



# Super Shot Leads to Superintendent's Cup

MARTINEZ WINS BASF TOURNAMENT AT PEOPLE VS. THE PROS

By Larry Aylward, Editor in Chief

**R**afael Martinez should have figured — especially after he chipped in a spectacular par-saving shot from 30 yards out — that this was going to be his day.

Martinez, the certified superintendent of Via Verde Country Club in San Dimas, Calif., made the super shot on the first hole of a three-hole playoff with the winner advancing to the Superintendent's Cup of the People vs. The Pros, sponsored by BASF Professional Turf & Ornamentals and held in September at the Barton Creek Resort in Austin, Texas.

Thanks to the shot, Martinez went on to defeat Matt Curl, superintendent of Indian Creek Golf and Country Club in Fairbury, Ill., in the playoff to advance. And then in the Superintendent's Cup, held on Barton Creek's challenging Fazio Foothills course, Martinez defeated Greg Wiles, superintendent of The Links at Echo Springs Golf Course, in match play to

earn a \$10,000 check and \$10,000 worth of free BASF products. Wiles earned \$5,000 and Curl \$2,500 for their efforts.

Twenty superintendents joined nearly 200 competitors vying to play against PGA professionals Justin Leonard or Ben Crenshaw in the fourth-annual People vs. The Pros for the opportunity to win \$100,000. The top two scoring superintendents not playing against the pros competed against one another in the second-annual Superintendent's Cup.

The pros prevailed at the grand prize match, also held on the Fazio Foothills course. In the 18- to 49-year-old division, Jeff Jumonville conceded to Justin Leonard at the 15th hole. In the 50-and-over division, Ben Crenshaw closed out Jay Whiteside at the 18th hole. Both Leonard and Crenshaw received \$100,000, and the runners-up received \$50,000.

If not for making the chip shot,

*Continued on page 18*

Over  
75 Years  
of Turf  
Stewardship

Milorganite® Fertilizers

- Proven Results
- Cost Effective
- Environmentally Friendly

For Better Results.  
Naturally.

**Milorganite®**

www.milorganite.com  
1-800-287-9645



## Off The Fringe

*Continued from page 12*  
in Atlanta, Las Vegas and Phoenix earlier this year.

Program participants receive information that allows them to compare their facilities' performance against the overall market. "This is the type of information decision makers in other industries rely on to understand and analyze trends," Hughes said.

It's no secret that many owners and operators have questioned the accuracy of participation reports from sources within the industry. Since the numbers reported in the Financial Benchmarks Program come directly from owners, credibil-

ity isn't an issue, said Hud Hinton, president and chief operating officer of Troon Golf, which manages operations at more than 160 courses. "These are the right metrics reported in an easy-to-understand format," Hinton added.

Hughes said that previous data wasn't "actionable."

"It wasn't something an operator could take a look at and say, 'This is what I need to do, and this is how I stack up against my competition,'" Hughes said. "That's the kind of information our members want."

*Golfdom's Larry Aylward contributed to this story.*

*Continued from page 13*  
Martinez probably wouldn't have won the playoff to play in the Superintendent's Cup. The shot definitely invigorated him.

"I felt like things were going in my direction," said Martinez, relating how he felt after making the shot. "I said to myself, 'Let's go get 'em.'"

Martinez, who played steady golf during the Superintendents Cup and

kept the ball in play, went two holes up over Wiles after nine holes. He closed Wiles out after 14 holes.

"I just wanted to put it in play and see what happened," said the 42-year-old Martinez, a six-handicap. "My short game is the strongest part of my game. I'm never on the green in regulation, so I need to have a good short game."

Wiles, a 16-handicap, said he "hit some decent

shots here and there," but made too many mistakes, mostly off the tee. Incidentally, Wiles, who won a regional BASF qualifier tournament in 2004 and participated in the Pinehurst, N.C., final, was this year's top-scoring superintendent with a total net score of 147 in the 18- to 49-age division, placing third overall.

Both men said walking the course in the infamous Texas heat took its toll on them.

"I'm a golf course superintendent," Wiley said with a smile. "I'm used to riding around in golf cars. Rafael looked at me after the 12th hole and said, 'Man, I'm beat.' I said, 'So am I.'"

Martinez and Wiles qualified for the event after winning their respective regional



Toni Bucci (right), business manager for BASF Professional Turf and Ornamentals, presents Rafael Martinez with the winning check.

tournaments held by BASF earlier in the summer. BASF flew the two men and 18 other superintendents to Barton Creek, put them up for several days and treated them like ... well ... PGA players.

"This was a fantastic experience," Wiley said. "You can't beat playing in something like this."

Minnesota, Spring 2004

### Use GreenJacket® for patented IMPERMEABLE PROTECTION

Insulated or uninsulated protection against:

- Crown Hydration
- Desiccation
- Temperature Fluctuations

**greenjacket®**  
The grass is always greener on the UNDERSIDE.

www.greenjacket.com • 888-786-2683  
\*Actual client photo not retouched