

Off The Fringe



PGA, Mangum Recant Brush Damage Statements

COURT DOCUMENTS STATE THAT ATLANTA ATHLETIC CLUB STILL USING GREENSPERFECTION BRUSHES AND DIDN'T INTEND TO IMPLICATE THEM. By Seth Jones

If the glove does not fit, you must acquit.

Or, in this case, if you can't prove the brush did the damage, you must take it back.

That's what has been determined by the U.S. District Court for the Northern District of Mississippi, Delta Division. In a stipulation of dismissal filed by the court on February 1st, 2012, in a case of greens brush manufacturer GreensPerfection Inc. versus Atlanta Athletic Club, Ken Mangum, CGCS and the

PGA of America, it was declared that the defendants "never determined and never intended to say that GreensPerfection brushes caused damage to any putting greens at the Atlanta Athletic Club in August 2011."

That's an about-face from what was stated at the PGA Championship, in both a press release and on live TV.

In a press release issued by the PGA of America concerning the damage, it stated that, "damage is believed to be the result of a significant rise in the dew point at approximately 7:00 p.m.,

which caused the brushes on the mowers on those greens to stick in the grass and damage the turf.”

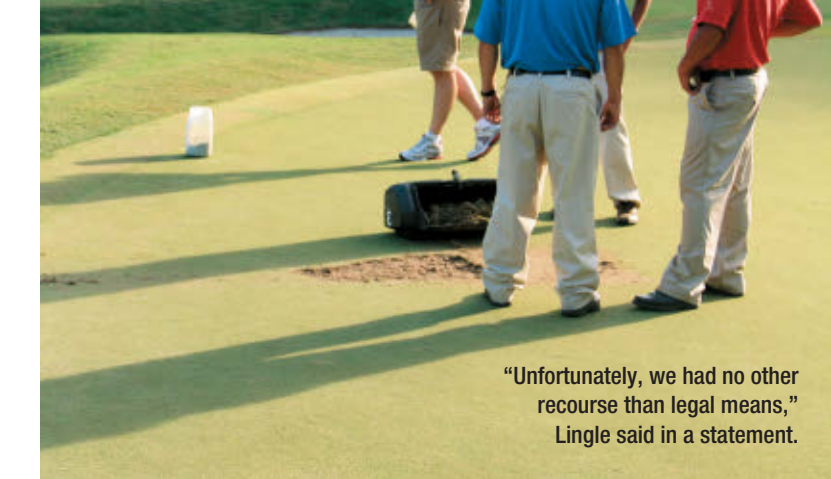
In a live press conference broadcast on the Golf Channel on August 11th, 2011, Ken Mangum, CGCS, director of golf course and grounds, echoed that sentiment, saying, “the only answer I could come up with was that the humidity changed and the brush grabbed and dug into the green and caused the problem.”

But Rodney Lingle, CGCS at Memphis CC and owner of GreensPerfection Inc., manufacturer of the brush being used at Atlanta Athletic Club, refused to believe that his brushes could have caused such damage.

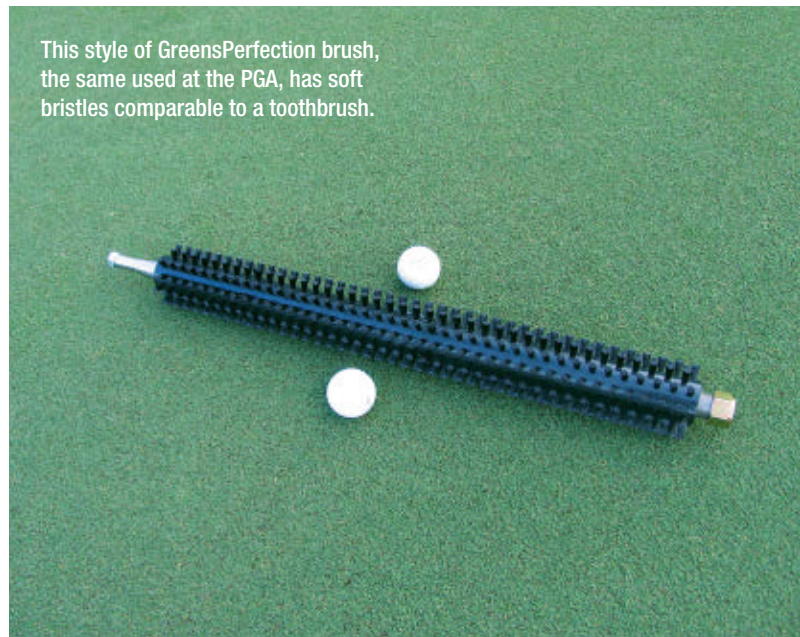
In a statement sent exclusively to *Golfdom*, Lingle states, “After the statements made at the 93rd PGA

We felt a responsibility to our customers to make sure they knew our product was safe and effective.

Championship, we felt a responsibility to our current customers' concerns, as well as potential customers, to make sure they knew our product was safe and effective. GreensPerfection brushes are incapable of damaging any greens in the way represented by the defendants,” the statement reads. “According to the official court document, the defendants never determined that GreensPerfection brushes caused damage to any putting greens at the Atlanta Athletic Club and the brushes are still in use at The Atlanta Athletic Club and have been



“Unfortunately, we had no other recourse than legal means,” Lingle said in a statement.



This style of GreensPerfection brush, the same used at the PGA, has soft bristles comparable to a toothbrush.

since the PGA Championship.”

The statement goes on to say that the brushes have been used safely and effectively for over two years by more than 200 golf courses across the United States with success on greens with all types of grasses, including *poa annua*, bentgrass, Bermuda, zoysia and paspalum. The brushes were extensively tested for two years with no failures and in all types of climatic conditions, before ever being sold to the golf course industry.

“Unfortunately, we had no other recourse than legal means, as we reached out repeatedly to the defendants during, as well as after, the 93rd PGA Championship and received no corrections to the statements they made,” the statement concludes before thanking superintendents for their support.

So is the damage to the brand already done to GreensPerfection despite the stipulation of dismissal issued by the court? According to brand marketing specialist Ann Stephenson, CEO of Stephenson Group PR, and her 20 years of experience, GreensPerfection has little to worry about.

“There will be some damage control that the company will have to do, but it will be minimal,” she said. “This isn’t a huge hit. If the company comes out with a strong statement, they’ll put it behind them.”

Mangum and the Atlanta Athletic Club declined comment on the issue. A representative for the PGA of America could not be reached.

And what about the other culprit originally implicated in the greens damage? As of press time, the dew point could not be reached for comment. ■

BTME Exceeds Expectations

British turf show kicks off 2012 trade shows with a 40% spike in attendance

HARROGATE, ENGLAND — It was the 25th anniversary of the first BIGGA Turf Management Expo, and it was done right.

A total of 8,386 visitors attended BTME over the three days of the show in late January. That figure represents



The 2012 BIGGA Turf Management Expo drew a large crowd.

a 39.3 percent increase over last year, when 6,018 attended, and a 42.5 percent increase over 2010, the last time the show filled four halls.

Every other year the “big three” — that is, Toro, John Deere and Jacobsen — don’t attend the show. This was an “on” year for the big three, and their presence alone enables the event to stretch from three halls to four.

“The beauty of this show is it’s a very small town situation,” said Howard Storey, product marketing manager for John Deere Golf. “There’s a great atmosphere, a great buzz, even though the economic situation in the golf business is particularly tough. We’re very sociable people, and it’s a great event to meet people.”

John Deere was celebrating the unveiling of its new warranty, PowerGard. The warranty can be bought on any Deere machine new or old, and

can extend a warranty by up to five years. The program is available both in the U.K. and the U.S.

Jacobsen, meanwhile, debuted its refreshed Eclipse2 walking greens-mower (see page 40 for information) as well as a three-wheel drive unit for the Jacobsen Eclipse 322. See both machines at the Golf Industry Show.

Next year’s BTME will be held from Jan. 20th-24th in Harrogate.

Golddom at the GIS



Come see your friends at *Golddom* at the Golf Industry Show! We’ll be running all over the convention during the week, but we’ll each commit to one hour at the booth if you’d like to come see us.

And we hope you do come see us. Stop by booth 1424 and say hello!

Wednesday, Feb. 29th

10 a.m.	Seth Jones
11 a.m.	Beth Geraci
1 p.m.	Clark Throssell
2 p.m.	Anthony Williams
3 p.m.	Joel Jackson
4 p.m.	Matt Hendren
TBD	Presentation of the Herb Graffis Business Person of the Year Award to Paul Chojnacky

Thursday, March 1st

11 a.m.	Seth Jones
1 p.m.	Beth Geraci
2 p.m.	Clark Throssell
3 p.m.	Matt Hendren

Schedule is subject to change. Visit the Golddom Daily the week of the show for the most up-to-date schedule.

U.S. Group Cracking Down on Counterfeits

The U.S. Golf Manufacturers Anti-Counterfeiting Working Group announced it seized more than 95,000 counterfeit golf products in 2011, nearly four times the amount seized in the previous year. The significant increase demonstrates the group’s improved ability to cooperate with law enforcement agencies globally to identify and eliminate counterfeit operations. The Golf Group also took considerable legal actions against counterfeiters in China and the U.S., including successfully securing a court order to shut down a number of websites allegedly selling counterfeit clubs.

“The Golf Group remains committed to shutting down as many counterfeit operations as it possibly can,” said

Don Reino, Vice President of Legal Operations for Cleveland Golf.

The Golf Group ended 2011 with two raids, one in Shanghai and one in Huizhou City, which led to the confiscation of more than 7,000 fake clubs and over 8,000 combined counterfeit golf products. During the raid in Huizhou City, the Golf Group worked with local law enforcement to raid an operation resulting in more than 7,000 counterfeit golf products being seized at a total value of more than \$100,000. Four days later in Shanghai, another site was raided of more than 1,000 fake products.

The group launched the website www.keeppgolffreal.com in July 2011. It has received thousands of hits and visitors from around the world.

Quotables

“When you take a show that requires 9 to 10 days from the front end to the back end, that’s an extremely hard thing to get people to do.”

— *Rhett Evans, GCSAA CEO, on the difficulties of hosting the current format of the GIS and GCSAA National Championship & Golf Classic*

“You have to have a thick skin, because there are always comments.”

— *Gillian Bean, superintendent, Table Rock Golf Club, Centerburg, Ohio, on being a woman superintendent*

“You go to some place like Chad, in Africa, and they say to you, ‘How do we get those maroon batteries?’ And it makes me wonder, ‘How did they even know we existed?’”

— *Jeff Elder, Trojan Battery president, on Trojan Battery’s expanding reach around the world*

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NO SHAME IN TURF

Question of the day:
What do funeral services, weather forecasting and golf course and turfgrass management have in common?

According to an article written by Greg Voakes on www.guyism.com, they are the top online bachelor degree programs you should be ashamed of.

Thanks a pant load, Greg. Good lookin’ out! Where does writing brutal, idiotic articles for a bad online magazine rate on your list? What, an article on 30 days to great abs was already taken?

This is what Greg had to say about a golf course and turfgrass management

degree: “Golf course and turfgrass management sounds like the most boring online bachelor program ever. If you yearn literally to watch grass grow, deal with old rich people who smell funny and have bad attitudes, and water/mow the lawn, this is definitely for you.”

The really bad thing about this article is that people really feel this way about our industry. For example, about ten years ago I was at my wife’s work Christmas party when I found myself ditched by my wife, so I was stuck carrying on a conversation with the spouse of one of her coworkers — you know, the worst possible Christmas party scenario. During the conversation the guy asks me what I do for a living and I tell him I’m a golf course superintendent.

Following my response he asked me why I didn’t go to college. I told him I did and he asked me what my degree was in. After I told him my degree was in turfgrass management he laughed and asked me why I didn’t just get a degree in basket weaving. True story.

I am not sure who people like Voakes and the moron at the Christmas party think takes care of a golf course. Greens don’t mow themselves. Fungicide and fertilizer applications don’t just magically happen. The bottom line is that regardless of what people think I couldn’t be further from ashamed about my choice of degree. If I had it all to do over again, I wouldn’t change a thing. Golf course maintenance is now and will forever be part of me. I am golf course maintenance.

— *Matt Hendren*