

BY CLARK THROSSELL, PH.D.

DR. THROSSELL'S **TOP 10** **MUST DO'S** AT GIS

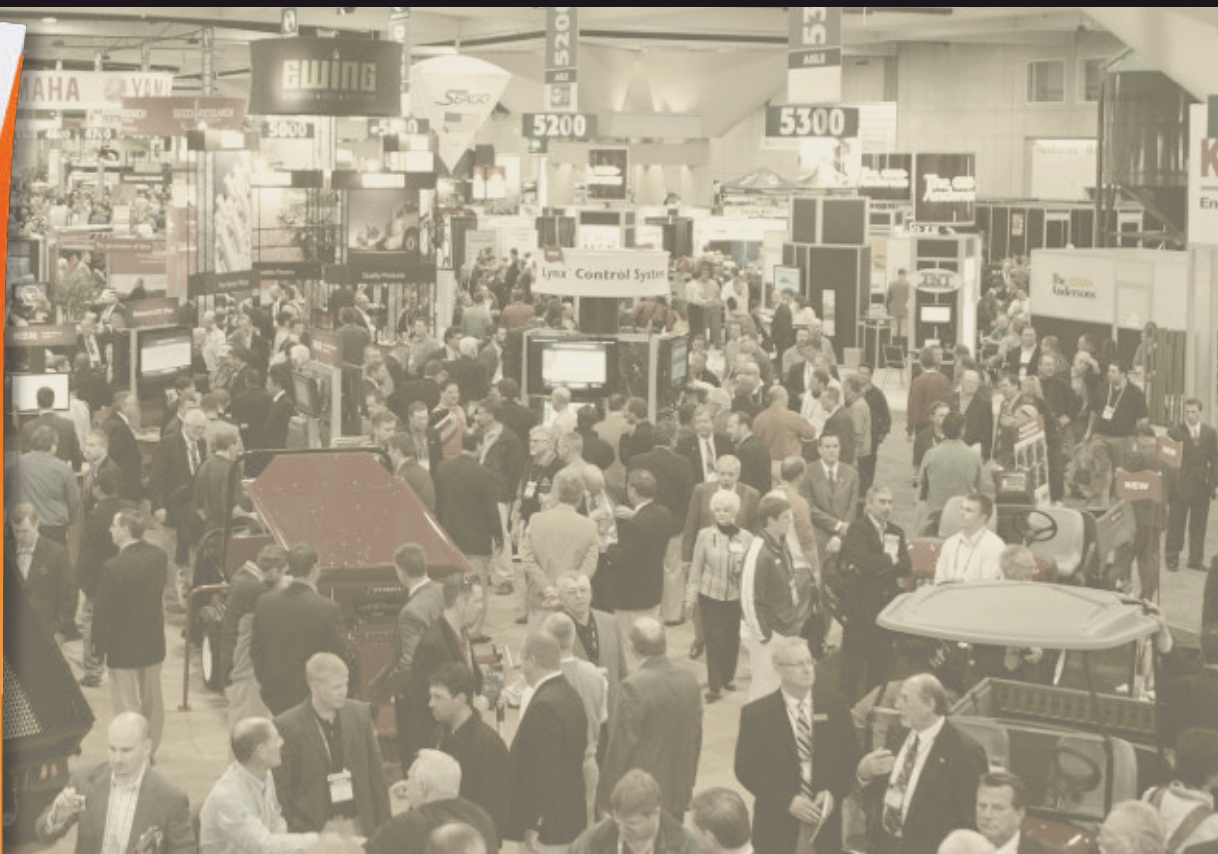
If you want to get the most out of your GIS experience, these 10 events are a must

THIS GIS WILL BE MY 23RD TIME ATTENDING THE SHOW.

My first show was 1987 in Phoenix early in my career as a professor at Purdue University. These last 9 years I've attended as the director of research for the GCSAA. Dave Kopec, Ph.D., University of Arizona, and I started teaching the Irrigation Water Quality seminar in 1990 in Orlando and have taught it every year since, and we will teach it in 2011.

Time goes fast at GIS, and you need a plan of attack to make sure you experience the most important sessions and events. After 22 years attending GIS I have figured a few things out and wanted to help you cut the clutter and direct you to My Top 10 Must Do's at GIS.

A disclaimer: I'm biased toward agronomics, and I admit it. I enjoy learning the latest and greatest from the top turfgrass experts in the world. And it is agronomic knowledge that makes superintendents valuable to their employers. Granted, you may spend only a small portion of your day on agronomics, but agronomics are the foundation for all that you do in your profession. So, with my disclaimer about agronomics out of the way, give my Top 10 Must Do's at GIS a shot. And let me know how it went.



1

Lessons Learned Come in All Forms

USGA Green Section Session;
Friday, Feb. 11th, 10 a.m. - noon

FYI — make sure your flight home is after 2 p.m. on Friday so you can stay to the end of this session. This is a can't-miss session for me. The turf tips from the USGA agronomists are on-target, practical and provide solutions to improve the golf course. The pictures shared at the session are always eye-catching and are worth at least a thousand words. The commentary and humor from the agronomists on golfers, the golf industry and golf maintenance practices are worth the time spent. An added bonus is the opportunity to join your colleagues in honoring Dennis Lyon, the 2011 USGA Green Section Award recipient. Dennis is Director of Golf for the City of Aurora, Colo., and a champion of public golf and public golf courses. *(Editor's note: For some insights from Lyon on his time as president of the GCSAA, check out "A view of the top" on page 36.)*

2

Agronomic Solutions: The Latest and Greatest in Turf Management

Tuesday, Feb. 8th, 1 - 3:30 p.m.

For those needing their agronomic fix, this session is agronomics at their best. Five speakers will cover a range of topics that offer something for everyone. The presentations are focused on solutions, not data. This is a chance to learn from the best, and I'm particularly excited to learn from David Minner, Ph.D., Iowa State University and Lane Tredway, Ph.D., North Carolina State University. Dr. Minner has figured out a sound strategy to convert existing cool season grass fairways to low-mow Kentucky bluegrass while keeping *Poa annua* in check. Dr. Tredway has jumped in with both feet to tackle one of the most frustrating problems on putting greens — fairy ring. Lane and his colleagues have made great strides in understanding this disease and how to control it. Drop in and learn a new trick or two to gain the upper hand on fairy ring.

Continued on page 20

Continued from page 19

3

Expanding the Boundaries of Ultradwarf Bermudagrass

8-hour seminar on Monday, Feb. 7th

If you had problems growing creeping bentgrass greens in the transition zone or in the northern part of the warm-season zone in 2010 — and who didn't? — this seminar is a must. You will be in good hands with Mike Goatley, Ph.D., Virginia Tech and Chris Hartwiger and Pat O'Brien, USGA Green Section agronomists in the Southeast region leading the way. The high quality putting surfaces provided by ultradwarf bermudagrass plus the expense and problems with growing creeping bentgrass in such challenging climates should make you think about a conversion to ultradwarf bermudagrass. Ultradwarf bermudagrass putting greens in the southern transition zone and the northern part of the warm-season zone are the answer. Trust me, they are a better fit agronomically than creeping bentgrass and perform their best from mid-spring to mid-fall when most rounds of golf are being played. Mike, Chris and Pat are the experts to get you started. Please be sure to preregister for this seminar to guarantee your seat.

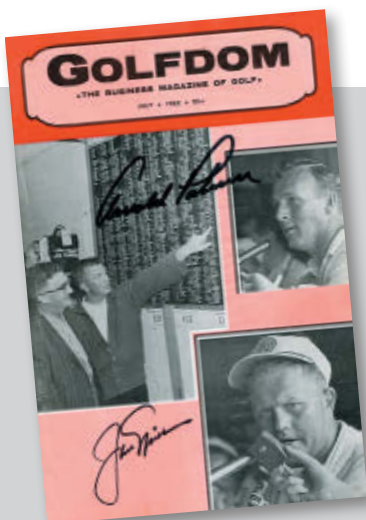
4

Exploring Golf's Carbon Footprint: Part Two

Monday, Feb. 7th, 3:30 - 5 p.m.

This is round two of a popular session from last year. The session was a hot topic then, and may well be again this year, because carbon footprints and the carbon economy are in the news nearly every day. Plus, many golf facilities have been approached by companies wanting the golf facility to assign its carbon credits to that company. The company will then aggregate the carbon credits from numerous golf facilities and sell the aggregated carbon credits. Distribution of proceeds from the sale of the aggregated carbon credits varies by company. The more you know about the subject, the better decisions you can make on behalf of your facility. Take advantage of this session to become more familiar with carbon sequestration science, presented by James Baird, Ph.D., University of California-Riverside, carbon markets, presented by a speaker to be announced and the Top Ten Energy Efficiencies for Golf Facilities, presented by Andrew Staples, Golf Resources Group. Andy's presentation will stimulate you to think about ways to save money on energy at your facility.

Continued on page 22



GOLFDOM GIVEAWAYS: PINEHURST TRIP, AUTOGRAPHED ISSUE

(# 2181) will be the place for any superintendent looking to take a minute and check in with his or her favorite magazine in the industry.

The most exciting thing at the *Golfdom* booth this year will be the chance for one lucky superintendents to win an all-expenses-paid trip to the first ever *Golfdom* Summit at Pinehurst Resort. This ultra-

exclusive event takes place later this year and will only be offered to a select number of superintendents (see Page 63 for more details).

Second prize? A one-of-a-kind autographed copy of the July 1962 issue of *Golfdom* magazine, signed by Arnold Palmer and Jack Nicklaus. This would make for an incredible addition to any golf fan's

memorabilia collection.

We'll also have copies of the magazine, new and old, so if you missed an issue, stop by. We also invite you to say hello to our new editor-in-chief, Seth Jones. Seth will be at the booth interviewing movers and shakers in the industry over both days (check out the *Golfdom* blog, <http://www.golfdom.blogspot.com/>, prior to the show for the schedule), and if your timing is right, he'll probably ask to interview you, too.

While it didn't make Dr. Throssell's top 10 (we'll have to invite him by this year and change his mind), the *Golfdom* booth

The really cool part of this seminar is the opportunity to try the gadgets and gizmos out yourself while on a golf course.

There is nothing better than a test drive before buying.

Continued from page 20



5

Chapter and Turf Program Hospitality Rooms

Too many to list and you know when and where they are

Make a pact with a couple of friends who are not members of your chapter to visit the hospitality room sponsored by each of your respective chapters. It's a great way to meet new people, learn about the golf industry in another part of the country and sample the food. Remember the importance of replication when sampling the food (the scientist in me never sleeps). And be sure to drop by the hospitality room of your favorite university turf program. It is a great chance to catch up with friends and stay in touch with the happenings on campus.

6

Diverse Multi-Course Owner Business Models Provide Distinct Career Paths

Monday, Feb. 7th, 10 - 11:30 a.m.

Over the last few years I have had the opportunity to interact with the top agronomic officers from the leading multi-course companies. It has been an eye-opening experience for me. The level of agronomic and economic sophistication is something to behold. Attend this session and challenge your preconceived notions about multi-course companies and learn from the best: Jeff Spangler, Troon Golf; Brian Bielecki, Billy Casper Golf; Steve Merkel, Landscapes Unlimited; and Robert Waller, Marriott Golf.

7

Gadgets and Gizmos: How to Best Use Measurement Technology

8-hour seminar on Tuesday, Feb. 8th

I took this seminar a couple of years ago and it was great. Doug Karcher, Ph.D., and Mike Richardson, Ph.D., both at the University of Arkansas, are fine teachers and explain the principles behind the gadgets and gizmos. The explanations cover why some gadgets and gizmos work as advertised and others don't. The really cool part of this seminar is the opportunity to try the gadgets and gizmos out yourself while on a golf course. There is nothing better than a test drive before buying. Please be sure to preregister for this seminar to guarantee a seat.

Continued on page 24

Continued from page 22

8

NGCOA Educational Sessions

Tuesday, Feb. 8th, 7 a.m. – 5 p.m.

Remember when I wrote that I was biased toward agronomics? I still am, but this is the exception that proves the rule. The National Golf Course Owners Association offers a full day of fantastic education focused on the business aspects of golf facility management. You don't have to stay for the full day, pick one or two of the sessions to attend and learn more about the business side of the golf industry. I am a believer in the more you know, the more valuable you are to your employer. This is a great opportunity to expand your knowledge.

9

GCSAA Bookstore

Open throughout the GIS

I love bookstores and libraries, but I admit I am more of browser than a buyer. The GCSAA bookstore is well stocked with many titles so browse away. The bookstore is usually in a place where you can find a little peace and quiet, and that is always a nice thing to escape to after some time spent on the trade show floor. And unlike me, consider buying a book or two to add to your personal library. When you are at the bookstore, please tell Margo, a GCSAA staffer who works the bookstore, hello for me. Margo is one of my favorite people. Margo is a fan of books, bookstores, libraries, travel and off-beat stuff, just like me. Plus she has a great sense of humor and a great outlook on life.

PHOTOS COURTESY: GCSAA


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It's a great way to
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the food.



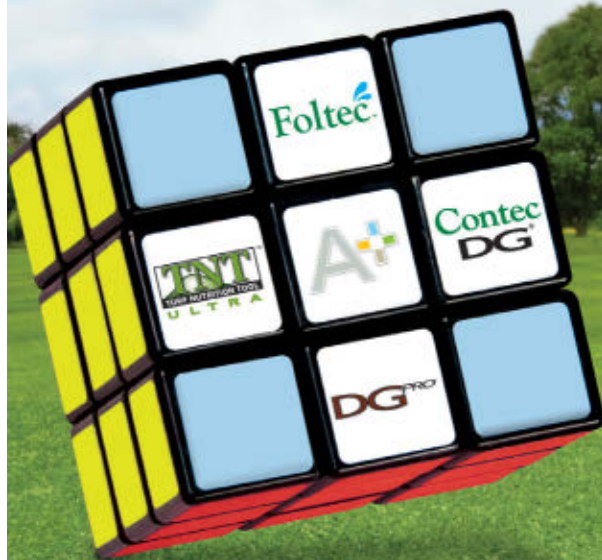
10

The Trade Show
 Wednesday, Feb. 9th and
 Thursday, Feb. 10th
 from 9 a.m. – 6 p.m.

The trade show is a can't-miss event. I like the trade show for the networking and the opportunity to see friends. The products are great, and I especially like the opportunity to learn about the products from the experts at the different companies. And I always get a kick out of seeing what the "must have" promotional trinket of the show is and who has the coolest method to get potential buyers in their booth. Personally, my vote goes to the booths with extra padding under the carpet. ■

Clark Throssell, Ph.D., earned his M.S. from Penn State University and Ph.D. from Kansas State University, both in turfgrass science. He led the Purdue University turfgrass program for 15 years before leaving to join GCSAA as Director of Research. Since November 2010 Throssell has been self-employed and can be reached at clarkthrossell@bresnan.net.

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