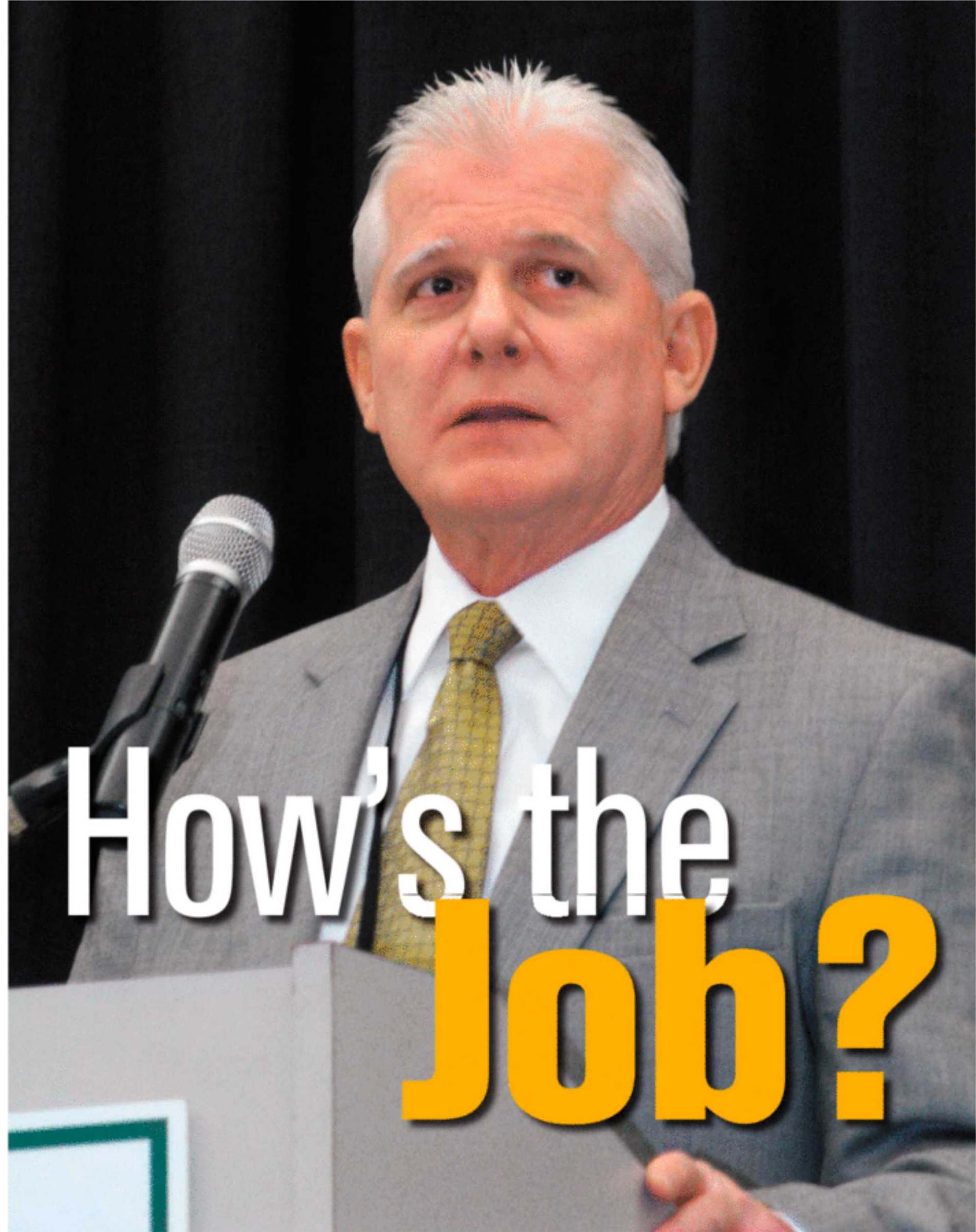




Mark Woodward talks about his first six months as CEO of the GCSAA and his plans for the association



BY LARRY AYLWARD, EDITOR-IN-CHIEF

Four days after hosting the U.S. Open on the South Course at San Diego's Torrey Pines last June, Mark Woodward packed up and moved his life and career to Lawrence, Kan., to become CEO of the Golf Course Superintendents Association of America (GCSAA). Woodward, who began his post July 1, succeeded Steve Mona and is the first certified superintendent to lead the association.

Woodward, who became the director of golf operations for the city of San Diego in 2005, left Torrey Pines on a high note after an incredibly popular U.S. Open that included a finish for the ages — an injured

Tiger Woods defeating Rocco Mediate in a playoff. Incidentally, the course also made good news for its fair and challenging set up, not to mention its impeccable turfgrass.

"I couldn't have scripted it any better," Woodward says of the U.S. Open. "It ended on a very high note for me and for my day-to-day operational career in the golf business."

Golfdom caught up with Woodward recently to see how he's doing in his new job. Woodward, who was the GCSAA president in 2004 and a board member before that, talks about the economy, the association's members and how he plans to convince any naysayers that he's the right man for the job.

■ **So, Mark, what have you been up to for the past five months?**

■ There are a lot of things going on. I've been traveling a lot. Also, one of the things that I pledged to myself in my first 100 days was to interview all of my staff members — 112 employees. I want to get to know them personally. We talk about where they're from, their kids and their hobbies and their work here at the GCSAA. I've also been talking to the CEOs from the other golf associations and picking their brains about what they do in their organizations and getting their advice.

■ **Do you plan to change the GCSAA in anyway?**

■ We're a member-driven organization, and we're doing all we can to serve our members. I'll be the one out in the industry representing the association, so the face of the association changes from Mona's to mine. I've been to many shows as a member, and it's the first time I'll be on this side of the table. I want our members to know that we have 112 staff members here dedicated to providing programs and services for them. I want our members to know that we're here as a resource to them and to help them advance their careers.

We have great relationships with our allied golf associations, and that's something I'm going to perpetuate and enhance. That's one of the reasons I've been on the road so much — I've reached out to these folks and gone to their offices and sat down and talked to them and let them know that we really want to have a strong relationship with them as we move forward through the issues that are facing the industry.

■ **Have you thought about any long-term or short-term goals?**

■ I've put a lot of thought into them. The economy is a huge issue right now. Even when the economy was good, the golf industry was flat at best in some parts of the country. Even when the economy does recover at some point — and I know it will — will golf recover with it? That's one of the challenges we face because there's slow development.

One of the things we're really focused on

right now is that we've been selected as an industry leader in the environmental arena. As an association, we're the right people to lead in the environmental arena. You read in the paper every day and hear on the news every night about environmental issues. We play a key role in that. So we're going to lead the charge in collaborating with all of our allied golf associations, which gets back to us having strong relationships with them.

Another thing we need to focus on is our membership growth and retention. That's a challenge right now with the way the economy is. If we can retain our membership at the current level, I would be happy this first year or so until the economy gets better. But, ultimately, we need to grow membership.

The economy is a challenge for all of us. Right now, it's the No. 1 thing we're worried about. It affects our budget here at the GCSAA. I've gone through every single line item in our budget with my staff. It's a large budget. We did this so we can see where we can get the most value out of the money and resources that we have.

■ **How healthy is the association financially and from a membership perspective?**

■ The association is in pretty solid shape financially. We have no debt. We own our own building. We have a healthy reserve in case we get into troubled times like we are right now.

Membership in 2008 went up very slightly, but it has gone down a little bit the past few years. I would say flat is a good description of the growth of our membership. (Editor's note: Membership is about 20,000. A \$20 membership increase went into effect last May bringing annual dues to \$320.)

It's a challenge right now to get some of our members to see the value we provide as an association. But you never really understand the programs and services we have to offer until you get in this building and see them. It's really staggering and impressive. And that's my challenge — to try and get that word out to our members about what we have to offer them, whether it's through

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“The association is in pretty solid shape financially. We have no debt. We own our own building.”



Woodward's Peers Like That a Superintendent Is Leading Them

Golfdom recently surveyed readers about Mark Woodward becoming the first superintendent to lead the GCSAA as its executive director. We asked readers: What do you think of the association's selection?

52 It's great that an executive director knows exactly how to do our jobs

35 Not every agronomist could do a good job, but Woodward is a good fit

12 We should have a professional association executive leading us

Based on 626 responses

Continued from page 35

troubled times or to help them do better at their jobs. One of the things I'm going to do personally is stay very engaged and connected with our members because I understand their plights. I've been through them in my career. After 35 years you see just about everything there is to see at one time or another. I plan to get out and speak to the chapters and interact with members and hopefully get feedback from them about what it is we can provide to make their association better.

■ **What do you say to members who say they're not getting the bang for their buck in terms of membership dues and education?**

■ That's an interesting question. I don't think I fully understood what the GCSAA had to offer until I sat in this seat right now. I think the association needs to do a better job of telling that story. If you have an issue or you think there's something we can do better, please tell us because we need your feedback. Also, there's nothing sacred around here in terms of programs and services. If we find that there's a program or service that's not meeting the needs of our members, I'd be glad to look at it, analyze it and do a SWOT (strengths, weaknesses, opportunities, threats) analysis on it and see if it's something that we need to rethink, retool or eliminate and channel those resources into something that gives members the benefits they need. When we talk at our chapter meetings and we interact with our chapters and our boards and our members, invariably it comes out, "Oh, I didn't know the GCSAA did that." If you have our phone number — 800-472-7878 — and call us, we're going to be able to help you and give you the value you need. That's our mantra here — "members matter most."

■ **Are you re-examining the support and resources that GCSAA board members should and shouldn't receive?**

■ When I was on the board, I headed up a committee at one time to address that issue. I understand the members' concerns about this, but I also understand the other side

of the coin. Our board members put in a lot of time and blood, sweat and tears, and they have a lot of passion for what they do here. And they represent this association at many events around the country and even the world. And it's important they have the resources needed to do that job.

■ **As CEO of the GCSAA, what to you is money well spent, and what to you is money not well spent?**

■ Money well spent gets back to having staff to provide the members with programs and services that the members desire. With that in mind, however, I'm looking at every position here and making sure that we're aligned. Part of my job in the organizational structure is not only to look at the leadership team that reports to me, but to look at what's under that leadership team. In the past, it has been a little bit out of balance in terms of areas of responsibility. I want to clean that up a little bit from an organizational standpoint. That forces us to look at every position in the association to make sure we're getting what we need out of that position.

My focus as far as money well spent is getting the most bang for our buck in terms of member programs and services that we provide. We don't want to provide programs and services that don't have value.

When the economy gets better, I hope to grow the budget and get more resources. But right now I'm just focusing on what we can do with the resources we have. And it's pretty tight. I'm not going to kid anybody.

■ **Even though you're a superintendent, do you still feel like you have to prove yourself in this position?**

That's an interesting question. I've received many comments and e-mails and letters and phone calls from people who congratulated me and said I was the right choice. I'm sure there is a percentage of people out there who think I was not the right choice. I understand that. You're not going to please everybody in everything that you do at this level. But I will do my best to make this association better. I'll put my heart and soul into this place. If there are naysayers who aren't convinced I'm the right person for the job, I will convince them that I am. ■



If I Ran the Golf Industry Show

... I'd get Bill Murray (Carl Spackler) to speak and I'd host a laser-tag game on Saturday morning — among other things

BY CHRISTOPHER S. GRAY SR.

I've been attending the Golf Industry Show for more years than I can remember. Now, each year always seems to be a little different than the one before — sometimes for the better, sometimes not. The GIS powers that be are constantly looking for new ways to improve our wintertime, week-long conference and show experience.

I, for one, applaud this very valuable effort, so much in fact that I'm going to offer a few light-hearted ideas of my own that I feel would drastically improve the GIS. For the record, the powers that be can feel free to implement any or all of my suggestions.

The keynote speaker

I have two words for you — Bill Murray. This is the easiest decision to make since it was decided that jelly should be spread on top

of peanut butter. Few industries have a cult-worshipped icon the magnitude of the “Caddyshack” character Carl Spackler, played by Murray. While some superintendents feel his “unprofessional demeanor” insulted our profession, most of us feel the exact opposite, not to mention the millions of golfers who quote the movie like gospel. We embrace his over-the-top, gopher-hunting antics and flower-demolishing golf swings, while recanting the “Cinderella story.”

The “real” Cinderella story would be Murray standing up at the GIS to give us 45 minutes that would live for an eternity in our memories.

The trade show

I've always wondered exactly where the Golf Course Superintendents Association of America finds the door attendants who

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Perhaps it's time to end the reign of the door-Nazi concept and begin a new tradition of runway models handing out donuts and coffee.

Continued from page 38

guard the trade-show floor entrances like it's Fort Knox. These often elderly Wal-Mart type greeters take their very limited authority a little too seriously at times by stopping us and carefully inspecting our name badges for the correct color to gain access.

Perhaps it's time to end the reign of the door-Nazi concept and begin a new tradition of runway models handing out Krispy Kreme doughnuts and Starbucks coffee. As Homer Simpson poetically stated, "Donuts. Is there anything they can't do?"

I would also award .25 continuing education units (CEUs) to any members who can walk the entire trade-show floor in less than six hours. I would further award an additional .25 CEUs if those same members don't have to take multiple doses of pain relievers the next day. Seriously, the show floor is getting so large that soon attendees will need compasses to navigate it. I can hear attendees say now, "The Toro booth is three clicks northwest of the John Deere booth and two clicks south of the media center."

By far, the most frustrating thing about the trade show is walking through the aisles and having to zigzag around the small cluster of attendees who feel that the middle of the aisle is the ideal spot to hold conversations. These incredibly inconsiderate people are so oblivious to the other people who are actually walking in the aisle that they should immediately be removed from the show floor and placed in small detention cells outside the entrance doors for others to openly mock.

OK, let's talk about the ribbons. Can we pass some type of rule that limits the number of ribbons that one attendee is allowed to wear on his or her name badge? This is getting way out of hand. I think I saw one attendee actually trip over his ribbons last year in Orlando. People, this is a professional association, not the military! More ribbons do not indicate a higher rank of membership. (My apologies to the certified

golf course superintendent member who also serves on a GCSAA committee, and is his chapter's voting delegate as well as a member of the Golden Tee Club.)

I would make sure that the "employees" who run the GCSAA Bookstore are a little more familiar with what the GCSAA is and does. Last year, an "employee" who took my credit card and bagged my new \$65 GCSAA logo golf shirt asked me, "What do you guys do again? Play golf?"

Unbelievable.

Vendors

I have a huge amount of respect for the amount of work it takes vendors to set up and man their booths for two and half days of sheer networking fun and excitement. However, there are a few areas that warrant some changes.

Companies should not be allowed to have a trade-show booth that exceeds a typical golf course maintenance facility and clubhouse — combined. People literally get lost going from one side to the other in these behemoths of the trade-show floor. Is it really necessary to show every piece of equipment every year at the show? Do us all a favor and scale down these enormous booths.

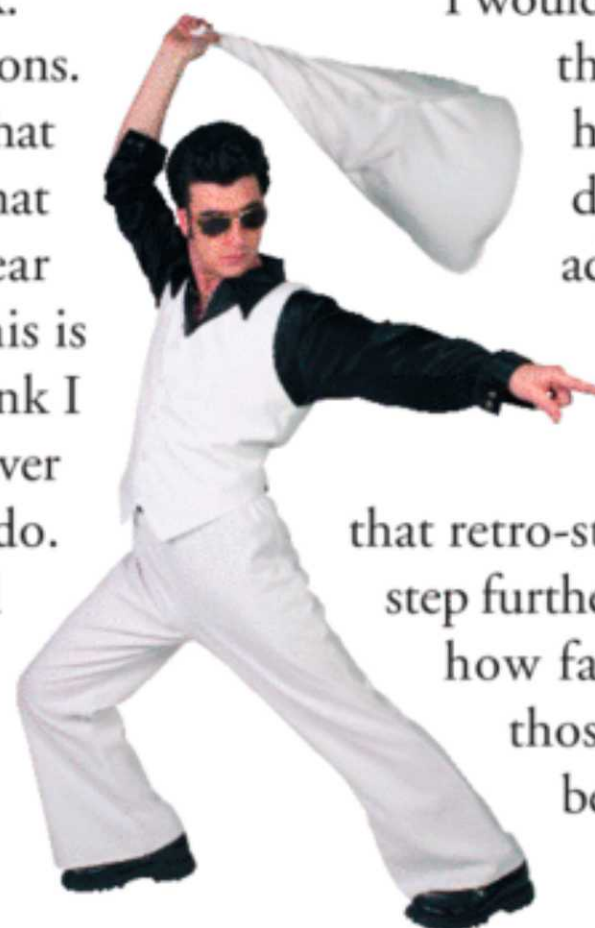
Also, the excuse of keeping it so big because the "other guys have booths that are sooo big" no longer has value. Remember what your mother always said, "If the other guy jumped off a bridge, would you jump too?" If your answer is "yes" to this question, then it certainly shows who is leading the industry and who is following.

I would also enforce a booth mandate that states that companies that have not changed their booth designs since the Richard Nixon administration will be forced to dress in 1970s-style clothing.

You know who you are!

And if you decide to keep that retro-style design, you must take it a step further in your wardrobe. Just think how far out you will look wearing those lime-green leisure suits and bell-bottomed pants!

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Can you dig it?

Any booth playing obscenely loud music or any other completely obnoxious attention-getting marketing ploy will be forced to pay double its original booth fee and triple its original drayage charge. I will, however,

waive the drayage charge if you can simply and accurately explain to me what “drayage” means.

One final note: Every attendee will get to vote for the coolest booth on the show floor. The winner of the coolest booth gets free booth space for the following year’s show. And, by the way, “cool” is completely subjective.



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Special events

I would hide five “golden membership” tickets throughout the trade-show floor. Whoever finds one gets an automatic upgrade in GCSAA membership — superintendent members move up to Class A and Class A members move up to CGCS members. Sorry, CGCS people, you are ineligible for this event because you have reached the pinnacle status in the eyes of the GCSAA. But, hey, you still have the invitation-only lunch to look forward to.

Speaking of the CGCS invitation-only lunch, I would have 10 unidentified Class A members crash the event so they can learn what it means to be “recognized for their superior levels of achievement in golf course management,” according to GCSAA marketing materials on certification.

Superior? Really?

In the center of the show floor, I would have each of the Big 3 equipment companies enter a new, yet slightly modified greens mower into a large-scale version of a Battle Bots competition — three go on, only one comes out. Think of it in terms of Mad Max in “Thunderdome.”

And, finally, on Saturday morning the show floor would become the scene of the “Guinness Book of World Records” largest indoor laser tag game. Talk about a way to increase traffic flow on the most boring and desolate day of the show!

Game on! ■

Gray, general manager and golf course superintendent of the Marvel Golf Club in Benton, Ky., is a Golfdom contributing editor and editorial advisory board member. He is available as a consultant (paid, of course) to the GCSAA to help plan next year's show.



golf industry show
Preview

Where You Staying?



You might try an 'alternative' hotel to save some money. But hopefully you've picked a hotel where the bed bugs don't bite

BY RON FURLONG

Under no uncertain circumstances do I consider myself a money waster or excessive, especially when it comes to spending my boss' money.

However, it has been my usual tradition over the years to stay at a four-star hotel when attending the Golf Industry Show. I justify this with four main rationales:

- One, the hotels closest to the convention centers tend to be the nicer hotels in most cities.
- Two, I hate traveling and thus, when I have to, I like to do it with as much comfort as possible.
- Three, because most of my colleagues and friends tend to stay at the nicer hotels, networking can really only be done from these places.
- And four, as I spend almost the

entire year watching my spending and saving where I can here and there, it's nice just to treat one's self once a year.

But this year — considering the sour economy, how much money we spent on fuel and fertilizers last year and knowing that rounds are down across the country (including at my own course) — I figured I'd shop around for a hotel in New Orleans.

Can't hurt, right? I'm sure my boss would appreciate it. So instead of automatically choosing between the Embassy Suites, the Sheraton or the nearest Hilton, I thought I'd spend an afternoon on the Internet and see what I could find in the "alternative" hotel area.

The first thing I discovered is that many of the hotels and motels use the same descriptions. Terms like "quiet," "clean," "comfortable" and "affordable" are commonplace. You wouldn't believe how many places consider their hotels to be charming

or historic. It didn't take long for me to learn of what terms and descriptions to be wary.

After visiting the Web sites of the hotels themselves, I began reading some customer reviews about these places. It was interesting to read some reviews and then go back again and look at the descriptions. It became fairly obvious to me what some of the descriptions actually meant, if you read between the lines a little bit.

So, as you make your hotel reservations for the show, as well as any other travels, I've compiled a top-10 list of the descriptions of which to be suspicious:

10. Great amenities
9. Charming
8. Nostalgic
7. Unique
6. Conveniently located
5. Unforgettable
4. Historic charm
3. We welcome pets
2. Best prices in town
1. Affordable luxury

They all sound good, don't they? Book me a room! But here is my take on what each of these descriptions actually means:

10. Great amenities. This is really similar to saying to somebody you're trying to fix up him up with a girl who is not all that attractive. "Well, she has a great personality."

9. Charming. This is another word for small.

8. Nostalgic. This means old and smells a little.

7. Unique. Different in a bad way.

6. Conveniently located. This means there's nothing better to say about it.

5. Unforgettable. Trust me, you want to forget a hotel stay, not remember it.

4. Historic charm. More like old and not charming.

3. We welcome pets. HOOOOOWWW-WWLLLLLLLL!!!!!!!

2. Best prices in town. Another way to say, "You probably don't want to bring your children."

1. Affordable luxury. This means scary.

In fairness, sometimes charming actually means charming. Sometimes conveniently located is not a bad thing. Sometimes the best prices in town do not equate to "you might want to pack a firearm." The trick is, how we go about figuring out when someone really means charming and not, "The room is the size of a walk-in closet?" Or how do we know when something really is nostalgic as opposed to simply outdated, old and smelly?

Visiting each hotel to see if it is up to par is, obviously, not an option. What we have, instead, in this wonderful age of technology, is online customer reviews. They are positively essential. Simply put, you can't trust the establishment itself. Without a doubt, the Bates Motel would have advertised itself as charming; best prices around; historic; discount for room No. 1! ("Front desk? Yes, sorry to be a bother, but my shower curtain is ripped. You'll be right over? Great. What wonderful customer service!")

Did you see the Luke Wilson/Kate Beckinsale horror movie "Vacancy"? Now they should have checked the customer reviews beforehand. Would have saved them a lot of trouble! How about the John Cusack movie "Room 1408?" ("The hotel was lovely and historic, and the room itself spacious and decorated beautifully, but I would give it a thumbs down due to the haunting and the ghosts.") Come to think of it, there are an alarming number of movies that are centered around this very topic. How about "The Shining" ("Here's Johnny!")? Or, if not movies about haunted hotels or motels, then movies where very bad things happen in hotels or motels. The Viggo Mortenson movie "A History of Violence" and the Oscar winner "No Country For Old Men" come to mind. Ooohhh, gives me the shivers!

Seriously, though, there are a number of Web sites dedicated to customer reviews or simply "experience sharing" that are invaluable. Expedia.com; Tripadvisor.com; Travelpost.com and even Hotels.com are all good sites for finding out just which places are the steals and which places might steal from you.

One thing that surprised me when checking out reviews is that an unexpected number of reviews were of the positive nature. I would

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In fairness, sometimes charming actually means charming. Sometimes the best prices in town do not equate to 'you might want to pack a firearm.'

Where You Staying?



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have thought that the people who take the time to write about a stay or an experience would do so because of some bad experience or poor customer service that they had. So, hats off to the people who actually write some positive and helpful feedback. If everything you read was negative, then the information would be mostly useless.

The negative reviews are, of course, much more fun to read. And I must say a strong negative review will steer you away from a place much more than a glowing positive review will make you book a reservation. Here's a sampling of a few of the, well, shall we say, more negative comments:

"When my Mum used to tell me every night, 'Don't let the bed bugs bite,' I realize now she must have stayed at this hotel once. Ouch!"

"The hotel was noisy and scary. There was used soap in the shower."

"After killing several large cockroaches, we called the front desk. The man hesitated and then he told me he'd call right back. He never did. I killed four more, and then we decided to sleep with the light on. I didn't sleep but two hours. I guess I just passed out somehow. When I woke up I killed two more and had a big welt on my leg that itched."

"The room reeked of Indian spices and what must have been barbecued goat. The Internet consisted of two wires

that came out of opposite walls, leading to cables all over the floor that didn't even connect. Also, during the ENTIRE night there was a steady, light tapping on the wall behind our headboard. A call to the front desk did nothing to stop it. Scared the crap out of me and I couldn't sleep."

(The following person is responding to a previous reviewer mentioning the motel was located in a hard-to-find spot and called the location a bit of a maze.) "It's a maze all right. A-Mazing you get out of this area in one piece!"

These reviews, though definitely negative, are not the norm. For the most part, reviews tend to be positive and helpful and give you a good indication of whether it is a place you want to stay.

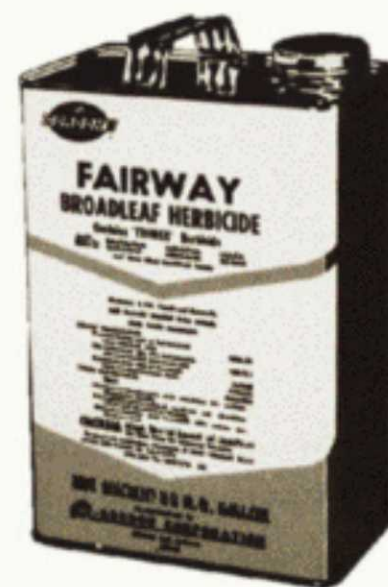
Based on some very helpful and insightful customer reviews, I'm planning to secure a reservation at a nice three-star hotel, saving a little money for my boss, but not saving quite so much that I'd be staying at a place with used soap in the bathroom or a light tapping on the wall all night. I'll see how it goes.

Who knows? Next year I'll probably be back at the Hilton, but at least I gave it the old college try.

And with that I bid you a pleasant good night. Don't let the bed bugs bite! ■

Furlong, golf course superintendent of the Avalon Golf Club in Bellingham, Wash., likes to go to sleep in hotels with ESPN on the television at a low volume.

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Show Case

COMPILED BY LARRY AYLWARD, EDITOR IN CHIEF

Here are some of the things companies will do and display at the big show

Don't forget to bring your comfortable shoes to New Orleans to walk the trade-show floor at the Ernest N. Morial Convention Center from Feb. 5-7. They call New Orleans the Big Easy, but you know that walking a trade-show floor is never easy on your feet.

With that in mind, here is some — but not all — of what you'll find on the show floor:

For the Love of Science

In keeping with its dedication to science-based turf solutions, BASF Turf & Ornamentals says it will feature multiple educational events at its booth. Superintendents and assistants who visit the BASF booth Thursday and Friday at 11 a.m. will have the chance to meet Bert McCarty of Clemson University and Joseph Vargas of Michigan State University and receive free, signed turf textbooks. McCarty will sign his book, "Color Atlas of Turfgrass Weeds," on Thursday, and Vargas will sign "Management of Turfgrass Diseases" on Friday.

BASF will also host three "Ask the Expert" sessions with BASF technical specialists Kathie Kalmowitz, Kyle Miller and Todd Burkdoll. Also, show attendees will also have the chance to showcase their turf and trivia knowledge while playing Turf Jeopardy, which takes place throughout Thursday and Friday. A special round is scheduled for 2 p.m. on Friday with members of the trade media, including myself (guess I better brush up!).

Pick Up This Catalog

Standard Golf Co. is giving away \$25,000 in product at the show to promote the complete

redesign and philosophical change reflected in its 2009 product catalog.

"We understand that golf course superintendents have a long list of daily tasks to attend to so we wanted to make the process of ordering golf course accessories as easy as possible," Standard Golf Vice President Matt Hurley said. "The entire philosophy behind the new catalog design was to make it easy to navigate and place orders. We're going to add some incentive for superintendents to pick up a catalog at GIS by placing 25 stickers in randomly selected catalogs with \$1,000 in free product redemption."

The free product stickers will be put inside the catalogs to encourage users to peruse the books. Winners can place an order for free product at the booth or redeem their winning catalogs for a voucher to be used later.

New Company in Town

Putnam, Conn.-based Kocheck Co., which has found success in the fire-equipment market, has recently expanded into the golf, turf and irrigation markets and will exhibit its products at the show. "There are a number of crossover products that we currently make, such as suction hose and strainers, that have very useful applications in the golf, turf and irrigation markets," said Greg Kozey, Kocheck's president. "In addition to these items, we are excited about the full line of high-quality nozzles we have developed specifically for these customers."

Hazeltine Worth a Thousand Words

Tee-2-Green says the fifth painting in the popular "Artistry of Golf" series will be unveiled and awarded at the show. The series of

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commissioned paintings, sponsored by Tee-2-Green, pays tribute to the hard work and dedication of golf course superintendents throughout the world.

"We were eager to get involved with the Artistry series because it pays tribute to superintendents who demonstrate the unique combination of science and intuition to successfully master the art of golf course maintenance," said Bill Rose, president of Tee-2-Green.

The fifth painting, titled "Number 17 at Hazeltine," features the par-3 17th hole at Hazeltine National Golf Club in Chaska, Minn. The painting, the work of artist Sandra Cashman, showcases the hole, which is encapsulated by bunkers and water.

Held in conjunction with Tee-2-Green's "Seeds of Fortune" game, the individual with the highest score will win the original framed oil painting.



Tee-to-Green will give away this painting, "No. 17 at Hazeltine," during the show.

In addition, every "Seeds of Fortune" participant will receive a signed and numbered, limited-edition artist print.

Granular Acelepryn

DuPont Professional Products will highlight the new granular formulation of DuPont Acelepryn insecticide, which is registered by the U.S. Environmental Protection Agency (EPA). Acelepryn controls every turf-damaging white grub species and other key pests such as the annual bluegrass weevil, billbugs and caterpillars. Acelepryn is a new class of chemistry that provides control at the lowest application rate ever utilized for white grubs, according to DuPont. Acelepryn was granted reduced-risk status by the EPA in April 2007 for applications to turfgrass.

Heritage Plus Daconil Equals Renown

Folks at the Syngenta Professional Products booth will be talking about Renown, a new fungicide designed to treat brown patch, gray leaf spot, dollar spot, large patch, leaf spot and anthracnose. Combining active ingredients from Heritage and Daconil fungicides, the new fungicide features both systemic and contact modes of action. Renown is expected to receive registration from the EPA in the spring.

Well-connected

Rain Bird will have some new products, including its DB Series Wire Connector. The product's smaller, more durable, single-piece construction allows installers to make more reliable wire connec-

tions and in less time than ever before, according to Rain Bird. The DB Series Wire Connector is particularly suited for the installation of below-ground decoder control systems. It's also useful when working with standard controllers, valve boxes and soil moisture sensors.

Fast Work

Underhill International will showcase the LiquidPro, a new applicator gun that evenly distributes wetting agents, fertilizers and micronutrients, according to the company. Weighing only 3 pounds, the LiquidPro is easy to use, UV-protected and chemical resistant. It covers 1,000 square feet of turf in less than a minute.

One Tough Bridge


Axion International Holdings will display its bridges, which are also used by the U.S. Army Corps of Engineers, Union Pacific and Chicago Transit Authority.

The bridges feature textured surfaces that don't absorb water, which makes for less slippage. The bridges are also customized to withstand extreme traffic and weight from golf carts, maintenance and construction vehicles. The décor of classic and contemporary models blend with course surroundings, according to Axion.

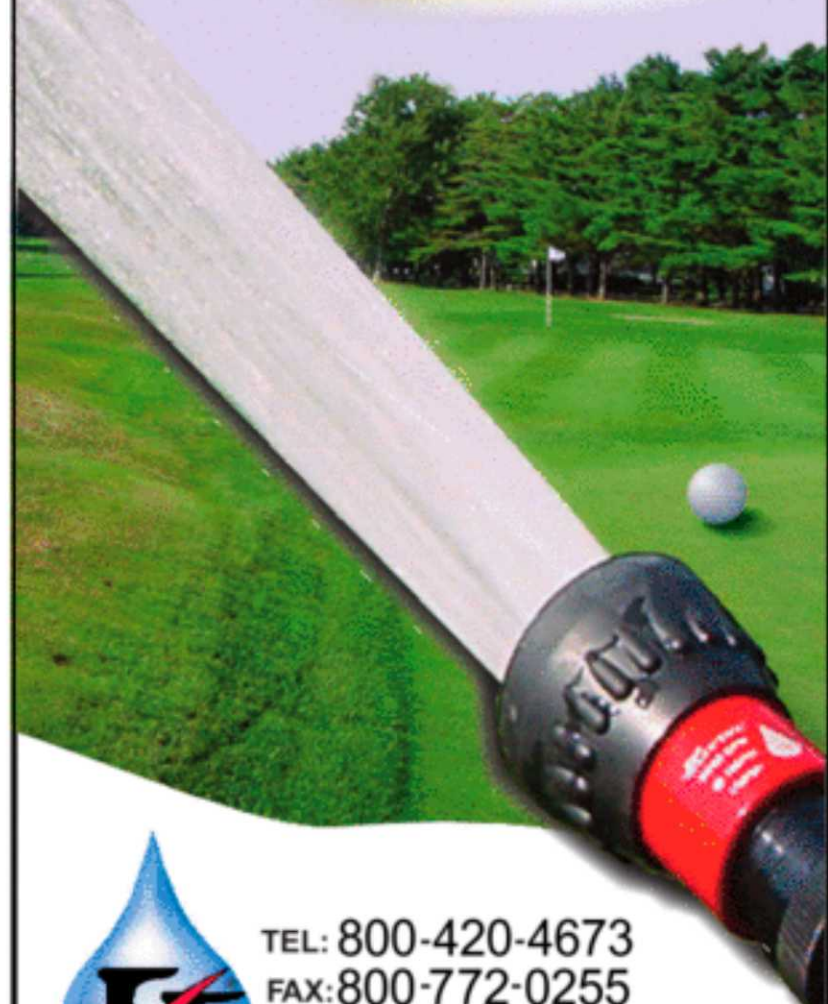
Lots New at Deere Golf

John Deere Golf says it will unveil more products than ever before at the show. "John Deere will demonstrate how precision mowing and cut quality are only enhanced by next-level innovations with expansions on its current hybrid power platform and new quick, time-saving cutting unit adjustments," according to a press release. Those products include five new mowers, which John Deere Golf says are heavy on power and light on turf impact. ■

Editor's note: Golfdom will cover the GIS with a special edition of its Insider e-newsletter on Feb. 5. Also, watch for more show coverage in an upcoming issue.



water movement products put the fire out on your turf.



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