

Off The Fringe

Business briefs

Curalan remains available for course maintenance

BASF Agricultural Products said it will amend the listing of vinclozolin uses supported by U.S. labeling as a result of the tolerance reassessment process conducted by EPA under the Food Quality Protection Act.

However, the Research Triangle Park, N.C.-based company can still offer Curalan, a vinclozolin-based fungicide that controls dollar spot, for golf course maintenance.

ABT saga drawing to a close

The saga of the bankruptcy of AgriBioTech (ABT) is coming to an end. The Las Vegas-based bankruptcy court sold most of Henderson, Nev.-based ABT's grass business to a group consisting of former ABT president Kenneth Budd, Dick Olson of Proseed Marketing in Jefferson, Ore., and Idaho-based J.R. Simplot Co. The price was \$24.5 million.

Environmental Golf consolidates units

Calabasas, Calif.-based Environmental Golf, a division of Environmental Industries, consolidated its golf-related businesses as part of a restructuring program.

The consolidation is designed to make Environmental Golf a more customer- and sales-driven organization, according to Michael L. Dingman, senior vice president.

Meadowbrook purchases Sabal Point

Lakeland, Fla.-based Meadowbrook Golf Group purchased Sabal Point CC near Orlando from ClubCorp. It's one of 18 facilities operated by Meadowbrook in Florida and the ninth in central Florida.

The course was called Trophy Club of Orlando, but Meadowbrook is returning its original name.

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PDI Permutations

As D-Day approaches for the vote on GCSAA's Professional Development Initiative in February, the Membership Standards Resource Group (MSRG) has revised the proposal in accordance with feedback from its members. The key changes regard what it will take to become a Class A member:

- a combination of formal education, experience and points, including an alternative path for non-degree holders;
- a valid state pesticide license or a

"I am not sure of the nature of the rumblings, but the plans call for a vote in 2001 at Dallas."

— Jeff Bollig, GCSAA

certification from the GCSAA in pesticide management;

- five points (50 hours) of education and service points (which would replace the original professional development units and will retain the equivalent of 0.1 point per contact hour) over a five-year period. At least two of the points must come from continuing education.

The changes in the education requirements are the result of criticisms that the original requirements were too costly. In addition, the original plan didn't offer any credit for

on-the-job experience.

"By awarding credit to any education program that meets our criteria, we have gone a long way to providing education that is affordable and accessible," said Ray Davies, CGCS and a member of the MSRG.

Class A members will be encouraged to use the Professional Development Resource (PDR), which was formerly called HR Web in the original proposal. Though it will not be mandated (as it had been when it was HR Web), it will still be required to achieve certification.

All Class A members will, by definition, meet the initial requirements to keep their classification and will only be responsible to meet ongoing requirements. Class B and C members won't have to meet the sliding scale requirement, but must meet minimal experience and points to obtain Class-A status.

Bruce A. Williams, MSRG chairman, encouraged members to contact their delegates to voice their opinions about the revised proposal.

There was talk at a recent GCSA chapter meeting that a movement is afoot to postpone the vote on PDI until 2002, but Jeff Bollig, GCSAA's director of communications, disputes the claim. "I am not sure of the nature of the rumblings, but the plans call for a vote in 2001 at Dallas, with implementation set for July 2003," Bollig said.

The language of the final proposal will be finalized in October.

You've Got E-Mail (Tips)

In June, Golfdom featured a variety of stories on computer technology, from tips for buying a personal computer to the status of e-commerce. Still, we didn't and couldn't cover everything.

We received an e-mail from Sue Hershkowitz-Coore — a professional speaker, author of *Power Sales Writing: What Every Sales Person Must Know to Turn Prospects Into Buyers!* and spouse of golf course architect Bill Coore — who wrote us because she thought our readers might enjoy some e-mail writing tips. So did we, and we're passing Hershkowitz-Coore's tips on to you. Happy e-mail writing.

- Whatever you do, reread the e-mail before you send it. Because e-mail offers the ability to quickly respond, we often engage our fingers before our brain. (We've been doing this with our mouths for years, but now we have a new way to make fools of ourselves.)

Imagine receiving an e-mail from a colleague who accuses you of leaving out important details from a project. But you know you completed everything necessary, and you're angered by the comments. So, without a grace period

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TRUE GOLF CONFESSIONS

Golfers reveal their seamy underbelly under interrogation:

Is it important for you to play in ideal weather conditions?

No (63.3%)

If lightning threatens, do you keep playing?

Yes (2.6%)

How do you feel about playing golf in the rain?

I intentionally play when it rains (0.7%)

Have you ever played golf when there was complete snow cover?

Yes (14.8%)

What is the lowest temperature at which you'll play golf?

Lower than 30° (12.4%)

SOURCE: NGF/USA TODAY
ILLUSTRATION: DAN BEEDY

Quotable

"You guys can put your voodoo dolls away now. It's not funny anymore."

— Persistent PDI critic Al Jansen after a second 100-year flood struck his Wisconsin course this summer (gcsaa.org).

"I'm finally losing gray hair this year."

— Walter Montross, superintendent at Westwood CC in Vienna, Va., on the cool summer in the Mid-Atlantic states that was a relief after 1999's killer drought.

"It was a bonehead call."

— Dan Bradley, WFLA vice president of news, whose Tampa, Fla., TV station cut away from Tiger Woods smashing records at the U.S. Open in favor of a weather bulletin.

"Robert Trent Jones Sr. gave me my start in this business. We spent more than 30 years together, so this is a special project. He taught me the value of hands-on approach to design."

— Golf course designer Roger Rulewich on his upcoming renovation of Palmetto Dunes Resort, a Robert Trent Jones Sr. course in Hilton Head Island, S.C.

"Ironic isn't it? It's the most strategic golf course that I've ever played, and it is the only one that wasn't designed by man."

— Nick Faldo, on the Old Course at St. Andrews (Associated Press).

Business briefs

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ISTRC creates sister company

Olathe, Kan.-based International Sports Turf Research Center formed a sister company, ISTRC New Lab Mix, to conduct tests required to meet USGA Green Section guidelines for new construction or reconstruction of greens. ISTRC developed the ISTRC System, which has resulted in guidelines for new bentgrass and bermudagrass that refine USGA specs.

Lesco teams with Kawasaki; reports record sales

Cleveland-based Lesco will carry Kawasaki Motors products as its exclusive hand-held power equipment line in 234 Lesco service centers and 75 Lesco stores on wheels.

In another matter, Lesco reported record sales and earnings for the second quarter and six months ended June 30, with growth reflected in all major product categories in the first half. Net sales for the second quarter increased 5 percent to a record \$158.3 million, compared with \$150.7 million for the same period last year. Net income for the quarter increased 11 percent to a record \$10 million compared with net income of \$9 million last year.

Toro forms dedicated unit

Bloomington, Minn.-based The Toro Co. created a dedicated unit of personnel to manage and service its national and corporate accounts. In the past five years, national accounts have become a significant part of Toro's business. The people working with domestic national accounts customers are now unified under a single department allowing them to increase their level of service, according to the company.

Tyler opens warehouse

Elwood, Ill.-based Tyler Enterprises opened a full-service warehouse and delivery operation in Louisville, Ky. The 3,200-square-foot building serves as a distribution center for Tyler's custom-blended fertilizer products and specialty chemicals, and as an office for the Kentucky sales and service team.

Disc Connected to the USGA

GREEN SECTION RECORD ON CD-ROM PROVIDES EVERY ARTICLE PUBLISHED BETWEEN 1921 AND 1997

By Matt Kilpeck

It's a safe bet that most people reading this article have heard of the USGA Green Section Record. But how many know that the USGA also has a CD-ROM collection of the Green Section? I didn't, until my boss, Matt Shaffer, superintendent of The Country Club in Pepper Pike, Ohio, gave it to me.

The CD-ROM collection is a set of 11 discs spanning from 1921 to 1997. Although the CD-ROM collection only goes up to 1997, the collection is beneficial because the discs include every article published between those years. For all you pack rats, it's time to clean your shelves of all the old magazines and invest in the future. In the CD-ROM format, the articles are now available anytime in an easily accessible manner. The CD-ROM is a concise collection of articles which provides advice about different aspects of maintaining high-quality golf turf.

I was interested in the fact that I could browse the CD-ROMs and read a number of different articles pertaining to a particular subject from many different years. One feature that I found particularly appealing was the ability to look up an article from the past so easily. This provided a fascinating comparison between the techniques used in the past and those of today.

I did encounter difficulty when looking for a specific topic, however, because I didn't know where to find

an index or table of contents. After rooting around for a while, I found that the CD-ROM did contain indexes. They are located in the November 1976 issue, covering articles from 1966-76; and the December 1991 issue, covering articles from

1977-91. Furthermore, the indexes are broken down into

15 major categories that include all the relevant articles under that topic. For every article found in the indexes, the volume, page number and year are given, which enables the user to easily find the desired article. Search engines by word search and topic are also available, but this type of search is limited to the disc in use at the time. Also, the CD-ROM does not contain instructions regarding usage and navigation, but it doesn't take long to figure it out.

Overall, the CD-ROM collection is a valuable resource for anyone in the turfgrass industry because it provides quick research on any number of topics. Furthermore, the CD-ROM is also more efficient than searching through magazines and never finding a particular topic. Instead, all relevant topics pertaining to a subject are found by conducting a search or looking through one of the indexes. Finally, for all the turfgrass history buffs, the CD-ROM collection provides an interesting look at past turfgrass issue and techniques.

Matt Kilpeck is an assistant superintendent at The Country Club in Pepper Pike, Ohio.



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E-MAIL TIPS

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and taking time to think about the message, you dash off your nasty response. Two seconds later, you wish you hadn't sent it.

- Rereading the message before sending it solves the second-greatest e-mail challenge — poor spelling. Spell checkers only check words that are misspelled, and often e-mails are sent with incorrect words that are spelled correctly. (The best one I read was an e-mail sent by a Commission on Tourism announcing a public management program. The spell check



ARTVILLE

program, however, didn't pick up the missing letter "l" from "public.")

- Effective e-mail writers take the time to ask: What's my purpose for writing and responding? What do I hope to achieve with this message? What is the best way to position my point?

By taking a few minutes to plan, the document is more professional and more likely to get the desired result.

- Limiting the number of subjects discussed in each e-mail is another tool to enhance e-mail effectiveness. Create single subject e-mails for clarity and ease in filing and forwarding.

- Take the time to plan your message, make sure it says what you intend it to say and make it easy for your reader to follow.

Hershkowitz-Coore directs High Impact Presentations in Scottsdale, Ariz. Her Web site address is www.SpeakerSue.com.

Scanning the Web

Frank Andorka reviews **weed identification sites**

Last year, I didn't really have a lawn as much as I had a field of weeds in which my kids played. In fact, figuring out which weeds took residence in my front yard would have been so time consuming, I would have had to quit my job here to do it. To save you that kind of time, here are some sites that will help you identify those pesky plants so you can eradicate them from your course (all sites start with <http://> unless otherwise noted):

(**** - Bookmark it and return frequently; * - Look at only if absolutely necessary)



****weedalert.com - This site's click-through format allows you to identify weeds specific to your area of the country quickly. It features an opportunity to ask a technical advisor about your turf. It provides a supplemental menu of services that make the site the complete package. The site's sponsor, PBI/Gordon,

didn't turn this site into an ad for its products (although there's a link to the company's own site if you want to visit it).

***www.rce.rutgers.edu/weeds/index.html - The home page of the Rutgers Cooperative Extension allows you three ways to figure out which weeds have infested your course. You can look them up by their Latin name, by their common name or by photos. Its extensive photo library makes up for its lack of a section on control measures. This is a great resource to use in conjunction with other sites.

**www.crop-net.com/weeds.htm - I'm ambivalent about this site. It has great pictures of weeds, but you need to know what you have before you can see them. You could waste considerable time looking for weeds here unless you know their common names.

Scanning the Web is compiled by Frank H. Andorka Jr., Golfdom's associate editor, who hired a professional lawn service to fix his front yard this year. You can reach him at fandorka@advanstar.com with future column suggestions or sites you think he should visit.

Chart Confusion

Our chart on minority participation in the GCSAA caused confusion ("Winds of Change," August, page 21). It was brought to our attention that the overall U.S. population percentages add up to more than 100 percent and the GCSAA's percentages add up to far less than 100 percent. Here's why:

Under U.S. Census Bureau reporting rules, Hispanics can identify themselves as both "white" and "Hispanic" simultaneously. That's why the number of whites in the overall population figures appear so swelled and why the total percentages add up to about 110 percent (i.e., 10 percent of Hispanics identified themselves in both categories).

As for the GCSAA numbers, it's the "Left Question Blank" line that caused problems. The 23 percent that appears on that line under U.S. population should actually be listed under GCSAA percentages. An "N/A" should replace the 23 percent under U.S. population for that line.

Off The Fringe

She's Just What They Needed

CANNON BRINGS VARIOUS TALENTS TO HER ROLE AS CACTUS AND PINE GCSA'S EXECUTIVE DIRECTOR

By Larry Aylward, Editor

A superintendent gives her a heartfelt hug. Another superintendent kids her about her golf game. Then she greets you with beaming eyes and an expansive smile and apologizes for the Arizona heat, as if she's responsible for it. That's Lynn Cannon, executive director of the Cactus and Pine GCSA, in a nutshell.

Cannon, who celebrated her second anniversary with the association in June, is appreciated and respected by members. They like that she's unassuming, can take a joke and cares how one feels.

"She has made a huge difference in how we're perceived by our allied organizations and our own members," says Kevin Smith, president of the Cactus and Pine GCSA and CGCS at the Golf Club at Eagle Mountain in Fountain Hills, Ariz.

Three years ago, the Cactus and Pine GCSA was floundering.

"We have some of the best maintained golf courses in the country and some of the most talented superintendents, but our association didn't reflect it," Smith says. "Somebody had to change that."

Cannon has. She upgraded the association's educational and social agendas,



Cannon has worked as a flight attendant, management consultant and counselor.

She was poised and amicable at the association's annual spring meeting, which attracted more attendees than ever. "It has been a 180-degree turn for us," Smith says.

Cannon says it was simply a matter of getting organized and implementing a long-range plan.

"We have a great group of men who wanted to see the profession move forward, but didn't have the framework to do so," Cannon says. "I saw my position as pulling them together as a team,

providing the framework and working with them so they could be successful."

Cannon, 56, is the association's first executive director and one of several women to lead state GCSAs. Cannon says Arizona superintendents, mostly men, haven't questioned her abilities.

"They have been perfect gentlemen," she says. "They've been easy to work with."

Cannon has diverse experience from several fields — she has worked as a flight attendant, management consultant and is a certified mental health counselor — and also knows a little about golf. Her former husband, golf course architect Gary Roger Baird, taught Cannon the basics of construction and maintenance.

"I love to be busy and get things done," says Cannon, who operates the Cactus and Pine GCSA office out of her home. "I like to see a good plan come together."

Cannon's not afraid to tee it up with the boys, either, which is a fringe benefit of her job. She did so after the Cactus and Pine's spring meeting with Smith and two other golfers at the Phoenician Resort in Scottsdale. Cannon held her own.

Bio-Bash

Leave it to those wacky folks at the Madison (Wis.) *Capital Times* to raise the specter of "Frankenturf" in opposition to the eventual introduction of genetically modified turfgrass.

A July 14 editorial takes Scotts Co. to task for its efforts to bring Roundup

Ready grasses to America's lawns. It cites a Rutgers academic who is working with Marysville, Ohio-based Scotts to develop "a luminescent gene that would make (lawns) glow." This, according to the paper, would contribute to light pollution. "Imagine," the paper said, "what it would be like if everyone's grass is sending out an

eerie green or purple glow."

The paper also quotes that famously objective scientist, Jeremy Rifkin, as saying that genetically modified turf would put "biotech in everyone's backyard." Rifkin is, perhaps, best known for his assertion that vegetarianism should be mandated because methane emissions from beef cattle (i.e., cow

farts) will destroy the ozone layer.

A bemused but irritated Scotts official said flatly that the company is not working with the Rutgers academic and has no interest in creating glow-in-the-dark lawns. As for Rifkin, the Scotts official suggested that he should refocus his attention on the rear ends of cows.

Off The Fringe

By the Book

CLEAR POLICIES – FOR EVERYONE – MAKE LIFE AND WORK A PLEASANT EXPERIENCE AT J.C. RESORTS

By Don Dale

The holistic management strategy practiced by J.C. Resorts, a La Jolla, Calif.-based hotel and golf resort company, is designed to make life and work both easy and fun for all — including golf course maintenance employees and the resort's clientele.

J.C. Resorts achieves this with a written program on complete golf course management. It starts with the corporation's core values and extends to employee communications and purchasing practices.

"We try to keep everything uniform and standardized," says Kent Graff, director of golf course maintenance for the company, who oversees five courses within a 40-mile radius of Rancho Bernardo, Calif.

The corporation's management program centers on effective communication, beginning at the top and extending to newly hired members of the five maintenance crews. A combination of staff meetings and informal, one-on-one impromptu gatherings are key, but training manuals outline guidelines to ensure the company's customers a quality golfing experience.

"The idea is to train our staff initially, and then we reinforce training at weekly or monthly tailgate meetings," Graff says.

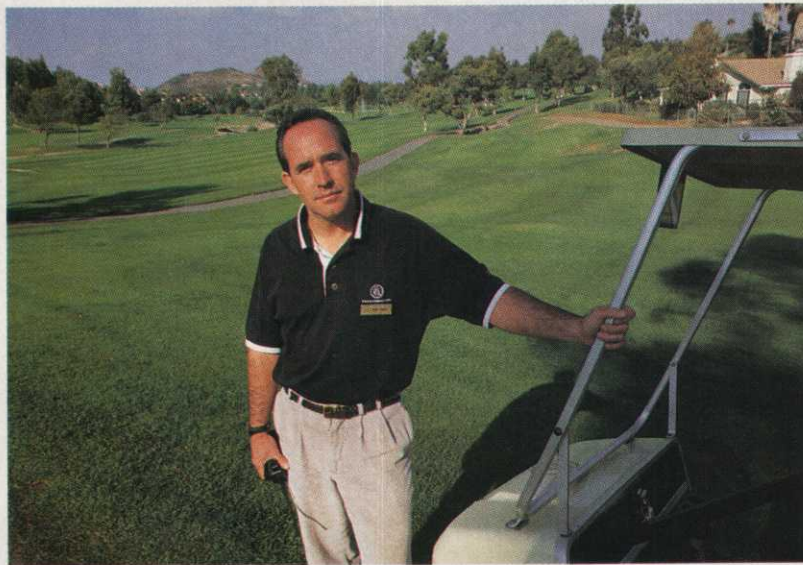
An employee standards manual deals with issues ranging from how to associate with resort guests to details about turfgrass maintenance. It's just as important to the economic life of a resort to greet a guest in a friendly manner as it is to know how to maintain the course, according to the company manual.

"The manual is intended to be an encompassing how-to guide," Graff says.

Corporate culture

Crew members aren't the only ones turning to manuals to get a better understanding of their roles in the overall operation. Superintendents can quickly pick up insight into the corporate culture and operational structure.

"We have a manager's quick-reference manual that helps outline certain ways to process work, including proper procedures for memo writing, distribution and correct training procedures," Graff says.



"One of the nice things about our organization is that we try to pool our ideas rather than dictate them," says Kent Graff, director of golf course maintenance.

Although Graff has had business training and experience, he and other superintendents say it's handy to have reference materials that outline specifics of many managerial functions. Quarterly corporate committee meetings bolster communication and allow superintendents to represent their courses, as well as work closely with supervisors.

Delegating authority

J.C. Resorts gives superintendents at the other courses considerable autonomy, allowing them to address maintenance challenges as they see fit. They are entrusted with the care of their courses, construction and other projects, but can turn to others for advice.

"My role is as a mentor or person to assist with large purchases and capital expenditures," Graff says. "One of the nice things about our organization is that we try to pool our ideas rather than dictate them."

But Graff keeps in close touch with fellow superintendents through monthly meetings to address issues ranging from wages and staff development to course maintenance details or project work. "It could be about a process of aeration or a particular turf cultural practice that is working in our favor," he says.

Graff also works with superintendents to assess needs so he can negotiate bulk purchasing discounts.

Don Dale is a freelance writer from Hollywood, Calif.