

Lively: PGA CHAMPIONSHIP IS CULMINATION

Certified superintendent Thomas Lively, the director of grounds for Medinah (Ill.) Country Club, hosts his first Major this month with the 89th PGA Championship, set for Aug. 14 through Aug. 20. *Golfdom* caught up with the 47-year-old Lively recently and asked him a few questions.

1 | How many years have you worked in the golf industry? 34. I started caddying at Idlewild Country Club in Homewood, Ill., at age 13. I moved to the grounds department at 16 and have never left the golf course.

2 | Who has been the biggest influence on your career and why? Peter Voykin and Oscar Miles. I worked for Peter at Idlewild my first five years in the business, and he encouraged

me to go to school and get a degree in turf management. I did my internship for Oscar in 1981 at Butler National and returned the following year as his first assistant. I stayed at Butler for five more years and learned many things from Oscar.

3 | What was the defining moment in your professional or personal life? This year and the PGA Championship. It's the culmination of everything I have ever wanted to do professionally. The staff is very dedicated and has worked hard the past five years to get to this point.

4 | What's the greatest invention the golf industry has seen?

I don't think I can suggest only one. The advances in maintenance equipment and

the technology we have available has enabled us to become much more efficient.

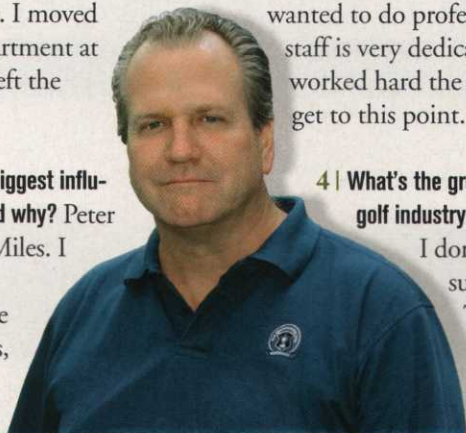
5 | If you could change something about the industry right now, what would you change?

Cost. Maintenance has become so expensive and, in turn, drives up the green fees for the average person who loves to play the game.

6 | Describe yourself in one word: Determined.

7 | My hero is: My heroes are my parents. My dad worked two jobs most of the time while I grew up. My mom also worked then came home and did everything else moms usually do. Their hard work ethic taught me to work hard.

8 | I hope to be remembered as: Someone who tried to do the best he could all the time.



BASF's Briggs: Play May Be Flat, But Not Chemical Market

By Larry Aylward, Editor in Chief

Play on golf courses has been flat the last few years, said Steve Briggs, the specialty products director for BASF. But the same can't be said for the chemicals used to treat those golf courses, he noted.

"There are segments within the [golf] market that are growing, including the fungicide segment," Briggs said at a Media Summit held by BASF in Washington recently. "We see a need for replacement of some of our older fungicides."

In the herbicide market, Briggs said the industry needs "new and innovative

chemistry" for the aquatics segment. But that's a difficult task considering the environmental implications and the fact that people, fish and wildlife frequent bodies of water.

"Today the marketplace has about six compounds that are registered for use in and around water," Briggs said. "Once you start registering compounds for water, you're talking about a huge task to undertake — not only from an R&D perspective, but also from a registration perspective. You have to cross every 't' and dot every 'i' to make sure you can get a product registration for aquatic uses."



Of the specialty products market, Briggs said it takes a "real blockbuster to find, discover and register a compound" specifically for the noncrop segment.

"It's not only important to have a fine and great active ingredient in the specialty market, but you must find new and innovative ways to use those products," Briggs added.