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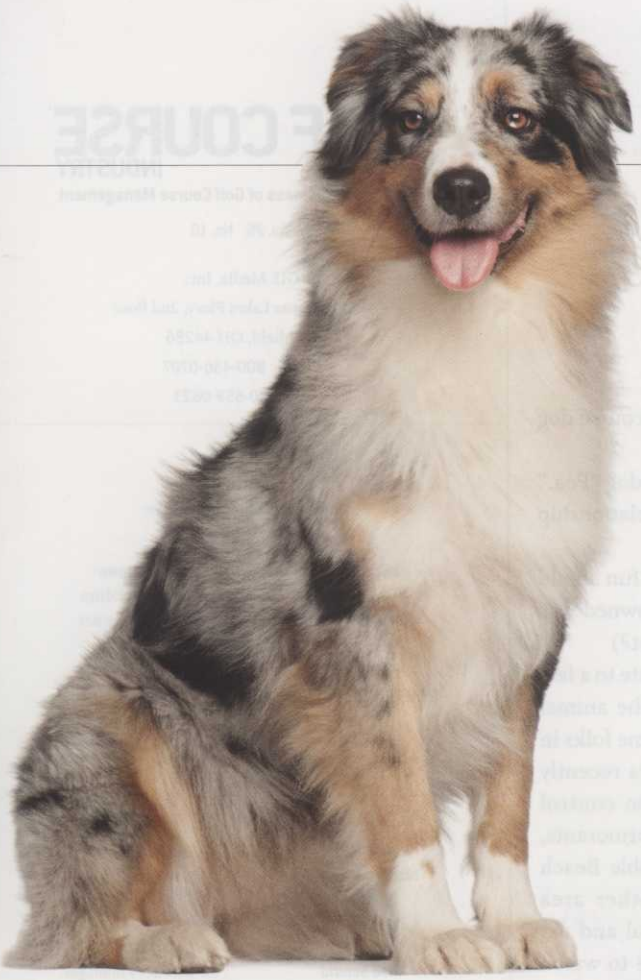
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DOGGONE IT

I'm not that much of a dog guy. I like 'em enough, but never had one growing up and they always seem to sense that I'm not going to be their new buddy. Lucas Lownes' dog at Muirfield Village GC actually bit me yesterday when I was down there for the President's Cup. I guess she didn't like something I wrote.

But, I understand the value that a good dog brings to your operations. First, as employee – chief goose chaser and executive wildlife manager. Second, as cultural icon for your facility – members and regular customers are often more likely to know the dog's name than yours. And third, companion to you and the crew – the day simply isn't the same without them.

The bottom line is that dogs go with golf courses like cats go with crazy old ladies.

We here at GCI have resisted jumping on the doggie calendar bandwagon. I admit I was very jealous when the folks from the old Superintendent News – now TurfNet – launched that brilliant concept years ago. Because I'm a big believer in R&D (Rip-off & Duplicate) we considered doing other calendars: hunting/fishing trophies, insect of the month, stupid crap golfers say, "turf porn" shots, etc. But, none of them had the sheer cuteness perfection of dogs.

So, we decided to do what we usually do: research it! So, in this issue, we're proud to have partnered with Jacobsen Turf for a completely unnecessary but really fun statistical look at the Dogs of Turf. A few interesting findings: It costs more than \$1,000 per year to take care of these beasts but very few of you include doggie costs in your budgets. Fido is largely being maintained out of pocket.

You guys are not all that original when it comes to names (Bogey, Mulligan, etc.) but

one of you out there named your course dog "Miss Lacey Underalls." Nice.

Quite a few of you named your dog "Poa." Is it because you have a love/hate relationship with the pooch?

(To be honest, I shouldn't poke fun at odd dog names. The only dog I ever owned was named "Indy," as in Indiana. Get it?)

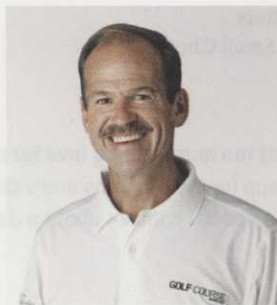
I'd be remiss by not paying tribute to a few other golf course workers from the animal kingdom. I met some folks in northern California recently who use falcons to control unwanted birds (cormorants, geese, etc.) at Pebble Beach Golf Links and other area facilities. Very cool and extremely impressive to watch a seagull explode into a giant pile of feathers when a raptor hits it at 140 mph.

Also, there are those adorable and hard-working goats. Goats and golf have gone

together since the days of Old Tom but had become forgotten until Pasatiempo GC popularized them again as a way to take down scrub and growth in rocky hillsides. I understand there's a waiting list for that herd on the west coast now.

But, leave it to our friends at the Trump organization to top that. Tyler Otero of Trump National GC at Bedminster not only has his own herd of weed-munching, PR-generating goats, but he recently and unexpectedly became the step-father to two new kids (the goat kind). We suggested naming them Donald and Melania, but Tyler wisely ignored that idea.

So, thanks again to the folks at Jacobsen Turf (who I'm told have lovely orange dog collars available upon request) for making this groundbreaking scientific study possible. And no, we still won't be doing a GCI doggie calendar. **GCI**



Pat Jones
Editorial director and publisher

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[REPORTER'S NOTEBOOK]

BASF INTRODUCES NEW FUNGICIDE CHEMISTRY

Xzemplar and Lexicon will feature fluxapyroxad, available to the turf market in April 2014.

BASF held a media debut in early October at Pinehurst Resort, site of the 2014 U.S. Open, to introduce fluxapyroxad, its new fungicide active ingredient.

Fluxapyroxad, a member of the carboxamide family, will be at the core of two new BASF products: Xzemplar, a solo high-end boutique fungicide, and Lexicon Intrinsic, which teams the AI up with the company's plant health chemistry, pyraclostrobin.

In a nutshell, BASF's new chemistry – pronounced “flux-a-py-rox-ad” – disrupts the energy supply and biosynthesis of essential building blocks within a number of fungal diseases that attack turf, primarily dollar spot and brown patch. The chemistry is absorbed into the grass leaf's waxy layer and transported throughout the plant. According to trial results, fluxapyroxad has shown 14-28 day control against dollar spot and brown patch, and it showed excellent results as both a preventative and curative measure against various turf fungal diseases and with better overall and residual control. In addition, the chemistry showed impressive results against large patch, gray and pink snow molds, summer patch and even

algae. In total, trials have shown fluxapyroxad effective against at least 26 fungal diseases.

Clemson's Dr. S. Bruce Martin, who conducted many of the initial field trials, says it's exciting to see some new chemistry effective against dollar spot and brown patch. “It gets dollar spot under control real fast,” he says, “and I test on Crenshaw Bent, which is a dollar spot magnet.”

BASF expects to officially launch the product in Orlando at the 2014 Golf Industry Show, and it's expected to be available for sale in April 2014. Pricing is not yet available. – **MIKE ZAWACKI**



Left: A sample of turf treated with Lexicon. Above: Lexicon – fluxapyroxad combined with BASF's pyraclostrobin – proved to have positive results on turfgrass root development in a laboratory setting.

New Kids on the Block

Trump National's Tyler Otero recently tweeted the new additions to this weed-munching herd of goats. He celebrated the birth of a pair of cute kids. As of deadline there were no names yet, but the new kids are doing fine and should be out munching weeds in no time.



From THE FEED



The GCI crew is always active via social media, but we've been riding the top of the update feed even more recently. October is a busy time in the golf industry, and we checked in from all over the map!

GCI Magazine@GCI Magazine

Hey GCI fans...many Tweepers today. Katie Tuttle is at Green Start Acad, @TurfRepublic at Hilton Head and Pat tweeting from HQ #confusedyet?

GOLF COURSE

↑ Jacobsen Turf@Jacobsenturf
Who's on first?



Ciara Ahern@callinliste

Busting out the heavy artillery @JohnDeere.



GCI Magazine@GCI Magazine

What a nice way to end the day
#GreenStartAcademy @BayerGolf

GOLF COURSE

Turf Republic@TurfRepublic

Josh Heptig up next....did you know his property is a ZERO waste golf facility.
#sustainablegolf13



Turf Republic@TurfRepublic

Small group discussions. Gotta show some love to the Supers.
#sustainablegolf13



Join the conversation
on Twitter @GCI Magazine!



2013 Green Start Academy

GCI's Katie Tuttle headed down to North Carolina for this year's Green Start Academy. Here are a few things Katie took away from the event:

–Assistants want to be mentored. Don't keep the business side under wraps. Assistants are the future of the industry, and if none of them know how to create a budget and run a business, what's that going to mean for the future of golf courses?

–Network. A lot of assistants attending the event said it was an experience they didn't get to have often. They spend long hours on the course, meaning little time for them to get out and meet other assistants and superintendents.

–Everyone's different. At almost every panel and discussion, one of the speakers had a different opinion on something. At one of the panel discussions, the speaker said he would hire an assistant with a turf degree over an assistant with a business degree and turf experience. At the very next panel, the second speaker said he would hire the business degree. A common occurrence throughout the week was realizing there's no one way to get a superintendent job. Everyone has a different story.

–Sometimes it's hard for an assistant superintendent to follow and not lead. They may have different ideas than their superintendent, but are they're unable to implement them. It doesn't mean the superintendent is wrong, but the next time you're working on something, check in on your assistant to see if they have a suggestion.

–Learn to be uncomfortable. The more uncomfortable situations you put yourself in, the more you'll learn. If you hate public speaking, speak more. If you hate meeting new people, go to more networking events. You'll learn to make yourself better, and over time your fears and discomfort will diminish.



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

Podcast pick of the month

It's tough – but important – to keep a cool head under pressure and lead the crew when trouble hits on the golf course. Tom Vlach, superintendent at TPC Sawgrass, faced a rough situation when severe weather tore through his course just before the Players' Tournament this year. In August, he shared his story, and how he led his crew and his course through a disaster. Head to <http://bit.ly/GIQQTI> to hear it.

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OUTSIDE THE ROPE

GENERAL MANAGERS: FRIEND OR FOE?
There's no need for the often strained relationship.

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JACOBSEN



GENERAL MANAGERS: FRIEND OR FOE?

There's no need for the often strained relationship.

Most of my speeches are to superintendents, but earlier this year I addressed club managers. Among the points I made was the need for them to show a little love to their supers and grounds crews.

My talk was met with good response, but more than one GM came to me afterward and said something like: "I'd be glad to be nicer to my super, but he makes it difficult because every time we talk, he makes it very obvious that he doesn't like the way our course/club is being run." Those comments hit a nerve because I remember how I felt when I was working at clubs and the often-strained relationship I had with management. Ever since, I've been trying to see the issue from both sides. Here's what I've learned.

WHAT SUPERINTENDENTS DON'T LIKE ABOUT GENERAL MANAGERS

- Management rarely understands what I do and how hard the job can be, particularly since it is governed by uncontrollable factors like the weather.
- The only time managers come to talk is when they want to cut the maintenance budget or "make me do more with less."
- It's common and necessary to bring in outside experts to review agronomics, architecture, irrigation, trees, and so on. But the manager is usually dismissive or disrespectful of consultants – that is, if this expense hasn't already been cut from the budget. This is very shortsighted as these experts often save the club money.
- One of the biggest enemies is time, but managers procrastinate when it comes to freeing funds to keep the course in its best possible shape. Many maintenance practices have to be done at specific times so stonewalling can cause real problems. Just because food and beverage business is down, don't take it out on the golf course.

- You don't like reporting to a general manager. In your mind, you should be the equal of the manager, since you are as responsible for the golf course as the manager is for the "house." Along with that, many supers resent the stature the manager enjoys with officers, committees, and members.

WHAT GENERAL MANAGERS DON'T LIKE ABOUT SUPERINTENDENTS

- It's not your money, it's the members' money, and the super doesn't realize the manager's most important job is to manage those funds wisely.
- There's a difference between "cutting costs" and "reducing expenses," and superintendents who don't understand that difference are asking for trouble. A superintendent and manager who work together will come up with smart ways to reduce costs without affecting maintenance. As with so much else, it's about communication.
- Speaking of communication, it has to be mutual. A smart manager wants to know what's going on out on the course so he can inform members, officials, and customers before there is a problem. In return, the manager should let the superintendent know where the course/club stands financially, as well as the board's philosophy, so an intelligent plan can be executed.
- Managers want to know why you always seem to be in a bad mood. It follows from the different natures of the jobs and the individuals who go into these lines of work. Managers tend to be outgoing, while superintendents spend their time worrying about less "human" concerns. It's a bit of a cliché, but I've observed countless superintendents who could help themselves enormously simply by smiling and waving when they see golfers out on the course. Asking members if they've noticed anything amiss out there, soliciting their opinions and questions

– these actions effect how the super is viewed and take pressure off the manager, who has to answer: "What's wrong with the super?"

Just as superintendents complain about managers who don't know anything about maintenance, managers say supers have no idea what it takes to run the club. I wrote in this space a few months ago that the superintendent and golf professional should work

“If you want the manager to put himself in your shoes, do the same for him.”

closer together; the same is true of the super and the manager.

Trust me, the manager knows course quality is a top priority of members/players, which is why the GM is all over the superintendent about maintaining the level of conditioning. A top-quality course helps sell memberships, real estate, outings, and events.

General managers and superintendents serve the same masters. They are both on call 24/7 to deal with complaints, problems, or advice. While you're hearing about slow greens and faulty sprinkler heads, the GM is hearing about all that plus not enough shampoo in the showers, problems with the pool and tennis courts, poor lighting in the parking lot, not enough chicken in the Caesar Salad, and why the switch from chocolate-chip to oatmeal raisin at the halfway house?

If you want the manager to put himself in your shoes, do the same for him. Show that you want to understand and help solve his problems and he'll probably be more understanding when you say you need a new triplex mower. **GC**