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 Ingersoll Rand



IN THIS ISSUE

COLUMNS

- 10 **OUTSIDE THE ROPES**
Tim Moraghan: Time to grow
- 21 **GAME PLAN**
Henry DeLozier: Man with a plan
- 42 **DESIGN CONCEPTS**
Jeffrey D. Brauer: Timber!
- 52 **JOHNNY TURF NERD**
John Kaminski: Can't make it to Orlando?
- 60 **IRRIGATION ISSUES**
Brian Vinchesi: Rainy day work
- 66 **THE MONROE DOCTRINE**
Monroe Miller: Foreign service
- 78 **PARTING SHOTS**
Pat Jones: Reinvention

DEPARTMENTS

- 6 **TEEING OFF:** Healthier market, healthier you
- 8 **THE WHITEBOARD**
- 76 **TRAVELS WITH TERRY:** Equipment ideas
- 77 **CLASSIFIEDS**
- 77 **AD INDEX**

FEATURES

- Cover Story*
- 11 **NO TURNING BACK**
Our State of the Industry analysis looks to the past to see how the industry is moving forward.

- Water Management*
- 24 **WHAT'S IN YOUR WATER?**
There's more than just hydrogen and oxygen in your water. What you need to know to keep your turfgrass healthy.

- Disease Management*
- 44 **PGR ME ASAP**
Superintendents believe plant growth regulators work with other applications to fend off disease; others see a more direct disease suppression benefit.

- Construction*
- 54 **OPEN FOR BUSINESS**
While new openings are at record lows, the construction side of the industry is excited about 2014's prospects.

- Pest Management*
- 62 **PROPER ID**
Correct bug identification allows you to better manage their threats to your turf.

- Cultivation*
- 68 **THE DIRT ON COMPOST**
Topdressing with compost may give your turf maintenance program a boost.



44

24





You can learn a lot with your head in the dirt.

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The image shows a cross-section of soil with two clumps of grass on either side. The roots of the grass are visible, extending into the dark soil. In the center, there is a small white circle on the soil surface, with a vertical dotted line extending downwards from it. Four white curved brackets are positioned around the central area: two on the left and two on the right, one above and one below the soil surface. The background is white.



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HEALTHIER MARKET, HEALTHIER YOU

The last time I looked there were about 200 female superintendents in the U.S. I've always been surprised that number hasn't grown (it's roughly the same as 25 years ago) because women are generally smarter, more patient and more self-aware than men. Women also tend to take better care of themselves.

So, to the other 15,500-plus of you who happen to have that Y chromosome floating around inside, let me ask you a question: When's the last time you had a physical? Have you done a stress test lately? What's your cholesterol level? And for god-sakes when did you last get a skin cancer screening?

We decided to ask a couple of questions about your health and what concerns you about the health impacts of your job in this year's GCI State of the Industry report. It was pretty clear that you recognize potential problems like melanoma, heart attacks and hearing loss. What's not clear is whether you're doing anything about it.

But, since this business continues to inexplicably be 98.5 percent male, I know the answer to that question... because I'm another idiot guy just like you. I ignore preventative

health measures. I don't go to the doctor regularly. I rarely use sunscreen and I suck at exercising.

Well, as part of my continuing reinvention of Pat Jones (see my Parting Shots column on the back page), I've resolved

to make 2014 the year I start practicing what I preach. I'm having too damn much fun to croak and my spectacular new wife seems to enjoy having me around, so I'm actually going to get a physical and start doing more to work out than just walking 9 holes every once in a while.

I'm also going to break down and get a skin-cancer screening at the GIS (assuming they're still offering those). I'm one

of those morons who's always believed my darker complexion would save me from the Big C. Dumb.

That's what I got out of this year's State of the Industry study. I hope it's just as valuable for you. Thanks to support from Syngenta and survey responses from about 400 superintendents, we were once again able to create a very comprehensive report including budget benchmarking and commentary from some of the smartest guys in the business.

Even better, we do it all to support the Wee One Foundation. Three years ago, we donated \$2,500 from the survey. Last year, it was \$5,000. This year, I'm going to make it \$6,000. Thanks, once again, to Syngenta for helping us grow that contribution to the industry's finest charity every year.

And thanks to you for welcoming us into your life for another year. As always, we welcome your feedback (good or bad), your stories and your friendship. And please go get a check-up! GCI



Pat Jones
Editorial director and publisher

It was pretty clear that you recognize potential problems... What's not clear is whether you're doing anything about it.

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{ EDITOR'S NOTEBOOK }

THE BUSINESS END OF GOLF

Turf is the easy part of being a superintendent, for many supers – it's the people that can make the job difficult. Superintendents gathered from all over the country to work on those business skills that make up the rest of the time not spent growing grass at the annual Syngenta Business Institute at Graylyn International Conference Center in Winston-Salem, N.C. in December.

The four-day seminar, run with Wake Forest University, not only covered business topics, but gave the small group of 23 superintendents the

chance to play through situations and find the best solutions for working with others. During the seminar on negotiations, superintendents worked with partners in a scenario to try to find a resolution that gave benefit to everyone involved.

"Not only can you learn a lot from the instructors because that is their area of expertise, but you can learn a lot from the real-life stories about what happens to this guy here," says Matt Kregel of The Club at Strawberry Creek in Kenosha, Wis. "Everyone is a little bit different and unique, but I think listening to a lot of those stories

and applying what you learn in class, you can definitely better your way of managing."

Also returning from last year's SBI were seminars on financial management and bridging the generation gap. A brand-new module focused on leading individuals and teams across cultures, as well.

Beyond the teaching sessions, superintendents had plenty of time to network and talk about both work and more during receptions and an off-site dinner. The program is free, but superintendents must apply to be a part of the annual sessions.



Continue the trend

For our third year running, Golf Course Industry will recognize superintendents and industry leaders who are using social media exceptionally well to keep others updated, share course changes and show the world what the life of the superintendent is like.

Once again, the megaphone will be back at the Aquatrols booth (#1013) in Orlando, when Pat Jones takes the floor to announce the winners of this year's Super Savvy Social Media Awards for 2014.

Aquatrols partnered with GCI once again to recognize standouts in the social media world for Twitter, Facebook, video, overall social media strategy and the much-coveted John Kaminski Award for Social Media Leadership. Come by the booth Wednesday, February 5 at 3 p.m. to be a part of the conversation and connect offline with other superintendents and researchers, as well as enjoy some cold beverages and music.

Don't forget to tweet at us with the #GCITweetUp14 tag on Twitter to let us know you'll be there!

From THE FEED



The Syngenta Business Institute gave superintendents the chance to learn and network, and some of them did a little networking on Twitter as well! There were plenty of opportunities to share some knowledge – and maybe have a little fun in the process.



Greg Shaffer
@gtshaffer
#SBI13 Day 1. Lets do this.



Erwin McKone
@TurfDoctor
I can smell the intensity.



Matt Kregel
@CreekSupt
Day 1 of the Syngenta Business Institute. Great info as we start in on financial management.



Erwin McKone @TurfDoctor
My view of a great industry event, Syngenta Business Institute. #SBI13 Make sure you apply in 2014!



Ryan Bourne @TCCcaddyshack
No better way to network!



Get in touch with GCI at GIS

Catch an opportunity to meet the editorial staff of Golf Course Industry plus your favorite columnists by dropping by our booth (#3003) on the show floor. Come tell us what you think of our State of the Industry stats this year, and how it looks from where you're standing – or even just to hang out with the coolest golf magazine in the field.

If you haven't had a chance to use our iPad or iPhone app, come by to get hands-on with a giant version on the big-screen in our booth!

Know your fuel

The Outdoor Power Equipment Institute is focused on a new national ethanol education campaign called "Look Before You Pump."

The "Look Before You Pump" campaign cautions consumers and turf maintenance professionals that it is harmful and illegal to use higher than 10 percent ethanol gas in any outdoor power equipment such as mowers, chain saws, UTVs, generators and other small engine products.

Research that shows high-ethanol blends of gasoline can damage or destroy small engines not designed to handle it. A recent OPEI/Harris Interactive study shows the vast majority of Americans (71 percent) are "not at all sure" if it is illegal or legal to put high level ethanol gas (i.e., anything higher than 10 percent ethanol) into engines such as those in boats, mowers, chain saws, snow mobiles, generators and other engine products.

For more information, visit www.LookBeforeYouPump.com and search for #LookB4UPump on Twitter and Facebook.



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

Podcast pick of the month

With the Golf Industry Show 2014 coming up, it's hard not to want to be involved in the big show. But it's important to remember your local association, as Tim Kreger, executive director of the Carolinas GCSA reminded us during the Carolinas show last November. Head to <http://bit.ly/1dK3iFe> to hear it.



Tim Moraghan, principal, ASPIRE Golf (tmoraghan@aspire-golf.com). Follow Tim's blog, Golf Course Confidential at www.aspire-golf.com/buzz.html or on Twitter @TimMoraghan

TIME TO GROW

Set a goal to not be at the same place you are now at this time next year.

I know it's rather predictable for the first column of the year to be filled with resolutions. However, also every year I speak at dozens of section meetings and trade shows, talk one-on-one with hundreds, maybe thousands, of superintendents at various stages in their careers, and I'm asked the same thing: Can you help me get a better job?

I can help you; but more importantly, you have to help yourself. And that means growing – improve your skills, master your craft, learn more, work harder, and use your brain, not just your hands.

Two stories. First, when he was 85, a world-class cellist finished a practice session, turned to his companion, and said, "I think I'm getting better." Whether you are 9 or 90, learning never stops. Growth doesn't happen: You have to make it happen.

Second, two lumberjacks were chopping down trees. One said, "I'm falling behind. I need to sharpen my axe." The other lumberjack with a dull axe just kept chopping. The lumberjack who sharpened his axe came back and cut down twice as many trees.

What are you doing to sharpen your axe? Will you read books, attend seminars, invest in mentors or continuing education? Will you tap the Web and all the tools available there to make yourself more valuable?

When I conduct searches and place superintendents in jobs, my clients are looking for candidates who are most prepared, not ones they have to teach. That's why you have to take the first step – no more excuses! – and start developing and practicing the necessary skills. It's also why you

must understand the job is much more than just turfgrass.

So let's make a pact: Since I don't want to be writing this same column next year, I want you to make it your goal not to be at the same place you

his or her personal skills. It's very often the skills you think the least about – public speaking and the social graces – that get in the way of getting where you want to be.

“What are you doing to sharpen your axe? What are you going to do this year to grow, to improve your mind and your career?”

are now at this time next year – mentally, physically, literally. I'd be happy to come up with another column idea if I know you listened to this one.

So get growing! And...

IF YOU WANT YOUR BOSS'S JOB, LEARN HOW TO DO IT

Don't worry about who's in front of you. Instead, study so you know what they do and how you can do it better.

DON'T GET TOO COMFORTABLE. STRETCH YOURSELF

Science says we only use about 11 percent of our total brain capacity. That means there's lots of room to learn Spanish, take an accounting course, or start a personal fitness program (I said it isn't just about grass).

DID YOU TAKE A WEEK OFF AND NOBODY MISSED YOU?

You've got the problem, they don't!

TO BE SKILLED, DEVELOP YOUR SKILLS

Good players don't get better by only working on what they're already good at. Even Tiger Woods works on his short game. What are you doing to improve your shortcomings? Almost everyone I meet in our business (50+ GCS's) could benefit by working on

PREPARE A PERSONAL GROWTH PLAN

Don't just say you're going to improve. Create a plan. For example, if you have a half-hour commute to and from work, use that time listening to books or the news, perhaps learning a foreign language. Think about every hour in every day and make the most out of every one.

FIND A MENTOR

Look around. Is someone helping you plot your path? Someone who has already reached where you want to go? Someone willing to let you learn from their mistakes? Find people who will inspire you to rise higher and help you do so. And don't be afraid to hang out with people who are smarter than you.

A GREAT CAREER BEGINS WITH GOOD EDUCATION

Our industry offers terrific educational opportunities. If you're not taking advantage of them, you're simply not getting smarter: You're getting dumber because everyone else is passing you.

TRAVEL, ASK QUESTIONS, MEET PEOPLE

Be curious. Doors only open when you push them. **GCI**