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IN THIS ISSUE

COLUMNS

- 14 Irrigation issues**
Brian Vinchesi: From the Show Floor
- 22 Outside the ropes**
Tim Moraghan: Less is Definitely Not More
- 32 The Monroe Doctrine**
Monroe Miller: An Assist from Leopold and Thoreau
- 42 Design Concepts**
Jeffrey D. Brauer: Better Billy Bunkers
- 54 Johnny Turf Nerd**
John Kaminski: The Perfect Circle
- 60 Game plan**
Henry DeLozier: Sustain the Ripple
- 65 From Dodson, with Love**
Ron Dodson and Bill Love: Attitude Adjustment
- 74 Parting shots**
Pat Jones: Purple Cow, Redux

DEPARTMENTS

- 4 Teeing off**
Talking to Myself
- 6 Letters**
- 10 The Whiteboard**
- 72 Travels with Terry**
Equipment ideas
- 73 Classifieds**
- 73 Ad index**

16

AFTER THE FIRE

In 2011, fire consumed FarmLinks maintenance facility. The hard lessons they learned to build it back.

FEATURES

- 24 BLAME IT ON THE WEATHERMAN**
Turf Health
New research out of Wisconsin shows that weather may have an impact on fungicides.
- 34 DEAD TO RIGHTS**
Turf Health
Don't be fooled. Identify the tell-tale signs of spring dead spot early on so it doesn't become a season-long scourge.
- 44 HARD HAT REQUIRED BEYOND THIS POINT**
Construction
Instead of creating a master plan for course renovations, a better approach is to compose smaller, more attainable projects to tackle.
- 48 THE ROAD TO RECOVERY**
Construction
Summer heat devastated the new tee boxes at Makray Memorial Golf Club. Superintendent Timothy Christians details his path toward reestablishing even stronger turf.
- 56 SPRING INTO ACTION**
Turf Maintenance
A comprehensive spring weed control management program begins with preemergent herbicides.
- 62 JOIN. PARTICIPATE. GET INVOLVED.**
Professional Development
The rewards are many for industry involvement. What's your excuse?
- 66 TWIST AND SHOUT NO MORE**
Super Solutions
Plastic lattice provides a simple solution to overstressed green collars.
- 68 YES, VIRGINIA, THERE IS A NEW BACTERIAL DISEASE**
Real Science
While research – and questions – about bacterial wilt continues, some puzzle pieces are falling into place.



62

56

TALKING TO MYSELF

So, Pat, what did you think of the GIS in San Diego? It was fine, Pat.

Fine? That's all you got, Mr. Critical?

It was fine. As always, it was a good business platform for us. We were busy as hell. We had lots of great face time with readers and advertisers. We launched our new app. We rocked our hot pink golf shirts and had fun.

What about the location?

San Diego is great once you get there. Everything is pretty self-contained and the weather was at least decent. It was fun and relatively problem-free. Most exhibitors were happy and felt like it was a good investment.

What about lower attendance and "qualified buyers"? Aren't you going to bluster about how the metrics were down?

No, everyone expected it to be down and the numbers were pretty much what I thought they would be. I think the numbers were 15 percent lower than what the GCSAA had hoped for, but realistically 13,000 isn't bad for a West Coast show. Not everybody likes to fly that far, money is still tight and some people skipped this one to keep their powder dry for Orlando in '14. The numbers will jump up a couple of thousand for Florida because of the concentration of courses within driving distance and the whole Disney/family thing.

So the trade show is going to grow again and come back?

No, idiot, the show is not coming back. Trade shows in general are eroding, there's no indication courses are going to get flush again anytime soon and, other than the networking, there's no must-attend reason for supers to go every year. Education is cheap and available close to home and, thanks to the Internet, any product on the globe is just a Google search away. Mostly, the biggest companies in the industry are beginning to question the size of the investment, particularly considering there are a zillion other ways to achieve their marketing goals.

Like what?

Have I not mentioned our new app?

You said the show was fun. What was memorable?

Kissing Dennis Lyon on the top of his bald head (see the video on the GCI site). Having people pimp the life-sized cardboard cut-out of me in our booth. Seeing our brand new assistant editor, Katie Tuttle, jump into her first big event with gusto. Swapping Zontek stories with a bunch of other old farts. Watching people's eyes light up when we showed them the new GCI app. Experiencing a great turnout at the Aquatrols booth for our TweetUp and social media awards. Getting positive feedback from tons of people that makes me think we're doing things pretty well with the magazine and all of our digital stuff.

And, as always, seeing good friends. That's the best thing about the show.



Pat Jones
Editorial director and publisher

What stunk about the show?

First, time compression. The window to talk with people, see booths, attend meetings and learn new stuff is just too short.

Second, having way too many nice young people come up and say, "It's an honor to meet you, Mr. Jones." Good god, when did I get so old and respectable?

Respectable?

Okay, just old.

Shall we wrap this up now by asking what grade you'd give this year's show?

Have we written enough words to fill up the column space?

Pretty close!

All right then...I'd give this year's show a B. Not bad under the circumstances, nothing terrible happened and people seemed happy enough. It didn't blow me away and it didn't suck.

A stunning endorsement...

Did anyone ever tell you you're a crappy interviewer? **GCI**

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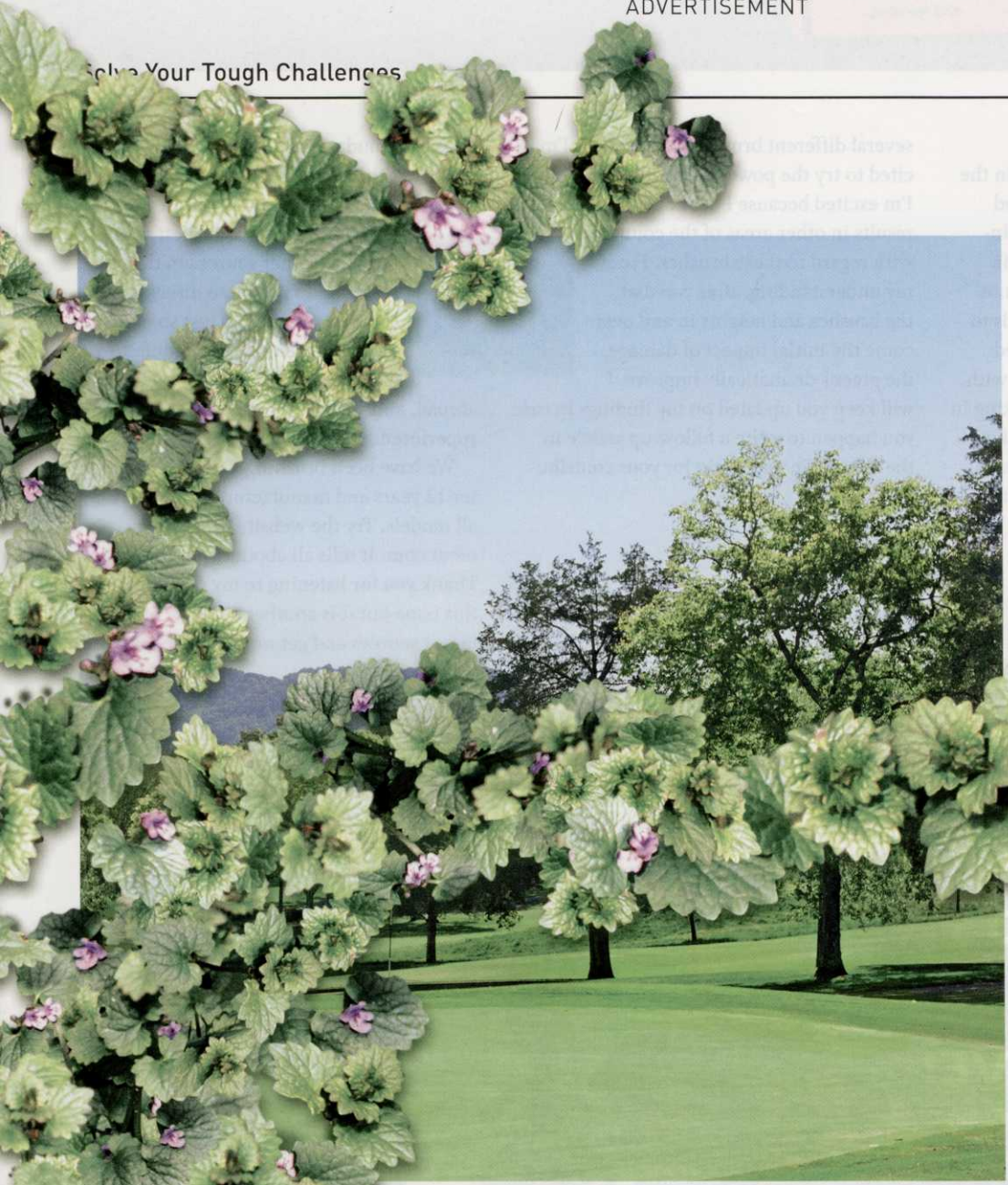
Golf Course Builders Association of America

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Solve Your Tough Challenges



A knowledgeable local partner can be a valuable resource that can provide the proven products and expertise needed to keep turf healthy and golfers happy.

ment can help stretch maintenance budgets by keeping more spray target and improving the efficacy of herbicides, fungicides and insecticides, making your budget go further.

Unique tools are another thing that can set distributors apart. WinField representatives combine local expertise with unique, data-based technology to simplify complex decisions for superintendents. Through soil, water and tissue nutrition testing; plant health assessment and the use of unique tools like WinField's Turf Tech 1000 turf variety database, our experts offer

precedent-based insights that help superintendents find the right solution for each challenge season after season.

Of course it's important to find a distributor with a wide range of quality plant nutrition products to help balance your budget and meet your golfer's expectations.

Superintendents face a myriad of challenges on the course that can take them off the course with management pressures to keep turf in top condition year after year, even if you've got a typical season.

WinField's local partners can be found on courses across the country, solving a wide range of problems, such as drought stress, disease, and insect damage that can wreak havoc and cost you money.

WinField's local partners are the proven products and services you need to help you solve your toughest challenges. WinField's local partners are the proven products and services you need to help you solve your toughest challenges.

who will take the time to understand your operation's specific challenges and work with you to provide innovative, cutting-edge solutions for each challenge season after season.

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We'd like to hear from you.

E-mail us at gci@gie.net with your thoughts and opinions.

FEEDBACK

Brushing

I really enjoyed the December article in the Golf Course Industry Magazine entitled "Comb Over." The information and opinions of Mr. Vavrek, Mr. Giorgio, and Mr. Triabaugh were very helpful. There is not a lot of information out there in regards to brushing turf and since I just purchased new Toro Flex walking greensmowers with power brushes I found it helpful. Working in the Chicago market, we are always looking for new and different techniques and lately I have noticed a movement toward using

several different brushing methods so I'm excited to try the power brushes for grooming. I'm excited because I hear of a lot of positive results in other areas of the country with regard to these brushes. From my understanding, after you dial the brushes and heights in and overcome the initial impact of damage, the greens dramatically improve. I will keep you updated on my findings in case you happen to write a follow-up article in the future. Thanks again for your contribution to GCI.

Scott White
Superintendent
The Mauh-Nah-Tee-See Country Club
Rockford, Ill.

I recently read the article "Comb Over" by Rob Thomas about brushing and was very disappointed that he was only able to cover the walk-behind mower portion of this technique... This has been a staple in the ultra

dwarf Bermuda diet for years.

Kevin Stinnett with Jacobsen was quoted in the article; he lives and works in the Southeast and was the best source to ask for other sources in this region. Sorry to be so direct, but this sort of article is just so narrow minded when this technique is so widely used throughout the U.S. and abroad, and yet the coverage is based on two superintendents and just walk mowing.

We have been brushing with Triplexes for 12 years and manufacture the brush for all models. Try the website brushattachment.com. It tells all about triplex brushing. Thank you for listening to my position on this issue but it is another example of try different sources and get more people involved.

Jeffrey S. Connell
Superintendent
Fort Jackson Golf Course
Fort Jackson, S.C.



Enter **bit.ly/115GfKT** into your web browser to read "Comb Over."

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Solve Your Tough Challenges



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adjuvant can help stretch maintenance budgets by keeping more spray on target and improving the efficacy of herbicides, fungicides and insecticides, making your budget go further.

Unique tools are another thing that can set distributors apart. WinField representatives combine local expertise with unique, data-based technology to simplify complex decisions for superintendents. Through soil, water and tissue nutrition testing; plant health assessment; and the use of unique tools such as the WinField™ Turf Tech Tool (a searchable turf variety database), WinField experts offer unprecedented, fact-based insights to help superintendents find the best solutions for each challenge they face.

As you know, golf course superintendents face a myriad of challenges on the course that can cause major difficulties off the course with management and members. Add in budget pressures to keep turf in top condition with limited resources, and you've got a typical season.

who will take the time to understand your operation's specific challenges and work with you to provide innovative, cutting-edge solutions, season after season.

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We'd like to hear from you.

E-mail us at gci@gie.net with your thoughts and opinions.

The right stuff

Just read Tim Moraghan's November column "Are You as Healthy as Your Golf Course." Just a great article and I believe a great service to the industry. This is the type of stuff we need.

Fred H. Yelverton, PhD
 Professor and Extension Specialist
 Co-Director, Center for Turfgrass
 Environmental Research & Education
 North Carolina State University

Enter bit.ly/12tRQyl into your web browser to read Tim's November column.

Editorial snafu

I feel sure you are probably already aware of this because I feel you are somewhat of a perfectionist, as am I, but I have been seeing some typos in GCI the past several months, something that is out of character for the reputation of the publication. Case

in point, the duplication of two complete paragraphs in the "Fuzzy forecast" column in the November issue. Perhaps in the digital age with all the spell and grammar check programs, the art of proof reading may be declining, just as I feel overuse of email is eroding our skills in personal one-on-one communication and human interaction. I bring this to your attention because I feel your magazine is one of the leading publications in the green industry that provides timely and relevant information, often with witty and humorous editorial to keep it fresh and interesting.

Keep up the good work and best of luck in the future.

Michael K. Fabrizio, CGCS
 Director of grounds and golf maintenance
 Daniel Island Club
 Charleston, S.C.

The editors respond: Ouch. We hoped you hadn't seen those mistakes. Even the best goalies have an occasional bad game and let

a few pucks skip through every now and then. We appreciate you keeping us on our toes, and we continue to strive for editorial perfektion... err... perfection.

True believer

I wanted to thank Pat for "You Gotta Believe" (Parting Shots, page 58) in the February issue. Pat summed up our lives about as well as one can! When you love what you do you can live with all of those challenges he mentions. Great job. I always look forward to reading GCI every month and keeping up with you guys on Twitter and your (iPhone/iPad) app. Thank you for all you do.

Randy Samoff
 Superintendent
 Redstone Golf Club
 Humble, Texas

Enter bit.ly/Xqr5vu into your browser to read Pat Jones' "You Gotta Believe" column.



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2013 TURF BOWL WINNERS CROWNED

University of Massachusetts Amherst team named winners at the GCSAA Collegiate Turf Bowl

Students from more than 35 universities and colleges participated in the 2013 GCSAA Collegiate Turf Bowl Feb 7 at the 2013 Golf Industry Show in San Diego. The competition tested their agronomic skills, turf care knowledge, leadership and ability to think on their feet., since these are the same skills a successful turf student

needs in the golf course industry. The challenges and questions are based on what superintendents might face on a day-to-day basis on the course.

The Turf Bowl has been in existence since 1995. Each year, the exam is looked over and modifications are

made to the sections that include essay, multiple choice, identification, short answer and fill in the blank. There is also a hands-on portion. Because of the annual changes and the span of topics covered, the GCSAA provides faculty advisors with a study guide for the participants. There is no limit to the number of participants, but each student must meet all of the eligibility criteria.

The winning team received \$4,000 cash, bragging rights, a trophy and the chance to volunteer at TCP Sawgrass in order to experience firsthand what goes into preparing a course for a PGA tournament. The 2013 winning team was the University of Massachusetts Amherst, whose members included Kevin Shewmaker, Sean Raposa, Peter White, Evan Bradstreet and University of Massachusetts Amherst professor Patricia Vittum. Teams placing second through 10th place also received graduated prize money.



In honor of Stan

If you're reading the issue from front to back, you already know about the Stan Zontek Memorial Scholarship Award. If you're paging your way backward from Parting Shots, we'll just go ahead and stop you right here for a moment.

The scholarship is GCI's way of honoring Stan's legacy and passion for the game, with an unrestricted grant of \$2,500 awarded to one outstanding college student with the same fervor and the drive to head into a career in turf. The criteria for the scholarship comes down to academics, recommendations and their personal story with the game of golf.

The application needs to include:

- The student's most recent academic transcript or student advisory tracking report
- At least two letters of recommendation from a college professor, employer/mentor, councilor, adviser or clergy
- A resume outlining relevant activities, internships and work experience
- 1,000-word essay describing the student's personal and professional goals, plus how Stan's accomplishments help them inspire leadership in the golf industry

Applications for the award must be postmarked by Apr. 15, so get them in soon. Use bit.ly/Zontek13app to download the PDF of the application.

