

Mona in the Middle

BY LARRY AYLWARD, EDITOR

Steve Mona is not one to paint a Pollyannaish picture of the association he leads. He's the first to admit that the GCSAA, which he has led as CEO since late 1993, has plenty to do in its ongoing quest to make working lives better for the thousands of superintendents it represents.

It's not an easy job, especially during the past two years of economic crisis. The GCSAA has experienced two difficult financial years, and its decreased revenues have superintendents talking about the association's financial state. Mona and the association's board of directors caused more chatter among superintendents when they announced they've been exploring the possibility of relocating to a more "golf-centric" location. Throw in even more talk about the GCSAA's discussions with the National Golf Course Owners Association to combine their annual trade shows, and you have enough material to fill an hour on *Meet the Press*.



Economic woes

The GCSAA has grown substantially under Mona in terms of membership and revenue, although the association's progress reflects the industry's growth in the 1990s. The association's revenues were about \$13 million when Mona arrived. They topped more than \$20 million by the turn of the century.

But Mona says the challenges of running GCSAA as a business are more difficult today than they were nine years ago. That's largely because the golf course maintenance industry has felt the same economic pinch that other industries have felt the past two years, and the GCSAA has not been spared.

Last fall, the GCSAA announced it had a bad fiscal year. Total revenues were \$16.7 million, down from \$19.7 million the previous year. The asso-

AARON DELESIE

GCSAA CEO Steve Mona faces an array of new challenges, from dealing with declined revenues to possibly moving the association to a new city

ciation reported a bottom-line loss of \$802,000, including a net investment loss of about \$1.2 million. The association says it has operated below breakeven for the last two years.

GCSAA blamed the poor economy and losses in the equity investment market for the decline. Mona says the weak corporate earnings of industry suppliers who scaled back sponsorship of and participation in the association's events affected the GCSAA negatively. Industry support was off nearly \$1 million from 2001 to 2002. The GCSAA counts on industry support for more than 50 percent of its revenue.

Because fewer superintendents and exhibitors attended the GCSAA's annual convention last year in Orlando, Fla., user fees were down \$150,000. Other income, primarily from investment returns and rental incomes at the association's headquarters, was also down substantially.

"I'm concerned," Mona says of the revenue drop. "I never wanted to be the CEO of an organization that had declining revenues or showed a negative bottom line in a year."

But Mona is quick to say he's not concerned that the revenue drop is a sign that industry players and members have lost confidence in the association.

"This is more reflective of the [poor] economy," he says. "We have to take our lumps like anyone else."

The association is hardly broke. GCSAA says it has total assets of more than \$17 million and has no debt.

Mona says the association has made cuts to offset the lost revenue and has

reduced operating expenses by more than \$2 million. It has reduced conference and show expenditures, cut back on public relations and used more teleconferencing to conduct meetings, among other things.

Mona also says the association will continue to challenge whether it needs to replace an employee if he or she leaves the GCSAA. That means an open position will be scrutinized to see if it can be merged with another position or even eliminated. "That thinking was already going on but has been heightened lately," Mona says.

GCSAA currently employs 116 people. Mona says no layoffs are planned. "But you should never say never," he notes.

Mona says the GCSAA is running lean and mean.

"I believe we've cut the fat but none of the muscle," he says. "But if we have to go much further, we're going to get into some of the muscle."

In addition, Mona says the association is re-examining the services it provides to members.

"We've done a lot more of that the past two years than we did the first seven years I was here," Mona says. "We need to be tough on our programs and services as far as prioritization and making sure there's value in them for our constituents."

Also to offset decreased revenue, the GCSAA announced last summer a proposal for a 20-percent increase in dues beginning July 1 for fiscal year 2003-2004. According to a recent *Golfdom* poll, 33 percent of superintendents said they were against an increase, and another 17

percent said they had reservations about it. Twenty-six percent of superintendents said they agreed with the proposal.

Mona says the increase is needed to sustain existing programs. But some superintendents claim the increase was instituted to help fund implementation of the Professional Development Initiative, which begins in July.

"That is absolutely not the case," Mona says. "What happened to us is the [poor] economy happened to us."

The association has made it clear that existing programs and services will be affected if the dues increase is not passed when voted on next month at the annual convention and show in Atlanta.

Speaking of Atlanta, Mona does not plan for the show-floor aisles to be packed with conference exhibitors and attendees in February. He knows attendance in Atlanta will be down even from last year's show in Orlando, which came on the heels of Sept. 11 and was understandably down in attendance from the previous year in Dallas. While Mona understands the situation, it's not easy to take. "This is unusual for us because typically [attendance] has gone up, up, up," he says.

There are two reasons why fewer superintendents will attend the show — the economy and the city. Because many courses felt a financial pinch in 2002, they won't send their superintendents to the show. The fact that the show is in Atlanta, no longer regarded as the trendy "Hotlanta" (especially in February), makes it even less attractive.

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Mona in the Middle

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"By far and away, the No. 1 reason [for the low attendance] will be the economy," Mona says. "Some management companies used to send all their superintendents to the show on the corporate nickel and pay for their registration, travel, lodging and meals. But they have eliminated that.

"But very candidly, Atlanta is not perceived as an attractive site," Mona adds. "[In February], the weather can be questionable."

Mona hopes the GCSAA can hit its projected number for show exhibitors and attendees. "But if we do, it won't be by much."

Regarding the show, GCSAA is not hiding the fact that it's negotiating with the National Golf Course Owners Association to combine their annual shows.

"Both groups have agreed in principle to put the shows together," Mona says. "The devil is in the details, but we both have the will to get it done."

Mona says a joint trade show won't happen any sooner than 2005. The idea to combine the show is based on economics, career advancement and synergies between

"I'M NOT IMMUNE TO CRITICISM, AND IT'S SOMETHING I'VE HAD TO LEARN TO LIVE WITH AND ADAPT TO."

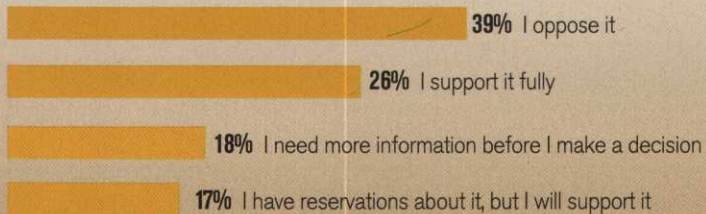
the groups' educational programs.

"A lot of companies exhibit at both shows," Mona says. "From our perspective, the employers of superintendents are a group we've wanted to get at our show for years."

Mona believes owners would have a greater appreciation of superintendents after they saw "the professionalism and size and scope of our industry."

"Some of our members are also interested in educational programming designed to help them possibly pursue gen-

The GCSAA recently proposed a 20-percent dues increase for its members, the first increase in five years. Do you support the dues increase as proposed by the GCSAA?



Golfdom

eral manager careers," Mona says. "NGCOA is a group that makes sense for us to partner with because a lot of its education is in that area."

Of course, a big topic of conversation these days has to do with the association considering a move to another city. The GCSAA is studying its options with the assistance of FPL Associates LP, a Chicago-based firm. The association has spent about \$84,000 to date in exploring the feasibility of a move. No deals have been made, and in the end Mona says the association may discover that Lawrence, Kan., is the best place for it to be.

Not immune to criticism

It goes without saying that the 45-year-old Mona feels pressure. But what association executive doesn't feel the pressure that comes with trying to appease more than 22,000 members?

Mona has helped the association grow in many ways. He has emphasized education and career advancement for superintendents. Under Mona, superintendents have gained more positive recognition for their roles from industry peers and golfers

According to a recent *Golfdom* poll of more than 110 superintendents, 30 percent said they are "very satisfied" with how well GCSAA serves their needs. Thirty-six percent said they are "somewhat satisfied," and 19 percent said they are "OK" with the GCSAA. That's an 85-percent approval rating.

The perception is that Mona, known for his candor and friendliness, is well-liked by the GCSAA's members. In his modest tone, Mona agrees that many members are satisfied with the job he's done.

"I can only answer that on the feedback I get, and for the most part it's positive," Mona says unassumingly. "When I talk with people, they tell me they appreciate what we're doing."

But Mona knows better than to get caught up in accolades — and for good reason. For instance, Mona says the GCSAA's visibility has increased significantly under his tenure. He's proud of that, but more visibility also brings more scrutiny and criticism, he notes.

"It comes with the territory," Mona says. "I'm not immune to criticism, and it's something I've had to learn to live with and adapt to."

Mona knows he can't always please each association member, but that doesn't mean he doesn't try. "I'm a person by nature who likes to please people, and I always look for solutions to problems that meet the needs of both parties involved."

Mona wants to be in touch. He says he regularly reads the GCSAA online forums. He receives about 150 e-mails a day and responds to many of them.

Mona has heard the talk that the association's critics comprise a small minority of superintendents, but he doesn't hide behind the assessment.

"I don't look at it that way," Mona says. "Anybody who's a member of this organization has a right to say how he or she feels about something."

Simply, Mona says he won't turn his ear from even the most perennial critic. "I don't consider anybody in this organization to be a crackpot who doesn't deserve to be listened to," he says firmly. ■

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A Town Hall With Steve Mona

GCSAA CEO addresses superintendents' concerns

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But while 85 percent of superintendents are at least content with the GCSAA, even supporters cited criticisms of the GCSAA, such as the association getting too big and too focused on clubs and courses with big money. We asked Steve Mona, the GCSAA's CEO, to address these superintendents' concerns. Below, we list the names of the superintendents and their concerns followed by Mona's responses.

Money, money

SUPERINTENDENTS' CONCERNS:

"Everything is very expensive. Education should be much more affordable for those of us at small facilities."

— Gattis Alton, superintendent of Flatonia (Texas) GC

"The cost of participating in the national convention is just about out of sight."

— Rick Tatum, superintendent of Grey Oaks GC in Naples, Fla.

Mona's response:

"We're attempting to move our education program toward one that is affordable, accessible and attainable.

That's why we've invested a lot of effort, time and energy in moving toward an Internet platform. What we see coming down

the pike soon is the day when you can take your education [courses] at 10 p.m. in your bathrobe and slippers and not have to travel to a conference site to sit in a seminar with 80 other superintendents for eight hours. There's going to be a need for [the classroom environment], but we see education increasingly moving more toward what I would call education on demand. [Also], I would beg to differ [that our education is too expensive]. If you look at the cost of one day of GCSAA education vs. private education providers, we're still very attractive [in price]."

Too big?

SUPERINTENDENTS' CONCERNS:

"The organization is getting too big. It needs to simplify operations to help save costs."

— Dan Dinelli, certified superintendent of North Shore CC in Northbrook, Ill.

"Downsize."

— Mike Rewinski, superintendent of Westhampton CC in West Hampton Beach, N.Y.

"Stop trying to get bigger — it isn't always better."

— John Gurke, certified superintendent of Aurora CC in Aurora, Ill.

Mona's response:

"Big is a relative term. I don't think we're too big, but we definitely have the perception of being a federal bureaucracy among some people. The

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A Town Hall with Steve Mona

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problem is we're viewed as this big building in Lawrence, Kan., with about 120 faceless, nameless people. But if you dissect this organization, it's about 15 or so small business units operating within a larger structure. We don't see growth for growth's sake. It's not about having 25,000 or 27,000 members because then we generate X thousand more dollars in dues and then have an X million-dollar larger budget. We're seeking out growth objectives for reasons other than pure growth. Sure we want to grow our membership, but the main reason we want to do that is to be able to represent more superintendents and people allied to the organization, which can help us in Washington, D.C., when we're making statements to regulators and legislators. I'm not going to apologize for our growth, either. It indicates a level of success. Having said this, I can appreciate why people think [the association] has turned into this huge faceless mass. The only response I have for that is to [invite you] to come and spend some time with us. You'll see it's not that way at all."

ERS for free

SUPERINTENDENTS' CONCERNS:

(Editor's note: GCSAA's employment referral service (ERS) is a members-only weekly bulletin to help superintendents find jobs and keep current on employment trends. It costs \$50 a year.)

"Provide the ERS for free with [paid] dues."

— **Charlie Fultz**, superintendent of the Country Club of Culpepper (Va.)

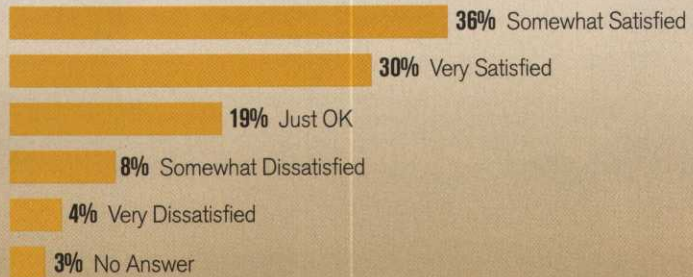
"Change the ERS."

— **Bruce Williams**, certified superintendent of the Los Angeles CC

Mona's response:

"This has come up before and has been discussed as long as I've been here. We can give the ERS away for

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free, absolutely. But the question is: What do we start charging for [in place of the ERS], or what do we reduce, minimize or eliminate [to save the money lost in ERS subscriptions]? There's a consequence for every decision we make. It's a simple equation and we can do it, but something else has to give."

What about the little guys?

SUPERINTENDENTS' CONCERNS:

"Cater to the smaller golf courses.

They never take the little guy into account or truly acknowledge them. Trust me, I know."

— **Patrick Blum**, superintendent of Colonial Acres GC in Glenmont, N.Y.

"Focus not only on the big high-budget clubs, but also the low-budget facilities."

— **Scott Wohlers**, superintendent of Arrowhead GC in Spencerport, N.Y.

"Support ALL superintendents, not just big budgets."

— **Jeff Normandt**, superintendent of Valley High GC in Houston, Minn.

"Quit catering to the rich and famous."

— **Donald Pleger Sr.**, superintendent of the Cypress GC in Glendale, Ariz.

Mona's response:

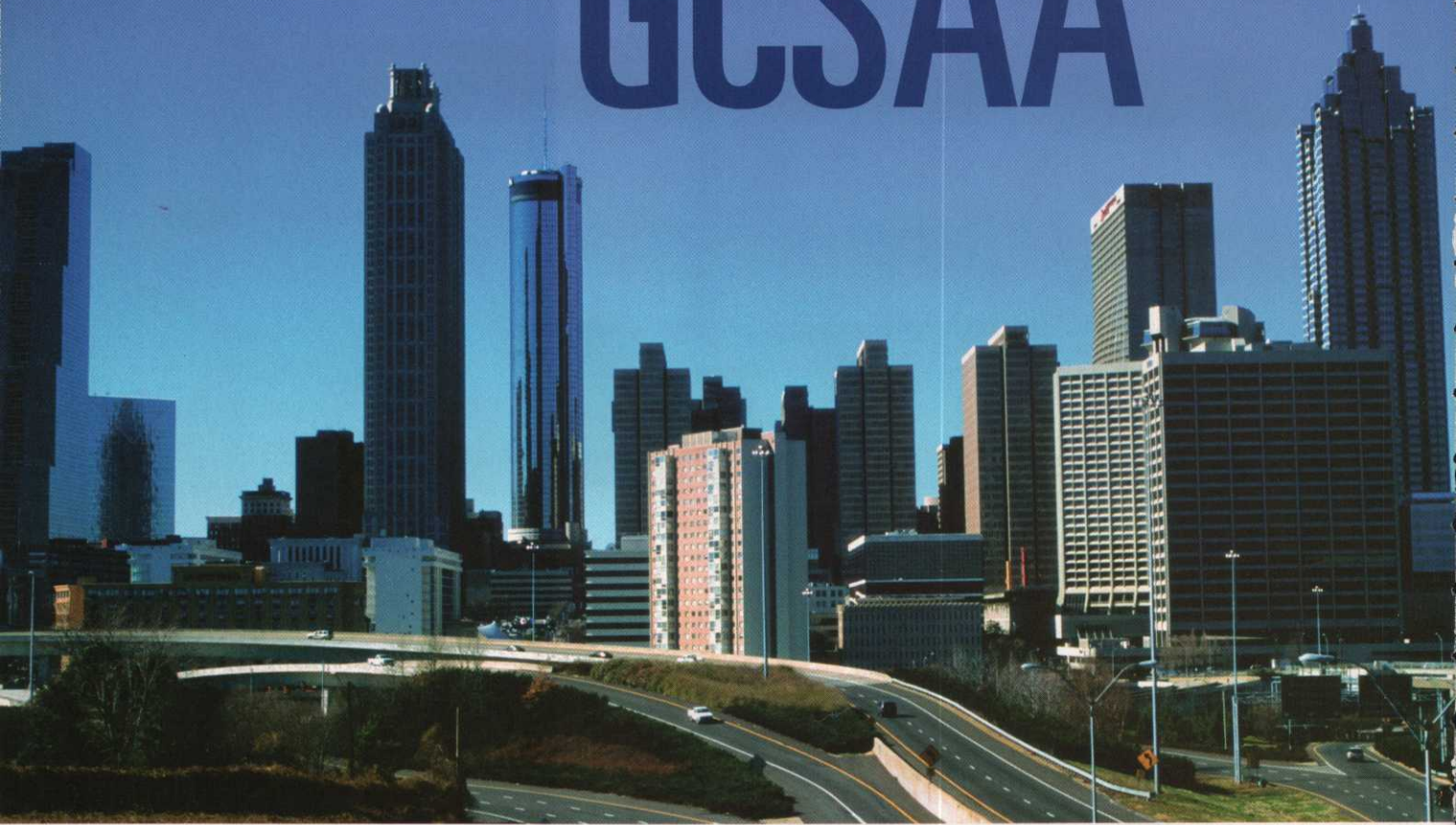
"Obviously, there are strongly held beliefs that we're not about the little guy, and we're just about the big-budget

elite clubs. But the reality is different than the perception. A few years ago, we launched what was then known as our Limited Budget Outreach Program — which was not a membership recruitment program but designed to make available the resources of the association and its chapters to superintendents at limited-budget facilities. The program evolved and is now called the Technical Assistance Network because the stigma of 'limited budget' was deemed to be a negative. The program now works through our chapters, which identify facilities within their jurisdiction and region

"OBVIOUSLY, THERE ARE STRONGLY HELD BELIEFS THAT WE'RE NOT ABOUT THE LITTLE GUY."

that qualify for the program. The chapter can actually award a scholarship to a facility to be a member of the GCSAA for a year for free. Second, within our own public outreach efforts, I've instructed our staff to look for people and facilities to feature that are not the usual suspects. Are we 100-percent perfect with this? No. If someone from a big-budget facility wins a national award or does something outstanding, we feel an obligation to publicize that." ■

Into the Deep South With the GCSAA



As long as you don't mention the Civil War or drink Pepsi products, you should be able to have a good time at this year's show

BY MARK LUCE



Before we begin our look at the town called "Hot-lanta," here are a couple of no-no's for visiting the city during the GCSAA show.

First, don't you dare be caught in public with a Pepsi product, as Atlanta is the world headquarters of Coca-Cola, so the city has long been a Coke town. Second, it's probably best not to

mention anything about the Civil War (or as some down there may say, the War of Northern Aggression). Those a bit rusty on their history may do well to recall that in 1864, Union General William T. Sherman torched the railroads, all businesses and two-thirds of Atlanta's homes on his infamous "March to the Sea." Atlanta remains the only major American city ever destroyed in a war.

Those Yankees among you might not know this either, but in the last two decades Atlanta has risen from those

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PHOTODISC

Into the Deep South

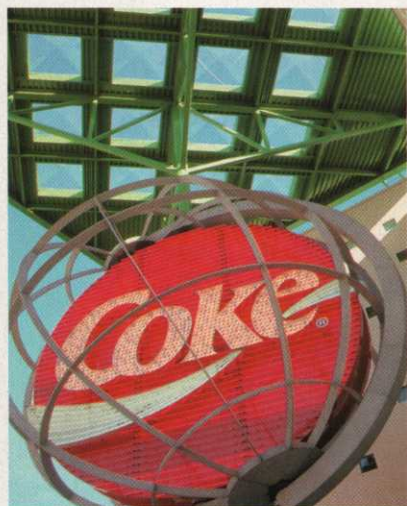
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ashes to become a cosmopolitan city with an international reputation. In fact, foreign business people rank Atlanta *the* best American city in which to do business. No place in America created more jobs than the 6,126 square miles that is home to the Atlanta metro area in the 1990s. The place houses more than 4 million people, its airport is the busiest in the world, and the good folks there love golf, the Braves, real estate and food — and they manage to bundle it all together with trademark Southern charm.

Although the boom in Atlanta has brought about some of the worst traffic in the country, it has also carried with it an influx of good cuisine, an embarrassment of cultural riches and more than a cartful of shopping opportunities for folks of all stripes.

Arrival and transportation

Atlanta's William B. Hartsfield International Airport is gargantuan and busy. In 2001, more than 75.9 million folks passed through the place, and the airport features one of the most advanced security screening systems in the world. It's about a 30-minute to 45-minute — depending on the traffic — cab ride downtown. If you ride solo, it's a flat



You'd better not drink Pepsi products in the city that boasts the Coke Museum, which traces the history of the soft drink from its beginning until today.



Make sure you check out the High Museum, which is currently hosting an exhibit featuring the Parisian impressionists from Cézanne to Monet.

rate of \$25, but if you double (\$26) or triple up (\$30), you'll save bucks.

Once settled in near the Georgia World Congress Center, cab rides within the downtown district are a flat \$6 (\$1 extra for each passenger). Or you may opt for the clean, easy-to-use subway called the MARTA, which runs \$1.75. And no, your eyes do not deceive you — there are 100 streets in Atlanta containing the name Peachtree.

Crash course on the neighborhoods

Buckhead: It can get rowdy at night with the partying crowd downtown (intersection of Peachtree and Paces Ferry Roads), but it's a clean, safe, ritzy area with outstanding eats — including Chops (70 West Paces, 404-262-2675) for steak and the Atlanta Fish Market (265 Pharr Road, 404-262-3165) for seafood.

Little Five Points: This area is Atlanta's answer to Greenwich Village. Young and edgy, it's filled with taverns, second-hand shops and music venues. It's also home to the Jimmy Carter Presidential Center and Library (441 Freedom Pkwy., 404-331-3942) To blend in, refer to the neighborhood as "L5P."

Virginia Highland: It's quieter than

Buckhead or L5P, but still hip. It contains lots of art galleries, quirky shops and Blind Willies Tavern (828 N. Highland Ave. NE, 404-873-2583), *the* place to hear deep-fried Southern Blues. Also home to Fernbank Natural History Museum (767 Clifton Road, NE), which has an amazing collection of dinosaur bones.

Midtown: This is the spot for late-night clubbing, and home to the enormous and beautiful Piedmont Park, and the equally grand Woodruff Arts Center (1280 Peachtree St. NE, 404-733-4200), which features the High Museum of Art.

Groovy things happening on GCSAA weekend

Atlanta has been buzzing about Paris in the Age of Impressionism, a blockbuster show at the High Museum of Art (1280 Peachtree St., NE) that features an impressive array of artwork from Cézanne to Monet. Get tickets in advance at 404-733-5000.

While the Atlanta Hawks aren't exactly swishing their way to the playoffs, they are playing the youthful, exciting Golden State Warriors on Feb. 11 at

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the Philips Center (1 CNN Center). Score tickets at 404-827-3865. The Philips Center hockey tenants, the Atlanta Thrashers, take on Jaromir Jagr and the Washington Capitals on Feb. 12 and have a marquee match-up with the Detroit Red Wings on Feb. 15. Tickets are available at 404-584-PUCK.

If your spouse is along, you would do well to nab the tickets remaining for Grammy-winning singer Diane Reeves' celebration of Sarah Vaughn, Feb. 14-15 at The Atlanta Symphony

Traveling Music

Here's a small, but significant sampling of albums by Georgian musicians. As you can see, it isn't all country. But it is distinctive enough to make a great convention soundtrack.

James Brown, *Live at the Apollo* – The Godfather of Soul and hardest-working man in show business grew up in his aunt's brothel in nearby Augusta.

Atlanta Rhythm Section, *Very Best of Atlanta Rhythm Section* – It doesn't take an "Imaginary Lover" to figure out that this "Champagne Jam" band has got oodles of "Georgia Rhythm."

R.E.M., *Lifes Rich Pageant* – This is jangly college pop from the masters of jangly college pop.

Outkast, *Stankonia* – The original purveyors of the "Dirty South" sound, this Atlanta duo turned hip-hop on its head with intelligent if sometimes raw lyrics and a thumping beat.

Buckner and Garcia, *Pac-Man Fever* – Yes, this one-hit wonder band still lives and works in Atlanta.

Charlie Daniels Band, *The Devil Went Down to Georgia* – We just couldn't overlook this classic single.

Vicki Lawrence, *The Night the Lights Went Out in Georgia* – Some '70s swank to soothe the soul.

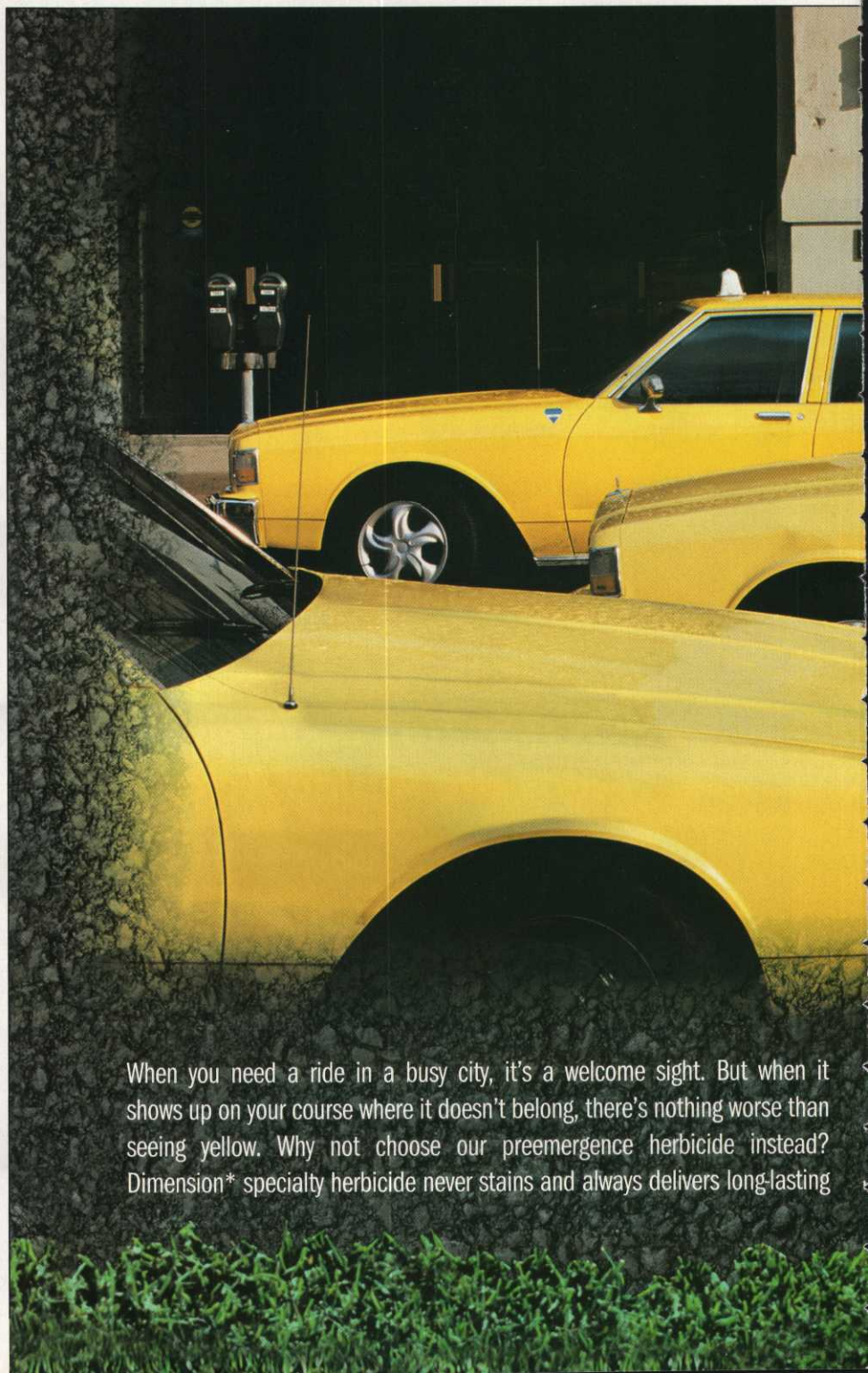
Orchestra (1280 Peachtree Street, NE). Get tickets at 404-733-5000.

Fabulous food

Ken Mangum, director of golf courses & grounds at the Atlanta Athletic Club, likes to dine in the bustle of Buckhead. For kicking back and scoping a sporting event, Mangum recom-

mends Three Dollar Café (3002 Peachtree Road NW, 404-266-8667), a casual, lively place that offers some of the best wings in the city.

While the food may be exotic (including veal meatloaf with wild mushrooms and celery mashed potatoes and homemade potato chips with warm Maytag blue cheese), The Buckhead



When you need a ride in a busy city, it's a welcome sight. But when it shows up on your course where it doesn't belong, there's nothing worse than seeing yellow. Why not choose our preemergence herbicide instead? Dimension* specialty herbicide never stains and always delivers long-lasting

Diner (3073 Piedmont Road, 404-262-3336) has all the charms of a casual joint and doesn't have a dress code.

For a bit more tony dining, Mangum recommends the Southwestern cuisine and Prickly Pear Margaritas of Nava (3060 Peachtree Road, 404-240-1984); the bustle and seafood of The Atlanta Fish Market



The Fernbank Natural History Museum (left) boasts an impressive collection of dinosaur bones.

The state capital (below) of Georgia has risen from the ashes left by Union General William T. Sherman.



**Some things
are supposed
to be yellow.**

**Your course isn't one
of them.**

prevention of crabgrass, *Poa annua* and several broadleaf weeds, including spurge and oxalis. It even offers early postemergent crabgrass control.

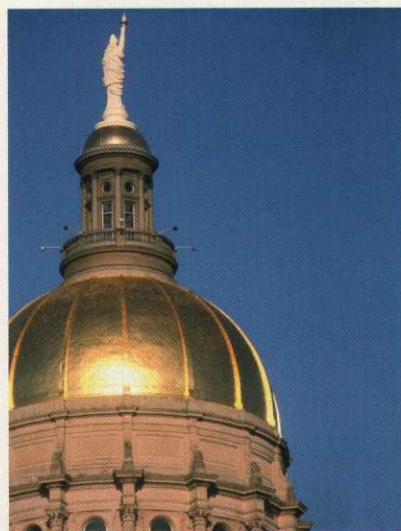
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(265 Pharr Road, 404-262-3165); the steaks at the luxurious splendor of Bones (3130 Piedmont Road, 404-237-2663); the nice views of the Chattahoochee River and the nicer New American cuisine of Canoe (4199 West Paces Ferry Road SE, 770-432-2663); the gargantuan portions of Italian bliss at Maggiano's (3368 Peachtree Road NE, 404-816-9650); and the Brazilian, upscale carnivore haven of Fogo de Chao (3101 Piedmont Road, 404-995-9982).

Locals such as the *Atlanta-Journal Constitution's* book editor Teresa Weaver swear by Chef Eddie Hernandez's flavorful Southwestern cuisine at The Sundown Café (2165 Cheshire Bridge Road, 404-321-1118). It's tucked in a boring strip mall, but with items such as The Memphis (barbecued pork & jalapeno slaw on a taco), a variety of chowders and a seafood burrito jammed with shrimp and crawfish, who cares about the décor. It's fast, cheap and casual dress is encouraged. Weaver also

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recommends Baraonda (710 Peachtree St. at Third Street, 404-879-9962), a casual-hip Euro bistro that she says serves the best Neapolitan pizza in town. Weaver also loves the wine list and upscale American cuisine of the new One Midtown Kitchen (559 Dutch Valley Road NE, 404-892-4111).

Please keep in mind, Atlanta is a food-mad town, and restaurant-hopping remains a social sport. Making your reservations before you even leave for the convention is a good idea.

What to avoid

There is not much in the mega-shopping complex known as Underground Atlanta that you wouldn't find at any mall in the country. It's routinely stuffed with tourists. Remember, you are a professional.

As in all large urban areas, crime is a threat in Atlanta. The key if you don't

Literary Atlanta

We perused our libraries in search of a few titles of local interest, as Atlanta was home to Margaret Mitchell and Martin Luther King Jr. Nobel-Prize-winning former-president Jimmy Carter still lives and works in Atlanta.

Margaret Mitchell.
Gone with the Wind

Jimmy Carter.
Keeping Faith: Memories of a President

Brinkley, Douglas.
The Unfinished Presidency: Jimmy Carter's Journey Beyond the White House

Martin Luther King Jr.
Letter from a Birmingham Jail

Taylor Branch.
Parting the Waters, America in the King Years, 1954-63
(won the Pulitzer Prize)

Tom Wolfe.
A Man in Full

know the city is to stay on the main thoroughfares of the districts you are visiting. If you stray, you could find serious trouble — quickly. Downtown after dark is not a place to make new friends and stand around gawking at the architecture. Buckhead does attract some unsavory characters, so watch yourself late at night, especially if you are leaving a bar. Midtown, too, can be

very dicey in the wee hours.

Be smart — don't flash a wad of cash, know where you are going and take cabs. Instead of shoving your wallet in your back pocket, just put your ID, money and plastic in a clip and use your front pocket. And remember, don't wear your show badges out on the town because they scream "Mug me!" by identifying you as an out-of-towner. ■

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New at the Show

Here are some products you'll want to see as you're walking the aisles of the Atlanta Convention Center

BY FRANK H. ANDORKA JR., MANAGING EDITOR

Well, we have straight from GCSAA CEO Steve Mona's mouth — attendance at next month's show in Atlanta will likely be lower than last year's in Orlando, which was crippled by the effect the Sept. 11 attacks had on the travel and tourism industry.

Mona says the sluggish economy will suppress turnout, and the uncertainty about Atlanta's weather in February may deter some from attending the show (For the record, we wonder if anyone is asking inside the walls of the GCSAA headquarters why the association chose Atlanta as a spot when even its CEO thinks it's a bad place to hold a conference. But we digress.)

Still, a smaller turnout will have one advantage for those who do attend: Superintendents won't have to fight their way through maddening crowds to pick up their annual **Pursell Technologies** green basketballs.

The other advantage, of course, is that superintendents who want to see the latest products will have plenty of room to do so. Here are some of the products that people will be rolling out at this year's GCSAA Conference and Show:

Mower designs

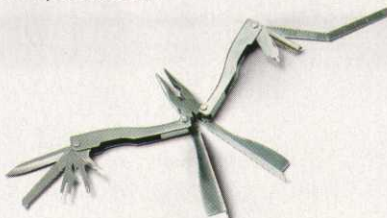
National Mower's 8400 hydrostatic triplex mower tackles the most difficult hills, slopes, banks and edges with ease, according to the company. The 8400 includes power steering for extra control while trimming difficult areas or negotiating tight corners. The company will also highlight its I-Stripe mower, a 22-inch



walk-behind rotary mower with a powered rear roller for creating the classic striped finish. For more information, visit National Mower at booth 4046, call 651-646-4079 or visit its Web site at www.nationalmower.com.

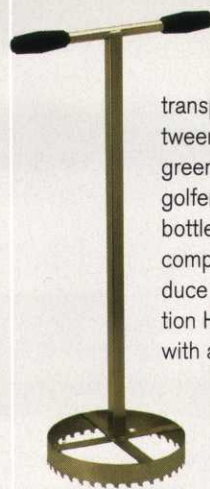
Superintendent Tool

Par Aide introduces its Superintendent Tool. This 12-function, stainless steel multitool was created with superintendents in mind. In addition to the tools you would normally find in similar products (pliers, knife, saw, screwdrivers, bottle opener and ruler), the tool also contains four specialty tools for superintendents, including a handy ball-mark repair tool, a wire brush, an Allen wrench and a sand/dirt scraper (used to clean area on greens around newly cut cups). For more information, visit Par Aide at booth 3237, call 888-893-2433 or visit its Web site at www.paraide.com.



Golf Accessories

Standard Golf Co. introduces its new Seed and Soil Bottle Rack, designed to help superintendents solve the problem of keeping seed-and-soil bottles ready for use to



fix divots. The new bottle rack holds up to 30 bottles and can be easily transported for use between the ninth and 10th greens to encourage golfers to exchange empty bottles, according to the company. It will also introduce the Heavy Duty Irrigation Head Trimmer, along with a host of accessories made from environmentally friendly recycled rubber. For more information, visit Standard Golf

at booth 2537, call 319-266-2638 or visit its Web site at www.standardgolf.com.

Fungicide products

BASF is ready to talk about its new Emerald fungicide, which is currently under review by the U.S. Environmental Protection Agency and is not yet commercially available. It will also introduce a new version of its Pendulum herbicide, called Pendulum AquaCap. It features a patented microencapsulation technology that develops better performance of its pendimethalin product. For more information, visit BASF at booth 1917, call 800-545-9525 or visit its Web site at www.turffacts.com.

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Topdressing equipment

Turfco will introduce the multifunctional WideSpin 1530 Truck Mounted Broadcast Top Dresser. The WideSpin 1530 combines a light topdresser with technology that consistently delivers heavy appli-



cations at unprecedented widths. With a few adjustments, the WideSpin 1530 can switch from heavy to light topdressing in minutes with no attachments and no hydraulic connections, according to the company. For more information, visit Turfco at booth 4046 or visit its Web site at www.turfco.com.

Spraying units

Dakota Peat & Equipment will show off its new portable syringing unit, the Green-Wave. This high-precision, metered syringing unit features a Dosamatic Advantage injector, with flow rates from .25 gallons per minute to 30 gallons per minute, making it ideal for syringing or other spot chemical treatments, according to the company. The 100-foot, 1-inch hose stores easily on a Reelcraft reel and connects quickly to any irrigation system head. This self-contained unit also features an 8-gallon reservoir for liquid chemicals and is mounted on a base that expands from 42 inches to 66.5 inches to ensure a snug fit on the back of most utility vehicles. For more information, visit Dakota Peat & Equipment at booth 4157 or call 800-477-8415 or visit its Web site at www.dakotapeat.com.

Verticutter Blades

The Toro Co. will feature an improved greens-mower verticutter using the dynaBLADE, which has carbide tips. Toro's Helmut Ullrich says the carbide blade is superior in performance to traditional blades because it doesn't wear and dull as fast as other blades. "The dynaBLADE also removes more thatch than traditional blades and

cuts very cleanly," Ullrich adds. It is an excellent tool for managing greens, especially the new cultivars. The company will also introduce e-Train for its SitePro® central controller software, the first module of its new computer-based training program. For more information, visit Toro at booth 2747, call 952-888-8801 or visit its Web site at www.toro.com.

Chemical compounds

Lesco Turf & Ornamental delivers the proven effectiveness of propiconazole at a value-oriented price with its Spectator fungicide. This new systemic product from Lesco provides preventive and curative control of 19 turfgrass diseases. The company will also feature its 18 Plus Fungicide, which is a locally systematic action for enhanced uptake and even distribution and also provides a 14-day residual. For more information, visit Lesco at booth 2235, call 800-321-5325 or visit its Web site at www.lesco.com.

Water coolers

Great Lakes Golf Course Products plans to introduce what it describes as the longest-lasting and most maintenance-free water cooler enclosure in the industry. Constructed of 98-percent high-density polyethylene, this unit reduces unnecessary maintenance expenses, freeing up valuable time for golf course personnel to perform other important tasks. This high-grade recycled plastic



offers several advantages over other forms of recycled plastic because it never has to be painted. It also resists chips, peeling, discoloration, rust, rot and cracks. It also is vandal/graffiti-resistant and insect-proof, according to the company. For more information, visit Great Lakes Golf Products at booth 4019, call 800-505-7926 or visit its Web site at www.glpr.net.

Closed-case rotors

Rain Bird's will highlight its newest closed-case, valve-in-head rotor — the Eagle 1100. It provides an easy solution for

quick coupler system upgrades and is designed for larger single-row or double-row irrigation systems with sizable spacing, the company says. Company representatives will also be available to



discuss Rain Bird Financial Solutions, its new financing program that offers customers flexible payment options and terms, and its Wireless Rotor, which the company says is the industry's first rotor to communicate from a central control, handheld unit or satellite controller without the use of underground wiring. For more information, visit Rain Bird at booth 747, call 626-812-3600 or visit its Web site at www.rainbird.com.

New surfactants

Precision Laboratories is introducing Award, a soil surfactant designed for use by superintendents to manage water in both constructed and native soil profiles. Award contains ingredients that optimize soil water management and playability, according to the company. In particular, the product influences deep infiltration of water into and through the root zone and maximizes the efficiency of water and allows turf to dry more easily, the company says. Award also prevents and treats soil hydrophobicity. The formulation and application interval offers predictable performance throughout the growing season and is applied at rates of 8 ounces per 1,000 square feet every 60 to 90 days. Award is available in liquid form, with a planned release of a granular product in the summer. For more information, visit Precision Laboratories at booth 823, call 800-323-6280 or visit its Web site at www.precisionlab.com.

Poa annua control

Cropchem will debut its Nature's Best Plus Turf Restore for *Poa annua* control at the show. The bacterial culture in the product weakens the *Poa* plants, which allows bentgrass and bermudagrass plants to compete more effectively, according to the company. For more information, visit Cropchem at booth 3982 or call 877-450-7298.

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New turf protectors

Becker Underwood's BioGain and Canteen work in tandem to treat newly seeded or established turf, according to the company. BioGain is designed for use in spray application programs to reduce stress and stimulate root growth through enhanced water and nutrient uptake and to correct iron deficiencies in turf. Canteen, a performance-enhanced spreader and soil penetrant, loosens compacted soils, improves seed germination, delivers pesticides and fertilizers to the root zone, and assists wetting of spray-tank mixes, according to the company. Fog Force, a low-cost and nonlethal bird repellent, and Ne-



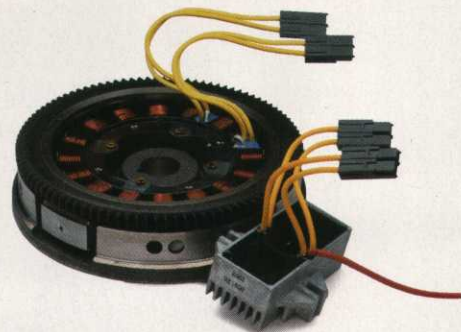
matac S, a bio-pesticide that uses a natural enemy instead of chemicals to control damaging mole crickets on golf courses, will also be shown at the show. For more information, visit Becker Underwood at booth 4421, call 800-232-5907 or visit its Web site at www.beckerunderwood.com.

Pond aerators

Aquamaster Fountains & Aerators will introduce its AquaAir aerator, which will provide any aquatic environment superior aeration, circulation and destratification without disturbing the natural, aquatic landscape, according to the company. It features one to six state-of-the-art dual self-cleaning membrane diffusers. For more information, visit Aquamaster at booth 4323, call 800-693-3144 or visit its Web site at www.aquamasterfountains.com.

Powerful engines

Briggs & Stratton introduces a new 20/50 Amp Alternator option for its twin-cylinder Vanguard engines. Located under the en-



gine's flywheel, the new 20/50 Amp Alternator is the most powerful internal alternator available, producing 20 amps of electrical power at just 1,200 RPM, according to the company. It will also have the 2.4 horsepower Vanguard OHV, a single-cylinder engine designed to provide a lighter and smoother performance on smaller horsepower commercial applications; and the Vanguard™ 31 HP, the largest two-cylinder engine the company has ever produced, at the show. For more information, visit Briggs & Stratton at booth 2139, call 414-259-5333 or visit its Web site at www.briggsandstratton.com.

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Pond fountains

Air-O-Lator's Font'n-Aire Platinum and Gulf Stream fountains use stainless-steel water-cooled submersible motors. Fountain packages include one of eight different nozzle spray patterns, 100 feet of cord, propeller guard, ETL-list control panel with time clock and a three-year limited warranty. The company will also highlight aerators that use Franklin Electric's submersible motors, which operate a scientifically designed propeller. For more information, visit Air-O-Lator at booth 2823, call 800-821-3177 or visit its Web site at www.airolator.com.

Leaf Blowers

Giant-Vac, a subsidiary of **Simplicity Manufacturing**, will show off its Whisper Jet leaf blowers, which feature smooth-operating overhead valve engines, one-piece welded construction for added strength and eight-blade cast aluminum impellers for in-



creased airflow and quieter performance. The company also plans to have its large-area trail vacuums, which clear grass clippings, leaves and twigs from trails, paths and other areas of the golf course quickly and efficiently. For more information, visit Giant-Vac at booth 1246, call 860-423-7741 or visit its Web site at www.giant-vac.com.

Turf blankets

Profile Products introduces its Futerra revegetation blankets, which hold the seed bed in place and provide mulch that speeds grass germination, according to the company. Other features include lightweight design, soil-bonding action that prevents washouts and seed migration, complete degradation and accelerated germination than is 15 percent to 90 percent higher than alternative products, the company says. For more information, visit Profile Products at booth 4328, call 800-366-1180 or visit its Web site at www.profileproducts.com.

Golf cars

Fairway Golf Cars introduces its Freedom Power Caddy, which has smooth, turf-

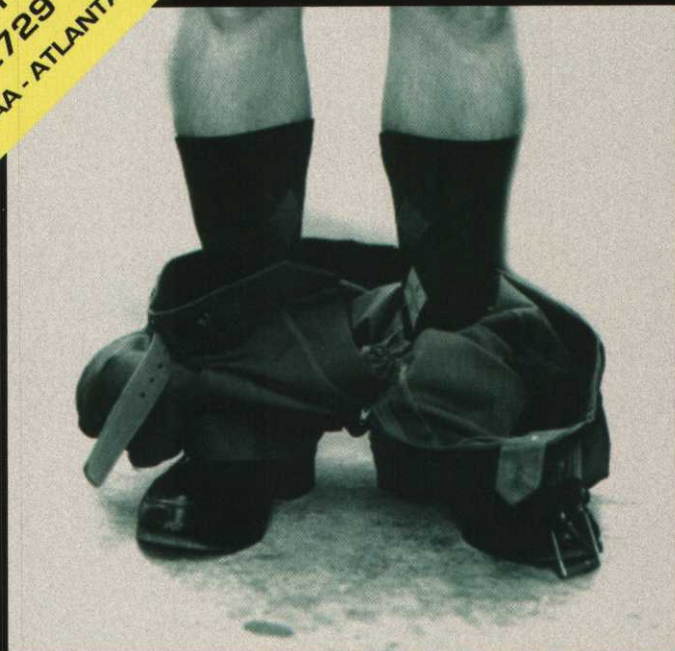


friendly tires and even-weight distribution to help prevent it from causing damage to turf. It is also equipped with a scorecard and drink holder, a clothes/shoes basket, an attachment point for a cooler and a ball/club

washer. For more information, visit Fairway Golf Cars at booth 3379, call 888-320-4850 or visit its Web site at www.fairwaygolfcars.com.

Oh, last but not least, don't forget to stop by booth 2317. That's where **Golfdom's** editors will be hanging out and taking your comments, criticisms and suggestions. Stop by and see us. We'll be looking for you. ■

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