

Off The Fringe

Business briefs

Architects, builders join Golf Industry Show

The architects and builders have joined the crowd.

The American Society of Golf Course Architects (ASGCA) and the Golf Course Builders Association of America (GCBA) announced in November that their organizations have joined the Golf Course Superintendents Association of America (GCSAA) and the National Golf Course Builders Association (NGCOA) to stage the Golf Industry Show in Orlando beginning in February.

The Club Managers Association of America (CMAA) will join the big show in 2007.

The GCBA and ASGCA previously had a presence at the GCSAA International Golf Course Conference and Show in conducting a variety of events for its constituents.

"We're excited to participate in the Golf Industry Show," said ASGCA President Bill Love. "As one of the allied associations of golf, it made sense that ASGCA fully support an initiative that is bringing the industry together."

"We are pleased to join our partners in the Golf Industry Show," said GCBA President Tommy Sasser. "From the GCBA member standpoint, exposure to key decision-makers, whether by exhibiting or networking, is of significant value. From the attendee perspective, securing comprehensive business solutions from those who own, build and manage a course will only strengthen their facility's operations."

Bayer moving business group

Bayer Environmental Science's business group will move its North American operations from Montvale, N.J., and Birmingham, Ala., to Research Triangle Park, N.C., the Region Americas headquarters for Bayer Crop-

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Phyllis Latshaw with her husband Paul R. and son Paul B.



COURTESY OF THE LATSHAW

Industry Loses a 'First Lady'

PHYLLIS LATSHAW DIES AT 63

By Larry Aylward, Editor

Sadly, Paul R. Latshaw, regarded as one of the greatest superintendents the golf course maintenance industry has ever seen, lost his best friend in October — his wife Phyllis. She died at 63 after a brief illness. The Latshaws lived in Souderton, Pa.

In 2001, Latshaw, former superintendent of such great courses as Oakmont Country Club, Augusta National, Congressional Country Club, Riviera Country Club and Winged Foot Golf Club, told *Golfdom* how fortunate he was to have a wife who understood what it necessitated to be a top superintendent, as in working long hours and on weekends, not to mention moving from city to city to work at some of the greatest clubs in the world. Paul called Phyllis his best friend.

"If you want to be successful in this business, you have to be willing

to work long hours," Latshaw said. "That could be a real problem if you don't have a wife who understands. I was lucky."

Phyllis, a first lady of sorts to the industry, provided Paul with unwavering support in his career goals. They were married for more than 40 years.

Phyllis also leaves one son, Paul B., the certified superintendent of Muirfield Village Golf Club near Columbus, Ohio. Paul B., regarded as one of the top young superintendents in the business, said his mother taught him a lot about responsibility and work ethic, among other things.

Phyllis, who grew up on a dairy farm in Liberty, Pa., was her husband's and son's most ardent supporter. She only wanted the best for them.

"I always wanted him to be happy and successful, and I would do whatever I could to make that happen," Phyllis told *Golfdom* in 2001, when asked about her support for her husband's career. "It was important for me to see him happy."

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Science. The move, set for mid-2005, is intended to increase efficiencies within the company overall by bringing together all three of its business groups, BioScience, Crop Protection, and now Environmental Science, in one location. Bayer Environmental Science employs about 90 people collectively in Montvale and Birmingham.

Harrell's Turf Specialty formed

Harrell's Turf Specialty (HTS) LLC is a new company created from Harrell's Fertilizer and former Simplot Partners Turf employees. HTS will serve the turf industry in the Northeast. The company's principals are Jack Harrell Jr., chairman; David Schermerhorn, president; and Don Hollinger, senior vice president.

Quality Golf, Schmidt-Curley align

Quality Golf and Schmidt-Curley Design have formed a strategic alliance to offer golf course design, turn-key construction and construction management services to investors both in Thailand and throughout Asia.

Simplot appoints group

The J.R. Simplot Company announced the appointment of Doug Brede, Chris Claypool and Glenn Jacklin to coordinate the marketing, research and production operations of Jacklin Seed. The group combines more than 47 years of turfgrass industry experience.

N.M. Course 'Hails' Charitable Members

VOLUNTEERS GET ON HANDS AND KNEES

TO FIX STORM-INDUCED DIVOTS

By Thomas Skernivitz, Managing Editor

Fork in hand, members of the New Mexico Tech Golf Course got on their knees Oct. 9 to erase the effects of a freak hailstorm four days earlier.

Forty-two volunteers, most of whom were members of the Socorro, N.M.-based course, repaired four of the property's 20 greens. The remaining 16 greens, including a putting green and chipping green, were still in need of attention, which is understandable. Course officials estimated that 30 minutes of baseball-sized hail did as much damage to the greens as a year's worth of golfers.

"One of our statisticians figured there are about six divots per square foot," said Tiger Montano, the course's assistant golf pro. "The average green here is 2,500 square feet, so there's about 15,000 divots per green and 270,000 divots on the whole course."

Under the guidance of superintendent Mike Jones, the volunteers were split into groups of 10, with each spending about four hours on a green. After popping out the holes with ordinary dinner forks, they were treated to a tournament afterward. The remaining greens were playable, although players were being asked to repair 10 divots per green.



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Course officials estimated that 30 minutes of baseball-sized hail did as much damage to the greens as a year's worth of golfers.

Make No Mistake — Dangerfield Got Respect

We miss Rodney Dangerfield, who died recently at 81. And we will continue to miss the extraordinary comedian, especially when we see him in *Caddyshack*, which we watch often.

We assume that you can relate to our sentiments. Dangerfield, who starred as Al Czervik in *Caddyshack*, almost stole the show from Bill Murray (Carl Spackler) in the film. (One of our favorite Czervik recitals from the movie is: "Tell the cook this is low-grade dog food. I've had better food at the ballgame, you know? This steak still has marks from where the jockey was hitting it.")

Larry Mintz, the University of Maryland's director of the Art Gliner Humor Center, remembers Dangerfield as a "hugely entertaining" comic whose humor in movies and stand-up comedy harkened back to the days of the "little man" who always had a ready quip or one-liner for any situation.

"The 'little man' goes back to the 20s and the literary personae of Thurber, Benchely, Perelman and White, among others," Mintz said in a press release from *Newswise*. "It is also expressed in comic strips in the persons of Charlie Brown and Dagwood Bumstead among

others, and elsewhere in the popular culture. Audiences laugh at the 'poor soul' as exaggerated images of their own vulnerability, anti hero status and necessary humility. But the 'little man' also has a tricky, sneaky, sly, side of his personality. He strikes back, rarely directly but through ironic victories achieved in spite of the odds against him. He survives."

Mintz said Dangerfield "got no respect," but in reality he was highly respected because he just made people laugh.

Rest in peace, Rodney.