive and even thrive. Golf is played on grass and golf will prevail.

Speaking of passionately committed to our business, it took about 1.3 nanoseconds for our friends from Syngenta to step forward to sponsor this year's State of the Industry study. Not only did they see this as an important source of objective information for their customers, they jumped at the chance to join us in supporting the Wee One Foundation. They offered to match our \$5 contribution for every completed survey. As a result, we'll be doubling our contribution to our favorite charity this year.

And, thanks to the support from Syngenta and the dozens of other wonderful industry leaders who support GCI through their marketing budgets, you're about to get something very cool for free: our new, native app for iPhones and iPads. (Droid users can access our almost-as-cool new flipbook app. Blackberry users are screwed as always.) As I mentioned last month, this app thing sings, dances, mixes

cocktails and brushes your teeth. Well...almost. What it does do is bring the magazine to life in ways this ink-stained old wretch could have never imagined when I was banging away on my Olivetti typewriter in journalism school. It's great

to be a dumb old dog surrounding by smart young pups!

At this point, I would normally say "see you at the big show" or something related to the national, but the vast majority of you won't be there (see my "Parting Shots" column). So, instead, I'll remind you that we'll be doing daily show newsletters to keep attendees and non-attendees up to date on the GIS in San Diego.

If you're not going, open up those emails, read them and you'll be able to smell the salt air and feel the warm California sea breezes. It'll be just like being there without the long flight, the massive hotel bill or the daily hangover. GCI



**Pat Jones**  
Editorial director and publisher

I guess it proves my long-held belief that this profession is more of a lifestyle than a career... It's like the priesthood... it's a vocation in the truest sense of the word.

## GOLF COURSE INDUSTRY

Serving the Business of Golf Course Management

Vol. 25 No. 1

GIE Media, Inc.

4020 Kinross Lakes Pkwy, 2nd floor

Richfield, OH 44286

Phone: 800-456-0707

Fax: 330-659-0823

### EDITORIAL

**Pat Jones**

Publisher/Editorial director  
pjones@gie.net

**Mike Zawacki**

Editor  
mzawacki@gie.net

**Kyle Brown**

Associate Editor  
kbrown@gie.net

**Bruce Williams**

Senior contributing editor

### SALES

**Russell Warner**

National account manager  
330-523-5385

**Martha Corfman**

Manager, books  
330-523-5366

**Ted Schuld**

Account manager  
216-236-5937

**Maria Miller**

Conferences manager  
330-523-5373

**Bonnie Velikonya**

Classified sales  
330-523-5322

**Jodi Shipley**

Marketing coordinator  
330-523-5368

### GRAPHICS / PRODUCTION

**Andrea Vagas**, Creative director

**Helen Duerr**, Production director

**Heidi Clevinger**, Production coordinator

### CORPORATE STAFF

**Richard Foster** Chairman

**Chris Foster** President and CEO

**Dan Moreland** Executive Vice President

**James R. Keefe** Executive Vice President

**Marco Urbanic** Director, Integrated Data Systems

**Andrea Vagas** Director, Creative

**Helen Duerr** Director, Production

**Melody Berendt** Director, Circulation

**Maria Miller** Manager, Conferences

**Kelly Orzech** Director, Accounting

**Irene Sweeney** Manager, Corporate Communications

**Kevin Gilbride** Business manager, GIE Ventures

Golf Course Industry is a member of:

Golf Course Superintendents

Association of America

National Golf Foundation

Golf Course Builders Association of America

The Irrigation Association

Responsible Industry for a Sound Environment



# A SMOOTH TRANSITION

## TRANSITION HC HIGH CONCENTRATE DARK TURF COLORANT

Transition HC colorant provides economical, 30-day color to help manage turf color throughout fall and spring transitions of overseeding programs. Support the Wee One Foundation with your Transition HC purchase, find out more at [beckerunderwood.com](http://beckerunderwood.com).

Win an  
iPad® mini!

Visit us at the GIS,  
Booth #2852  
for a chance to win.



No chameleons were harmed in the making of this ad.



Scan to learn more.

800-232-5907 • [beckerunderwood.com](http://beckerunderwood.com)

**BECKER  
UNDERWOOD**  
Inventing the Future®



[ REPORTER'S NOTEBOOK ]

# Asian Golf Show 2012

**B**ruce Williams, GCI's globetrotting editor, racked up the frequent flier miles for his trip to the Asia Golf Show in Shenzhen, China, which took place in late December. Here's Bruce's take on:

## THE STATE OF THE LOCAL ECONOMY.

"China's GDP has been hovering at about the 7.7 percent rate for the last few years and is thought to reach 8.2 percent in 2013. That is pretty impressive compared to the USA these days. If you look at the cities I visited, there are hundreds of construction cranes in place and operating to construct high-rise housing units. Also, at several of the golf courses I visited there was a lot of home building going on around golf courses that had recently opened."

**THE SHOW.** "The shows in Asia are not just your typical GIS in a smaller format. The shows include both the turf side of the business as well as the development side including contractors, architects and some developers. This side of the show floor is separated by a wall from the other side which contained consumer goods predominantly. So you could do one stop shopping for not only your golf turf needs but also for golf balls, shoes, clubs, tourism, etc. With this type of a setup it is hard to gauge the total level of attendance as some people were there purely for the golf turf and others were there purely for the consumer side of the show."

**THE OVERALL VIBE.** "In speaking to a variety of exhibitors on the golf/turf side, the overall response was that they were pleased with the traffic that they saw at their booths. It was not about volume but quality of the people at the show. Alan Prickett, who leads the initiatives for Jacobsen in Asia, indicated that Shenzhen had been the best venue in China for trade shows thus far. He said: 'Our level of qualified buyers was excellent and we had a good volume of traffic showing interest in our product line for the entire show. The amount of interest in our product line was pleasing and our team felt that the interest was genuine.'"

The Asia Golf Show in Shenzhen, China, had more than just golf products – attendees could shop for turf and tourism supplies at the same time.

Check out this month's digital addition for more images from AGS 2012.

## From THE FEED

Were you a part of the GCI Tweetup and Social Media awards at last year's Golf Course Industry show? We're making social media really social again this year – but inside, this time. Aquatrols has partnered up with our team to bring the event to the show floor and give Pat Jones another reason to wield his megaphone. Meet up at the Aquatrols booth (#2231) on Wednesday, Feb. 6, at 3:30 p.m. to join the conversation. We'll announce this year's recipients of the Social Media awards and talk about even more turf than we already do online, plus enjoy some cold beverages and music. Use the #GCITweetUp13 tag on Twitter to let us know you're joining in!

Join the conversation  
on Twitter @GCIMagazine!



## Michigan Turfgrass grows

The Michigan State University turf diagnostics lab will expand soon, thanks to a \$100,000 donation made by Michigan turfgrass alum, superintendent and former assistant national director for the USGA, Carl Schwartzkopf, along with the Michigan Turfgrass Foundation.

The new lab will make it easier to make more precise studies of turf with some brand new equipment at the Hancock Turfgrass Research Scenario, and will add a molecular biologist to the facility.

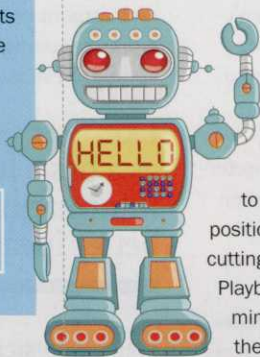
"It's just amazing to me that we're able to be at a facility that Carl had a part in building back in the 60s," says Gordie LaFontaine, executive director of the Michigan Turfgrass Foundation.

Schwartzkopf made the official donation December 7, when MTF and GCSAA members and faculty were there for a ribbon cutting and dedication of the new lab.

Watch Schwartzkopf donate \$100,000 to Michigan State University's turf diagnostics lab at [bit.ly/GCI100k](http://bit.ly/GCI100k).

# ROBOMOWER IS COMING

IF THERE'S an empty mower cutting its way through the fairway, don't assume it's a runaway. It could be a mower equipped with the Probotiq control system, turning an ordinary mower into a self-driving mowing machine.



The control system is just a few parts, including an armrest terminal, a GPS antenna for the rollbar and front and back safety sensors to make sure nothing can stop the mower – well, except anything it's not supposed to mow over. When a crew member rides a mower with Probotiq installed, he can use the Teach mode to train it to store information about the mower's position, driving speed, steering angle and lifting the cutting units. When the run is complete, using the Playback mode later will let the robo-enhanced mower mimic the mowing session from earlier after driving the mower to the starting position.

If the crew's still afraid the mower will go rogue, there's a wireless remote control, plus internal system and engine monitoring and obstacle detection sensors. If something does trip the sensors or it detects something unsafe, the mower will come to a stop and send a text to your cell phone.

We're still waiting for the build that comes equipped with lasers, ourselves.







**Henry DeLozier**, a principal in the Global Golf Advisors consultancy. DeLozier joined Global Golf Advisors in 2008 after nine years as the vice president of golf of Pulte Homes. He is a past president of the National Golf Course Owners Association's board of directors and serves on the PGA of America's Employers Advisory Council.

## NEW YEAR RESOLUTIONS

There's nothing like a new year to regroup mentally, take a fresh look at how you've been doing things and consider new approaches. As 2013 gets underway, here are three suggestions.

**HIT THE RESTART BUTTON.** Many clubs have become stale and set in their ways. They use words like "tradition" and "time-honored" as code for "We're satisfied with being 20 years behind the curve." They haven't introduced a new program or major initiative since the Carter administration. Consider the following to invigorate your club and get ahead of competitors.

- **Use market data and information.** Identify social trends and patterns that are changing the preferences and priorities of prospective members. Women significantly influence membership choices; understand what they want. Don't rely on outdated assumptions.

- **Find ways to differentiate.** In a sea of sameness, the clubs, courses and facilities that stand out in favorable ways will be the most attractive and successful.

- **Return to zero-based budgeting.** Don't rely on prior-year statistics as a basis for budgeting. Do the required homework to collect past history and develop well-founded assumptions. The right information will liberate new and better ideas.

**KNOW YOUR CUSTOMERS.** Many facilities and club leaders have discovered during tough times that they don't know their customers and prospects as well as they should.

Market analysis at most clubs – if it is available at all – is anecdotal and incomplete. The paucity of thorough and deliberate market research is at the heart of the new membership struggle. How can you remedy that deficiency?

- **Mine membership and marketing committees for information.** Lead generation is obviously important, but clubs must abandon the historic practice of asking, "Who knows someone who might join the club?" New market conditions require thoughtful research and deliberate recruitment planning.

- **Collect and thoroughly analyze local market data and competitive information.** Most clubs lack useful market analysis to drive tactical decision-making. Study the clubs with which you compete; understand where and how they are better or more attractive than your own club. Understand your strengths and use them as a competitive advantage. Be honest about

weaknesses and develop a plan to minimize them.

- **Use market information to plan communications.** Focus on differentiating elements of the club. Collect, analyze and then act – deliberately, not blindly – on the best available market information.

- **Maintain a current database of member referrals.** The best source of new members is a club's current membership. Engage members in a continuous recruitment program and process. "Best Friend" programs encourage current members to recruit friends and business associates.

**Don't rely on prior-year statistics as a basis for budgeting...** The right information will liberate new and better ideas.

**PLAN STRATEGICALLY.** With no destination, one road is as good as the next. There is emerging proof that clubs actively using the corporate discipline of strategic planning are separating from the pack of competitors.

Most markets are significantly oversupplied, meaning there will be winners and losers in each. Deliberate planning is a competitive game-changer for the clubs that are best prepared.

The most critical components of the strategic plan for a golf course facility are:

- **Strategic Vision.** How does the club view itself and how does it want to be viewed by members and its community? There should be broad – if not unanimous – agreement on this aspirational vision.

- **Goals and Objectives.** What does the club want to accomplish and what is the deadline for each goal and objective? The goals and objectives should be simply stated and easy to understand. This is the club's covenant with its members and stakeholders.

The strategic plan at your golf course facility must be supported by a comprehensive business plan. The business plan is tactical in nature and describes the actions that will help the facility achieve its goals and objectives and, in doing so, fulfill its long-term strategic vision.

Here's hoping that 2013 is a great year for everyone in the golf business. Now's the perfect time to refresh your strategic thinking, gain a better understanding of your customers and put the plans in place to increase our odds. **GCI**