

## Business briefs

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itself to a natural rather than more artificial design," Palmer said.

### Toro, Maruyama extend agreement

Bloomington, Minn.-based The Toro Co. and Maruyama Manufacturing Co. agreed to a four-year extension to deliver hand-held landscaping equipment under the Toro brand through the year 2003.

Redmond, Wash.-based Maruyama will continue to manufacture string trimmers, brushcutters, hedge trimmers, edgers, pruners and gas-powered backpack blowers to be sold under the Toro brand in the United States and Canada.

### Meadowbrook to acquire KSL

Beverly Hills, Calif.-based Meadowbrook Golf Group has united with Apollo Real Estate Investment Fund IV to form a jointly owned company to acquire KSL Fairways Golf Corp.

Arnold Rosenstein, chairman of Meadowbrook, said that the acquisition of KSL Fairways was expected to close by the end of September. KSL Fairways includes 30 golf courses at 24 locations in the eastern United States, primarily in Virginia, Maryland, Florida and Wisconsin.

### U.S. Chemical Storage established

U.S. Chemical Storage LLC, a new hazardous storage building manufacturer, recently opened its headquarters in Boone, N.C. The company offers prefabricated, relocatable hazardous material storage buildings that provide fire-rated, segregated, safe storage for flammables, combustible liquids and other chemicals.

### Deere declares dividend

Moline, Ill.-based Deere & Co.'s board of directors declared the regular quarterly dividend of 22 cents per share, payable Nov. 1, to stockholders of record by Sept. 30.

### YAZOO/KEES completes acquisition

Jackson, Miss.-based YAZOO/KEES Power Equipment finalized its acquisition of PUG Inc., Applied Design Technology and CheTech Co., all located in Chetek, Wis.

# Dumb, Dumber ... Dumbest

## SUPERINTENDENTS STRIKE BACK

By Jerry Coldiron Jr., CGCS

**S**uperintendents take more criticism than Notre Dame's head football coach, with less reason. Since we find ourselves at the mercy of Mother Nature more often than Al Roker, the circumstances that create golfers' perceived problems with the courses are often beyond our control. That's why, at first glance, Geoff Shackelford's "Dumb and Dumber, Superintendent Style" column in the May/June issue hit some of us so hard. It's frustrating to see that sort of criticism in print — especially at a glance, which is sometimes all we busy superintendents have time to do.

That said, the column hit closer to home than most of us want to admit. I've been a superintendent for more than 20 years, and I've experienced almost all of the situations that Shackelford outlined. But if you put aside personal pride and reread the column with an unbiased eye, it was funny — damn funny. And remember: Golfers have provided us with our own personal "Dumb and Dumber" material for years. If I earned a commission for every golfer's comment that split my sides with its complete lack of understanding of what it takes to run a golf course, I'd be retired to Jamaica by now. So as painful as Shackelford's comments might have been at first glance, we must realize that golfers have repaid us tenfold.

With the help of my staff, friends, fellow superintendents and TurfNet buddies, we devised a David Letterman-style list of comments that golfers (not to mention golf professionals, television announcers, turf magazine editors and witty golf writers) have made to superintendents that have had us roaring with laughter. Sit back and enjoy:

**10.** Golfer to superintendent — "Can you cover the bunkers with plastic so when you irrigate — or when it rains — the sand will stay dry?"

**9.**irate golfer to topdresser operator — "Stop! Stop! Can't you see you're losing your sand load all over the green?"

**8.** Golfer after watching the U.S. Open on TV: "Could we install some straight lines from the tees at our club so the players will not get lost (referring to dew walks)?"

**7.** Message left on superintendent's answering machine by a member after a major flood hit the area: "Do you not realize we have a city water valve to fill the irrigation lake? Someone on your crew has left the valve on too long, and it is flooding the golf course and surrounding community."

**6.** Golfer to the superintendent: "The new coolers you put out on the course are great, but the ice water is a little too cold."

**5.** Grounds chairman asks superintendent during a major drought: "When it rains, could we somehow get a huge plastic bag or balloon to capture the water for storage and later irrigation use?"

**4.** After a heavy rain, the golf professional asks: "Is it cartpaths only today? I suppose I



will have to cancel my playing lesson."

3. Golf writer interviewing superintendent during course renovation: "How many inches do the greens sink each year after aerification?"

2. Golfer to irrigation technician while repairing a sprinkler head: "I thought the reason we installed an automatic system was

so it would never break or need repair."

And finally, my all time favorite, heard from a well-respected TV announcer at a major tournament:

1. "The green committee has gone too far this time, instructing the greenkeeper to install those fans around the greens to cool the members."

With gems like these to keep us amused on cold winter nights, it's probably not too much to ask us to have a sense of humor about ourselves, too.

*Jerry Coldiron Jr. is a CGCS at Boone Links/Lassing Pointe in Florence, Ky., and a member of the Golfdom Advisory Staff.*

## An Airport, Augusta and Cake for Arnie

What do you get a man for his 70th birthday when he already has almost everything the golfing world has to offer?

If you're Arnold Palmer, people spring for a membership at Augusta and an airport, not to mention

new socks and underwear

Westmoreland County in Pennsylvania, which is home to Palmer's hometown of

Latrobe, renamed

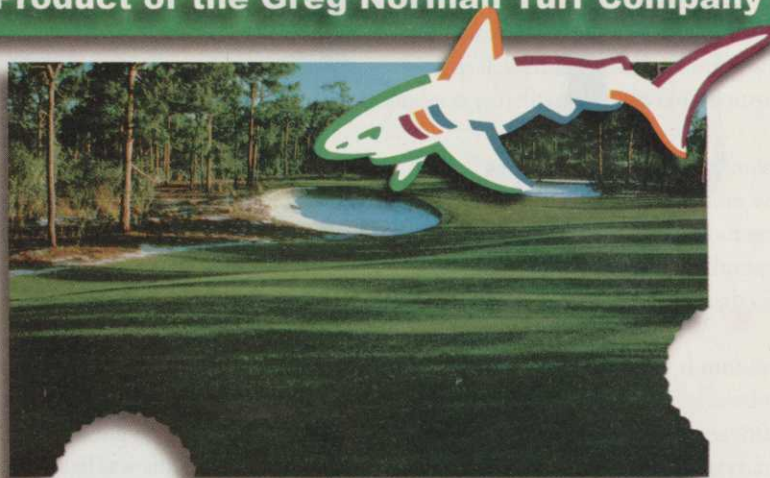
its airport to Arnold Palmer Regional Airport as its way of honoring the golfing legend who has brought such positive attention to Latrobe since he started playing the game at Latrobe CC in 1940.

On the same day, Augusta National GC awarded Palmer a full membership in the club, an honor that had eluded him since he won his first Masters (the first of four, by the way) in 1958.

Though it may have seemed that he owned the course through much of the 1960s, Palmer could still only play the course with a card-carrying member unless he was playing a tournament. Now, Augusta will deign to allow the golfing great to bring his own guests into the club and attend all club functions.

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