



golf industry show
Preview

Is This Show Still For

Golf course
maintenance
exhibitors battle
the GIS dilution
effect

ANALYSIS

BY DAVID FRABOTTA, SENIOR EDITOR

The industry has a soft spot for the Golf Industry Show. Vendors and attendees know it's the best place to build relationships of any venue all year. Not only is it the largest gathering of working superintendents, it also provides the most diverse turf-maintenance vendors of any show.

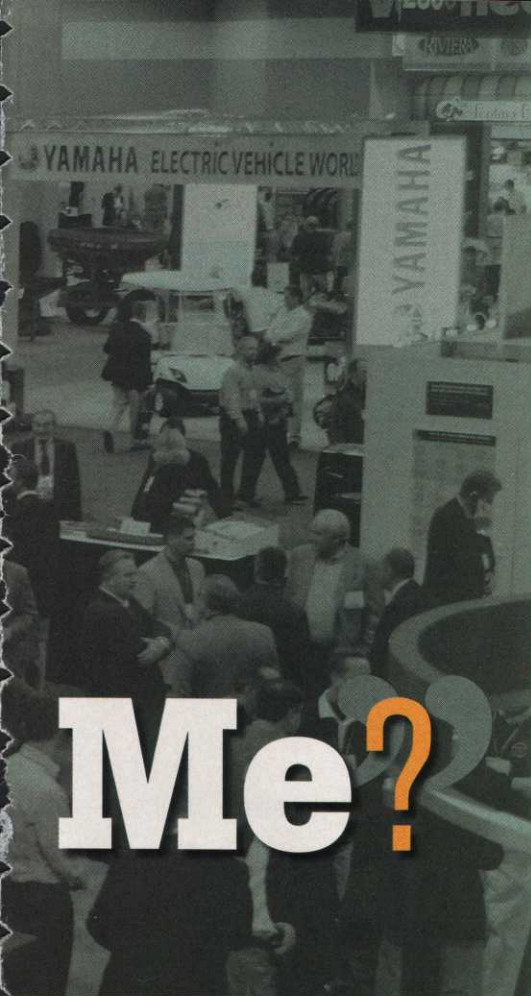
But there's a caveat. With the merger between the National Golf Course Owners' Association in 2005 to form the first GIS and the addition of the Club Managers Association of America last year, superintendents need to navigate a lot more exhibit space to find their target products and services compared to the solitary Golf Course Superintendents Association of America show of years past.

As it turns out, exhibitors must overcome the same phenomenon. With more non-superintendents at the show, vendors must look a little harder for their core customers.

GIS contends that the more managers the better. The show brings in about 33 percent more qualified buyers than previous GCSAA shows, according to GCSAA. That was the goal of the merger in the first place. The GCSAA show was confronted with dwindling attendance each year since its high-water mark in 1999, and qualified buyers fell in conjunction with fewer attendees. GIS appears to have successfully brought out the buyers. The 2005 show in Orlando drew 8,154 qualified buyers, according to GCSAA, and last year's show welcomed 8,833. Organizers expect a record 10,400 qualified buyers this year in Orlando.

But while the three associations also expect record attendance, a record number of exhibitors and the subsequent record revenues, some vendors that sell primarily turf products aren't sold on the quality of attendees compared to past GCSAA shows. Sure, the more managers and owners know about turf-maintenance products, the easier a

PHOTOS COURTESY OF GCSAA



"The superintendent show has been diluted with a bunch of people who sell lawn furniture, canopies and pots and pans, and that's not good expansion," Zinninger says. "It's diluted expansion with people who are outside of our industry, and because of that dilution we automatically get set further back on the list for booth space."

Prizelawn won't be the only company staying home this year. Markers Inc., makers of golf course signage and other specialty products, began exhibiting in the 1980s. Dave Knoepp, director of sales and marketing for Markers, says he would talk to hundreds of superintendents who were ready to make a deal back in those days. Last year, he says he spoke to fewer than 25 qualified buyers.

"Most significantly, we're not going because we feel the attendance has been diluted, and we are primarily a provider of products specified by golf course superintendents," Knoepp says.

Some larger companies have noticed the change in attendance as well. Turfco has been exhibiting at GIS and the predecessor show since 1962. While it is committed to maintaining a significant presence, it's not as easy to be seen as more vendors from other associations fight for premium exhibit space, says Turfco Vice President Scott Kinhead.

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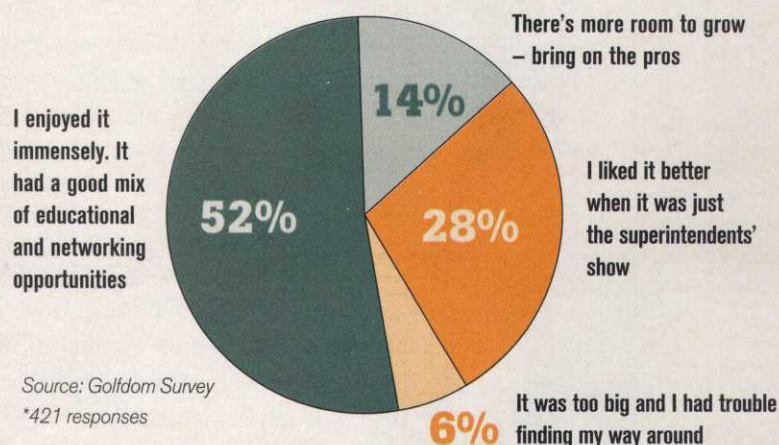
superintendent's job might be getting acquisitions approved. But when it comes down to selecting specific chemicals, equipment and course-management products, it's fairly likely that superintendents are making decisions without the rest of their management teams.

So while there are more qualified buyers, there is a weaker concentration of superintendents on the show floor, and some smaller vendors who sell exclusively golf maintenance products are opting out of this year's big top.

Some have decided not to exhibit this year because they feel drown out by the oftentimes more glamorous furniture and fixture exhibits that cater to owners and managers. Others say they can't justify the return on investment in a business environment of receding revenue.

"Bigger isn't always better," says Tom Zinninger, an independent sales representative for Prizelawn, which makes spreaders for third parties. Prizelawn exhibited at GIS and the previous GCSAA show for about 15 years, but the company didn't exhibit year.

THE GOLF INDUSTRY SHOW got even bigger earlier last year with the addition of the Club Managers Association of America to the event. Now it's superintendents, owners and managers under one umbrella. If you attended, what did you think of the show last year?*



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"Certainly the advent of the additional exhibitors makes it difficult to be in an impactful location," Kinhead says. "Oftentimes, people tout that there are more decision makers at GIS, but fundamentally, if a golf course is going to buy a product like a topdresser, then the superintendent is going to make that decision. If an owner or general manager is knowledgeable

about it, then that can be helpful, but superintendents, by and large, are going to make that call. So we'd like to have more superintendents at the show."

Exhibitor satisfaction has dropped each year since the GCSAA's last solo show in San Diego in 2004. Self-reported sentiment surveys conducted by GCSAA reveal that exhibitors' impressions of qualified buyers, the

2008 Show Stat:

\$9 million

GCSAA's expected trade show revenue

show's importance for business and whether it was a good return on investment has fallen each year under the GIS banner. That said, three years barely makes a trend. Besides, Hurricane Katrina forced a last-minute relocation to Atlanta in 2006, and West Coast shows (last year was in Anaheim, Calif.) typically have lower turnout and exhibitor satisfaction. Overall exhibitor satisfaction last year was the lowest since before 9/11 even though attendance was up, and Anaheim set a record for qualified buyers. So location and market conditions clearly play a significant role in vendor impressions.

Is anyone buying?

Some younger superintendents might consider it odd to actually purchase products and equipment at a trade show, but it was the norm just 10 years ago, sources say. Then, the Internet changed the way people research goods and services. Superintendents might not make purchases online, but few show attendees are willing to make purchases at a trade show without doing some additional research in cyberspace.

"No matter how appealing we try to make our product offerings and try to incentivize purchases or lease orders at the show for future delivery, people aren't doing it," Knoepp says. "People would prefer to go onto the Internet to order products at their convenience, even to the point of ignoring price incentives."

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The downside to the digital marketplace for exhibitors is justifying trade-show expenses. Without a concrete return on investment or a way to ascertain whether a lead came from a trade-show conversation, Internet search or word of mouth, it's becoming increasingly difficult to justify uprooting staff and normal business routines to attend trade shows in general, especially if a company's booth is relegated to a low-traffic area.

But for the most part, buyer activity is a small part of the show. Just as important, vendors say, is the opportunity to chat with the highest concentration of superintendents of any annual event. The show also provides valuable networking and education opportunities for distributors and resellers of chemicals and equipment, for example. With the "who's who" of the industry gathered in one place, it might be those after-hours activities that help justify the trip. Plus, you might be able to shop for products online, but you can't really simulate a trade show or networking venue of this size in any virtual way.

"I'll worry that the Internet will harm trade shows when I can taste a virtual meal," says Stephen Schuldenfrei, president of the Trade Show Exhibitors As-

sociation, which helps exhibitors execute better trade shows.

Another challenge vendors experience this year and probably next year as well is the fact that golf has seen better times. Rounds are about flat, and courses are closing faster than they're opening. Commodity prices are at or near all-time highs, and businesses, for the most part, are operating under fairly tight margins.

So it might be difficult for some companies to justify a price hike of more than 18 percent this year for GIS exhibit space.

2008 Show Stat:

300,000

Expected square feet of exhibit space

After four years without an increase, exhibitor rates rose this year from about \$19 per square foot to about \$23, which didn't go unnoticed by some players in an industry that has been ebbing for years.

Turfco will have a slightly smaller booth this year, partly because of the

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higher costs associated with attending the show. But the primary concern, Kinkead says, is the years to come. As the company continues to expand its product offerings, it might not be able to justify the added expense of more booth space to showcase its full portfolio.

"The rates have an impact on what you are going to do at the show in terms of the size of the booth this year and the size of the booth going forward," Kinkead says. "Clearly, the golf industry is not going to be in a boom like it was in the 1990s, and now is a hard time for an increase in rates without necessarily an increase in the number of golf courses attending the show. That's a very difficult thing for us to look at. Our industry is not growing leaps and bounds, so we would certainly prefer to see incremental increases."

Architect Todd J. Clark of CE Golf Design is another exhibitor that won't be making the \$8,000 trip (includes booth space and travel) this year after exhibiting for the past five years. He had a hard time justifying the expenses this year, even though he acknowledges that Orlando likely will have a better draw than a West Coast show.

But the foremost reason he won't attend isn't because of attendee dilution or expenses. He's not too keen on the show's points system, which allows exhibitors to choose the selection order for booth space according to how long they've exhibited and how much money they've spent with the associations and show partners during the course of the year.

"The problem I had last year was the way the show bases its point system," Clark says. "We were stuck off in a corner, completely away from all the other designers who have done it for years and spend more money on booth space. So they have a competitive edge, and we get lost."

More turf maintenance companies echoed a similar sentiment last year as exhibitors with more priority points from the builders, owners and managers jockeyed for premium booth space. It appeared some

turf companies with fewer priority points were pushed down the totem pole.

"One thing I'm a little concerned about, not so much for us but what I hear from smaller distributors, is that it's gotten so large that some of the smaller distributors feel like they're stuck out on the back 40," says Mike Bandy, marketing manager of turf products for Andersons Golf Products. "They really need to make sure that some traffic gets out to some of those other areas."

No turf maintenance companies were bumped off the main isle last year due to

2008 Show Stat:

1050

Expected number of exhibitors

exhibits from club managers, says GCSAA Communications Director Jeff Bollig. That perception might have perpetuated because GIS administrators sprinkled CMAA exhibitors throughout the trade-show floor to give them better visibility in their first GIS.

And although it might be unpopular among some smaller vendors, using a priority points system is fairly common in the trade-show business, Schuldenfrei says.

Of course, the points system gets tricky when multiple associations merge shows, and there isn't a volume precedent to copy. There are several examples of associations that have merged their respective shows like GIS, but it's not an industry trend, Schuldenfrei says.

"I can understand the desire to merge shows because it broadens reach. If the show is able to broaden all sectors, then it works well," he says. "But if the core constituency sees it as noncompatible, then it doesn't work well, and each individual show is essentially the same but now has a new set of issues."

Those issues could be attendee dilution, exhibitor dilution, higher costs due

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Is GIS Diluted?

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to the larger venues and large-scale growth that potentially could render the show too difficult to navigate.

Outgrowing the Pains

Most new business ventures face learning curves. And all trade shows battle retention because some shows might not be suited to a particular company. So overall, GIS is huge, successful show, judging by its incremental growth and feedback from vendors and attendees.

More than half of respondents of a recent Golfdom survey say they enjoyed the show immensely, versus 28 percent who say they liked it better when it was superintendents only.

The success largely has been due to GCSAA, which continues to analyze processes to deliver better value to attendees and vendors. It doesn't really have a choice. The association lives and dies by its show, which brought in more than half of its \$19.2 million revenue in 2007 (\$8.7 million from the trade show and \$1.2 mil-

other goods that are purchased by certain groups (will be clearly marked and grouped)."

GIS also offers incentives for new vendors so they can capture premium booth space. GIS reserves a few 10-foot by 10-foot booths on the main isle for new exhibitors as part of its New Product Showcase. It's an incentive to grow the show and offer newcomers a premium position to peddle their wares.

And the changes appear to be working. Despite a handful of growing pains, vendors, by and large, are satisfied with the changing demographic and show diversity.

"For our business, I think the merger was a good move," says Norm Poppe, general manager for the Applewood Seed Co. in Arvada, Colo. "We're in the wildflower seed business, so we're trying to sell the beautification of the golf course, which is something that management oftentimes can relate to more than the performance parts of the golf course. So we were pleased to talk with them because we feel that those people are looking at our product in a different way than superintendents."

Applewood, a 25-year veteran of the GIS and the GCSAA show, formally attended more than 20 shows, but GIS is the only one that continues to generate enough foot traffic and qualified buyers to justify the expense. It helps that the company's longevity secures it a good opportunity to choose a premium booth location.

You won't have any trouble finding the usual turf suspects, either. Large chemical and equipment manufacturers have secured their places on the main isle through longevity and investments into various industry foundations.

But do a favor for the GCSAA, GIS and some of the smaller vendors: When two roads emerge from the main isle, try taking the one less traveled. And even though your feet ache, your stomach growls, your head hurts and your eyelids droop, fight on to that hidden vendor who just might be selling what you're looking for. ■

2008 Show Stat:

25,000

Expected number of attendees

lion from the education conference).

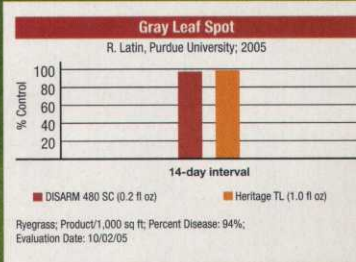
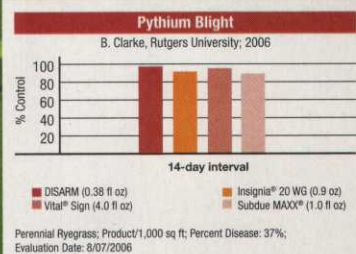
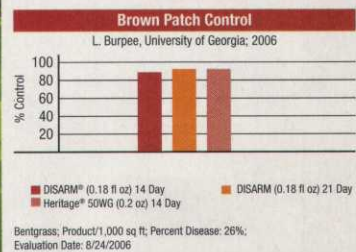
And GCSAA will implement more innovations at the show this year. Bollig says GIS will offer better segmentation than last year, using different carpet colors, for example, to help differentiate niche exhibitors. Attendee badges will have clear notations of GCSAA, CMAA or NGCOA as well, so exhibitors know with whom they might be talking.

"We've made the solution centers to keep people on the trade show floor, we've moved speakers onto the trade show floor, and we've created different configurations and harder segmentations," Bollig says. "The club managers exhibits will all be on one end, and

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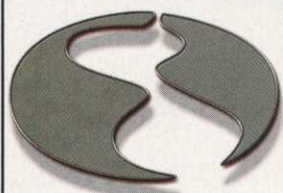


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golf industry show
Preview

Outgoing GCSAA
CEO takes a
candid look
back at his
14-year-career

Mona's Memoir

BY LARRY AYLWARD, EDITOR IN CHIEF

The upcoming Golf Industry Show in Orlando will be Steve Mona's last as the CEO of the Golf Course Superintendents Association of America. Mona, who turned 50

recently, joined the GCSAA as CEO when he was 36. He celebrated his 14th anniversary with the association in November. Mona says he wasn't looking to leave the GCSAA, but he was approached with an offer — to become the CEO of the World Golf Foundation — he says he couldn't refuse. Mona will begin that position in St. Augustine, Fla., at the end of next month.

Golfdom Editor in Chief Larry Aylward recently spent time with Mona and talked to him in-depth about his tenure at the GCSAA.

■ **What kind of man is Steve Mona today compared to 14 years ago when you began this job?**

■ I would say that I'm a more patient person today than I was 14 years ago. I'm more willing to let a process play itself out today. In the past, I was always trying to drive as fast as I could to a conclusion so a decision could be made, and we could get on to whatever the next decision was that needed to be made. But now I'm more content to let information soak in and get some additional perspectives and, hopefully, make a better-informed decision than I might have years ago.

Also, the most important things in my life are my faith, my family and then my work — and I can assure you that wasn't the case 14 years ago. Working in this environment ... contributed to my evolution and growth as a person. I credit our organization and our

members for helping that process along. One of the reasons I love this job so much, and one of the reasons I think I did reasonably well at it is because I feel like I'm wired a lot like a golf course superintendent — early to bed and early to rise. I also think I'm pretty straightforward and forthright.

■ **What were your main goals when you took the job, and did you accomplish them?**

■ The board handed me three specific mandates when I came. One was to get the house in order. Two was to increase member involvement, and three was to enhance and strengthen relationships. There was a little bit of (turmoil) when I took over. But one of the really unusual things in a situation where there was a certain amount of unrest was that the financial condition of the association was then and still is today very strong. So that was really a blessing to come into an organization that had some issues but had a strong financial position. That made the job much easier.

Getting the house in order was just a matter of focusing inward. We had staff reorganization. There were a lot of processes, technology upgrades and infrastructure things that needed to get done.

Increasing member involvement was getting more members involved in the governance of the association through the committee structure. We substantially enhanced that.

The third was to enhance and strengthen relationships. This was principally among allied associations, among industry partners, the media and where relationships weren't exactly great. That was an area I enjoyed, and I think I did fairly well at.

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■ **Do you feel you're leaving the association in better shape than when you took it over?**

■ I do feel good about what has been accomplished, but I don't take credit personally for the accomplishments. In every single case, with no exceptions, it took a lot of people to get some of these things done. It would be disingenuous for me to say, "Yes, I did that." I was part of a group of people that got these things done.

The one regret I have is that I didn't have a better CEO-succession plan in place. That

was going to be my next big project to work on. I wasn't looking to leave this job, but obviously this other job came along, so I didn't get a chance to put a plan in place.

■ **What were your biggest accomplishments during your tenure?**

■ Certainly, the Golf Industry Show would be one. To help bring together three organizations that had trade shows — the GCSAA, the National Golf Course

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Owners Association and the Club Managers Association of America — requires a lot of work and a lot of effort.

Another accomplishment would be The Environmental Institute for Golf, which evolved from the GCSAA Foundation. It was much more than a name change — it was a repurposing of the foundation.

Another accomplishment is the investing in the Beauty of Golf endowment campaign. We set out to raise \$3.5 million under the banner of the GCSAA Foundation, and we ended up raising more than \$5 million. That helped us from a fund-raising perspective but more importantly a friend-raising perspective.

A huge one is the Professional Development Initiative (PDI) and member standards. As I look back, there were a lot of moments of truth, and this certainly was one when our members voted upon themselves to have a higher and more rigorous standard to become a Class-A member and to retain one's Class-A designation. That was when this association and its members said this is a profession, not an occupation. I think there's an important distinction between the two.

Another thing that doesn't get talked about that much but really signaled a shift in thinking is when we began sponsorships of our various events and activities and programs. There was a long-held belief that that was not an appropriate thing to do. But the board agreed that it made sense, and it has burgeoned into a pretty substantial program since that time.

- How do you handle the criticism of PDI and that people say it was watered down in order not to lose any members?
- What's interesting about that argument is there are really two sides to it. It's a little bit like being a superintendent and having one person say, "Hey, the greens are too slow." And then you walk another 50 feet and another person says, "Hey, the greens are too fast."

Some people say PDI is wrong because it requires people to do things to become

a Class-A member, which is not the role of the association. They say we should just support our members through education, information and representation and not create an elitist organization with the haves and have-nots. And then I also hear the too-watered-down argument. So there are two opposite arguments, which makes me think we probably got it right.

I understand the arguments, but it was important to get this passed. Now we're spending more than \$1 million a year on trying to create a brand known as Class-A GCSAA member. I think that brand will become a recognized brand in the marketplace, and there will be value in being a Class-A member of GCSAA, and people who dropped out for various reasons will probably see it in their interests to get back involved. And people coming in to the profession will view that as something they must have to be successful.

We got something done that our members told us they wanted. That's the thing that gets lost in this. If you go back to the chapter delegates meetings in 1994, '95 and '96, the delegates said, "We're a profession, and we're professional people. So we should be recognized, compensated and given the same kinds of opportunities within our facility that our peers enjoy."

Is PDI perfect? No, but as it evolves through time, it's going to get better and better. And to those who say it's watered down, I say to wait a few years and see where it ends up. I think it will end up a little more stringent than it is today.

- Are there things that you did that you would like to do over?
- I think I made some good hiring decisions, and I think I made some not-so-good hiring decisions. That would be an area I wish I had some do-overs. It's an area where you try to make the best decisions you can at the time, and sometimes they work and sometimes they don't. We had some bumps along the way, and probably some of them were related to decisions I made in terms of who I was

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putting in certain positions and who I wasn't putting in certain positions.

■ **What were your best days on the job?**

■ One was the day that Greg Norman called me to say he would be the chairman for the Environmental Institute of Golf. Another day was when the members voted so con-

clusively to adopt PDI. I've had thousands of really good days where I'd go home at night tired but feeling good about what was accomplished. Never once in 14 years have I dreaded coming into this building or wherever I was going on behalf of GCSAA.

■ **What were your worst days on the job?**

■ There are frustrations at any job. All of us in our jobs tend to gravitate to what we do best and away from what we are not very good at or don't particularly like to do. I'm no different than anyone else in that regard.

■ **Was there any criticism during your tenure that really bothered you? And how do you handle criticism?**

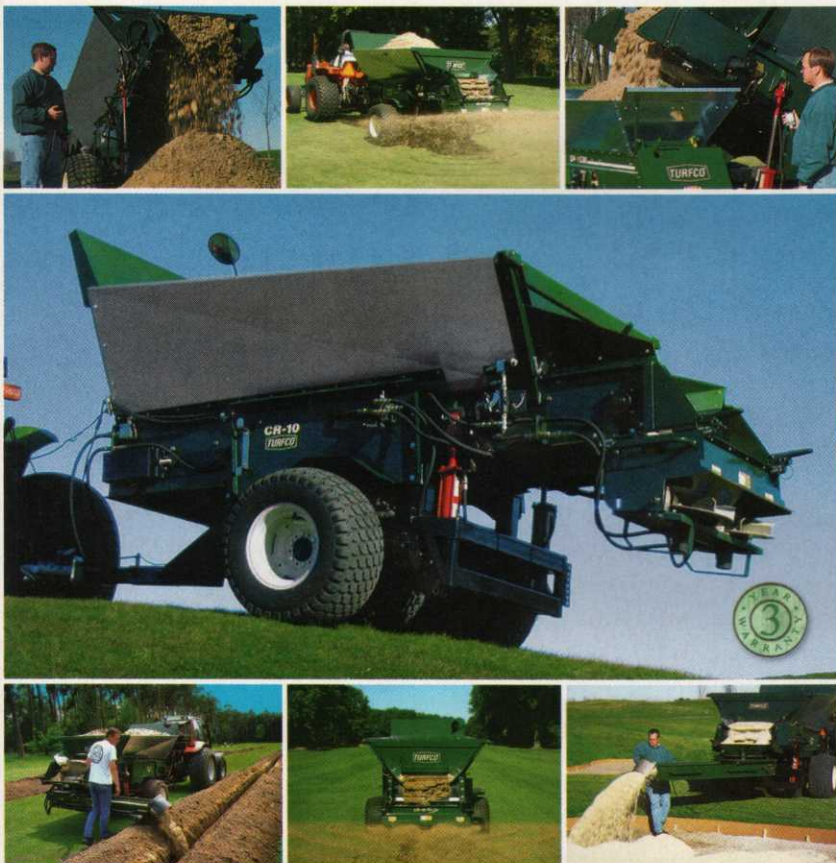
■ Before I started the job, there was an article about the new team coming into the GCSAA. When the article began talking about me, it said, "Well, he's only 36 years old and his resume looks a little light. Maybe he was hired more for who he knows than what he knows." I hadn't even started yet, and I was already getting criticized.

I've been criticized for a lot of different things. Sometimes it bothered me because I believed what I was doing was right, and the people who were criticizing me really didn't know what was going on. And in some cases I couldn't say what was going on because it was leading to something that we were going to announce later that in some cases would vindicate me.

I'm pretty comfortable in my own skin, so I really don't let criticism bother me too much. I don't think I'm a cocky person, but I have a lot of self-confidence. I also have the philosophy that the higher up you get in any kind of position, the highs are going to be higher and the lows are going to be lower. You get canonized sometimes and get too much credit, but you can't let that go to your head. And you probably get too much blame at times.

■ **After 14 years at the helm, do you think it's healthy for the GCSAA to get a new leader?**

■ Now that I've had time to reflect on it, this is probably about the right time for me to move on. I think it's time for someone else to come in who has new ideas and has a little bit different approach toward things.



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I don't feel like everything that could have been done got done, but that's the nature of a job like this.

I told the board, "Don't try to get another Steve Mona in here because I am who I am. I think you've liked what I've represented, but you'll also see that someone new will focus attention in an area that I didn't. And you'll say, 'Wow, that's pretty good because Steve never really paid much attention to this.'"

I feel good about the GCSAA and its future. I look forward to being on the outside and looking in to a certain degree to see what the GCSAA does in the future.

■ What do you think the GCSAA should be looking for in your successor?

■ It's my view that the person should be from the golf industry. Having said that, I could see a case where somebody could come into this role who isn't from the industry. But if that's the case, [that person] has to be somebody who is extremely passionate about the game of golf and has a higher-than-average awareness and intelligence about the game.

In this role, you're asked to be the face of the association in many venues. You need to be able to represent the association well and all that it entails. You need to know how to organize, lead and manage a staff and team of people, about 120 of

them. And you have to have a little bit of a flair for fund raising because that's part of this job.

It's a well-run association with an excellent staff, and good processes and systems in place. It's also well funded. This is a great opportunity for somebody to walk into because there's not any remedial work that needs to be done. You don't have to come in and fix anything.

■ In your new role at the WGF, will you continue to work on behalf of superintendents in their plight to become more respected and have more of a face in the golf industry?

■ I can assure superintendents that they will have a huge advocate and supporter at the WGF. That's my promise — to make sure the superintendent and the profession are appropriately and collectively recognized in these bodies within golf. I will be in a unique situation to help move that along.

I can't have an organization be that big a part of my life for so many years and then just walk away from it.

■ What will you miss most about the job?

■ Without putting anything in order, there are several things. First, there are the members, who are fantastic. It was wonderful to work for a group of people who are straightforward, diligent, hard-working and honest.

I will also miss our talented staff. They are a great group of people — hard-working and loyal. And I will miss the people related to the industry, including industry partners from big companies and small companies.

I'm not trying to feather my own nest, but I'm going to really miss the psychic rewards you get from this job. When I go to various places and interface with our members, so many of them say, "I really appreciate what you're doing" or "We're so glad you're with us." You don't get that in very many jobs, particularly in a position like this one.

Usually when the CEO comes around the people are waiting to pounce on him to tell him what's wrong. ■

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golf industry show
Preview

Show Case

COMPILED BY LARRY AYLWARD, EDITOR IN CHIEF

From new products to giveaways, here are some of the things companies will do and display at the big show

Last year was the first year the Golf Industry Show combined the annual events of the Golf Course Superintendents Association of America, the National Golf Course Owners Association and the Club Managers Association of America. It was a big show with a lot of ground to cover, but not too big for its britches. In a *Golfdom* survey of more than 400 superintendents, only 6 percent said "the show was too big, and I had trouble finding my way around." More than 50 percent said they "enjoyed it immensely and that it had a good mix of educational and networking opportunities."

It's hard to believe the 2008 show, set for Jan. 28 through Feb. 2 at the Orange County Convention Center in Orlando, is here already. Here is some, but not all, of what you'll find at the show:

This is Turf Jeopardy!

Education is the BASF booth theme this year with games including Turf Jeopardy and Ask the Expert. Also, Dr. Peter Dernoeden of the University of Maryland and Dr. Joe Vargas of Michigan State will sign 30 copies each of their recent books, and representatives of the 2008 BASF Innovative Superintendents of the Year will discuss their winning ideas. Attendees are invited to share their knowledge by playing Turf Jeopardy. All participants will receive prizes.

Fixin' up the Soil

Aquatrols will be touting its new products, eXimo and BurstTurf. The products, powered by the company's SyntechT technology, are manufactured by Environmental Manufac-

turing Solutions. Syntech is a patented synthetic acid, which is non-corrosive, non-fuming, safe to plants and grass, and 100 percent biodegradable), according to the company. Syntech-powered eXimo and BurstTurf are soil treatments that help repair soils by reducing bicarbonate levels and solubilizing normally insoluble mineral deposits.

Here we GO

E-Z-GO will exhibit its new fleet golf car — the RXV — engineered to deliver reliability, superior performance, operating efficiency and safety through an array of enhanced features and innovations, according to the company. The new vehicle is expected to deliver value to golf course operators through reduced energy and maintenance costs, the company says.

DuPont seminar

DuPont Professional Products is partnering with Patricia Vittum of the University of Massachusetts to present a comprehensive seminar on insecticide modes of action and resistance management during the GIS. The seminar is set for Jan. 29 at 8 a.m. Chuck Silcox, global product development manager for DuPont, and Vittum will provide the half-day seminar to help superintendents understand the modes of action of the most common turf insecticides and to understand how insects develop resistance to insecticides. Vittum and Silcox will also review the primary insect physiological systems that are targeted with insecticides.

New at Nufarm

The people at Nufarm America's booth will be talking about two new products. One is

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The prediction here is that The Andersons' booth will be a frequent stop for folks wanting to pick up this cool action figure, which the company has named DG Man in honor of its new Contec DG dispersing granule technology.

you that its CoreTect tablets recently received registration from the Environmental Protection Agency. The new tablets are for use during tree and shrub installation or on established plants. They are a new treatment technology that combines the power of Merit insecticide with a fertilizer in convenient, easy-to-use tablets.

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Dynamo, a new pre-emergent herbicide that not only provides pre-emergent coverage, but it also offers early post-emergent control of many broadleaf and grassy weeds, including crabgrass. Quincept, a multi-action and selective post-emergent herbicide, is another new product from the company that combines grassy and broadleaf weed control.

Grub buster

Folks at the Arysta LifeScience North America booth will undoubtedly be talking about the company's recent federal registration of new turf insecticide premixtures under the Aloft brand name, in both granular and sprayable formulations. The Aloft premix combines the residual activity of clothianidin with the knock-down activity of bifenthrin, providing two complementary modes of action.

Watch out big three!

Valent Professional Products will be touting the recent registration of Tourney Fungicide, which it says will provide superintendents with broad-spectrum control of the Big Three turf diseases — brown patch, anthracnose and dollar spot — among other diseases.

Tablet time

Bayer Environmental Science will tell

That's "P" for "Precision"

John Deere's new line of PrecisionCut Fairway Mowers (including models 7500, 7700, 8500 and 8700) will premiere at the show. The mowers provide superintendents a precise cut and straight line, according to Deere. The double-acting steering cylinders equalize left and right pressure to hold a straight line. The patented adjustable hydraulic down pressure keeps cutting units in close contact with the turf.

Phos-Free

Look for ZeroPhos at the booth of Grigg Brothers Foliar Fertilizers. ZeroPhos is a new phosphorus-free granular fertilizer that provides three-season feeding and improved visual appearance while mitigating phosphate impact.

Precedent part two

Club Car will introduce its Precedent i2 golf car at the show four years after introducing the Precedent. The Precedent i2 looks like its namesake, with its unique exterior styling. But the Precedent i2 also features the new Excel drive system, which continues the evolution of Club Car's electric platform with enhanced efficiency, reliability and control capabilities, according to the company.

The Precedent i2L, an upgrade of the Precedent i2 model, is aimed at upscale facilities.

Jake takes interactive route

Visitors to the Jacobsen booth will see advanced golf course maintenance on display through a variety of interactive exhibits. The booth will feature an up-close look at the first production models of the entire Eclipse walking greens mower line. Jacobsen's new AR-522 fine-cut rotary mower will also be on display with its new TrimTek cutting and mulching decks. Jacobsen will also have a few items in its booth that show why the equipment maker is thinking "green" these days.

Floratine plays TAPs

Floratine Products Group' representatives will tell visitors the philosophy behind its new Turf Action Plans (TAPs). Previously known as "Management Action Plans," TAPs aid superintendents in combating a wide variety of challenging yet difficult-to-treat turf issues. Each TAP includes Floratine product selections tailored for specific situations, conveniently packaged to allow for easy mixing and application. "After years of field research, working side-by-side with turf professionals, we developed TAPs to provide effective, consistent and convenient turf solutions," said Kevin Cavanaugh, Floratine's CEO.

Toro takes to the air power

The Toro Co. will tout a variety of products, including the Toro Pro Force Debris Blower, which attaches to the back of a Toro Workman or similar utility vehicle and utilizes a high-efficiency turbine design to deliver air power to blow clippings from fairways, or leaves and other debris from a variety of maintained areas. Also at the Toro booth: the Groundsmaster 5900/5910 16-foot rotary mowers; the Mid-Duty Workman with a redesigned suspension system; and other products.

Golfdom will cover the GIS with a special edition of its Insider e-newsletter on Feb. 1. Also, watch for more show coverage in an upcoming Golfdom issue. ■