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Don't miss the unveiling of these two new fungicides—check out the big reveal at booth #1321 at the Golf Industry Show in Orlando.



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THE GOLFDOM REPORT

*Confidence
in the industry
remains steady,
but raises were scarce*



THE FORECAST FOR 2014

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BY MOLLY GASE



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Deficit irrigation and traffic impacts bermudagrass fairway performance

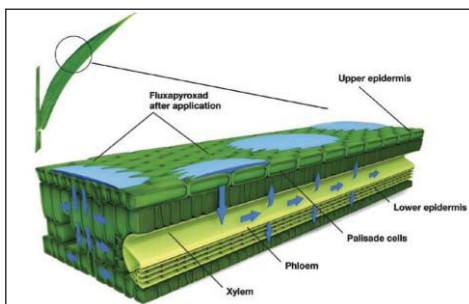
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"The mover and the wicker chair broke his fall. Becker, probably fortunately, doesn't remember the details."

SETH JONES, *Editor-in-Chief*

One small slip for a man

If you see Jim Becker at the Golf Industry Show, forgive him if he doesn't shake hands. ¶ After all, his wrist has been shattered. ¶ If you don't know Becker, it's because he's a behind-the-scenes guy. But there's also a chance you've smiled and waved at him and didn't even know it. For example, the hundred or so guys working at Merion during last year's U.S. Open... the ponytailed fellow behind the video camera rolling tape as everyone rolled out on the golf course? That was Becker.

As President and CEO of Wisconsin-based Epic Creative, Becker does a lot of the video you see in our industry. The GCSAA TV videos are often his productions. Videography and photography are two of his many passions. Golf is another (he's a great partner to have in a scramble format.)

Recently Becker's life took a dramatic turn.

"The thing most startling to me was, I didn't even realize I was doing something dangerous," Becker says, looking back. "It's a miracle, as far as I'm concerned, that I didn't break my neck."

Becker and his new fiancée, Sandy Cashman, bought a house. It was while they were moving out of the old house



Jim Becker the day after his fall in late December on the left, and Becker three weeks later.

that Becker took a bad fall. He was handing a wicker chair — not at all heavy, he adds — over a porch railing down to a mover below him.

He slipped and fell, face first, 15 feet on to a concrete driveway. Well, the mover and the wicker chair broke his fall somewhat. Becker, probably



fortunately, doesn't remember the details very well.

"According to the mover, I never lost consciousness. The mover said I sat right back up," Becker says. "What I do remember was there was a lot of blood in the snow."

Becker broke his eye socket, shattered his wrist

and needed 44 stitches in his head. And he considers himself every bit of lucky.

"The lesson I learned was that life can change dramatically real quick," Becker says. "Only seconds before my biggest worry was that it had started snowing. A split second later I'm praying that I'm not going to be paralyzed."

Becker has every intention of being at the GIS show this month in Orlando. There's little doubt he'd miss it. After all, the GCSAA will have (free plug!) live coverage of the show this year, so his team at Epic will need him.

For now, he's just thankful. Thankful to be in his new house with his soon-to-be new wife, thankful to have his full faculties, thankful to have so many "awesome friends" who helped finish up the move for him and Sandy.

Just last month I wrote here about my "best of" and "worst of" 2013. Jim's fall is another reminder that my "worst of" wasn't so bad. And then reading Mark's column this month (page 20) about losing his father is another reminder.

My wife's car made a loud hissing sound the other day. The resulting \$800 repair put me in a bad mood for about a day. The next day I picked up my 7-year-old daughter and she told me about her bad day. It involved her 1st grade class getting scolded for being too loud in the hall.

I looked at my daughter and I told her, "Evey, we're all healthy. Which means I'm happy."

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sjones@northcoastmedia.net



It Continues at GIS in Orlando - Booth 1553



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Starter

NEWS, NOTES AND QUOTES



//FIRE



The fire raged the day after Christmas, destroying the maintenance building, tools and 52 of the course's gas-powered golf carts.

BROOKSIDE BURNS DURING HOLIDAYS

BARBERTON BROOKSIDE CC (NORTON, OHIO)
LOSES EQUIPMENT IN DECEMBER 26 FIRE



It was a not-so-merry Christmas in Norton, Ohio this year when the maintenance facility at Barberton Brookside Country Club burned to the ground.

The fire resulted in a total loss of the building and even melted the tools together.

When local firefighters arrived at the scene, the fire already had gone through the roof, burning intensely due to the gas golf carts and a 55-gallon drum of oil. Early estimates put the damages at over half a million dollars.

The fire claimed 52 of the course's 72 gas-powered golf carts.

Club owner Joe Flogge pointed out one silver lining in the whole disaster; the fire happened in the dead of winter. The facility was also insured and

though some turf supplies had been pre-ordered, they still remained safely in the vendors' warehouses.

However, nearly every piece of equipment, from wrench sets to greens mowers, will be needed come spring.

The maintenance building was about 10,000 square feet and contained all maintenance equipment for the 18-hole course. Plans for rebuilding are currently blurry. "I just don't know at the moment," says Flogge, who also says they are now in the planning process.

Baker Vehicle Systems, a nearby dealership, brought a Cushman for staff use. Flogge is set to meet with Baker shortly after the New Year.

"At this point, there is nothing anyone can do," says Flogge.

//ACQUISITION

BRANDT ACQUIRES GRIGG BROS.

Family-owned Springfield, Ill. agricultural company, Brandt Consolidated announced recently that it had acquired Grigg Bros. Grigg Bros., a golf and sports turf fertilizer company, was founded by Mark and Gary Grigg in 1995.

Though the acquisition is not yet finalized, the chief marketing officer for Brandt, Karl Barnhart says it should happen in mid-January. These changes will not interfere with normal business at Grigg Bros. "If you know Brandt, you know we tend to let businesses go on as normal if business is going well. So this is going to be a 'business as usual' acquisition," Barnhart says.

Grigg Bros. customers will now be able to get Brandt products, but the two brands will remain separate.

"Grigg has great products, great distribution and the two guys leading the way in Gary and Mark... We've admired them, and we've run up against them, for a while now. When Mark and Gary were looking at the next phase of Grigg Bros., we're lucky they looked to us," says Barnhart.

//WINNER WINNER

GWAA PLAYERS OF THE YEAR

The votes are in and the Golf Writers Association voted Adam Scott the Male Player of the Year. His victory was a narrow one however, with Tiger Woods only five votes behind.

The Female Player of the Year went to Inbee Park, while Kenny Perry was awarded the Senior Player of the Year. Both Park and Perry took 91 percent of the 220 votes for their categories.

Woods has been honored 10 times by the GWAA in the past. However, Scott's worldwide tournament success played a part in swaying the votes in his direction. Scott is ranked second in the world behind Woods. Other than his win at the Masters, Scott was joint third at the Open Championship and joint fifth at the PGA Championship.

All winners will be honored at the GWAA Awards Dinner in Augusta, Ga., prior to the start of the Masters.

PHOTOS COURTESY: BARBERTON BROOKSIDE / ISTOCKPHOTO (GOLF BALL)

Annika relates to supers at summit

➔ The Golfdom Summit, held recently at the Reunion Resort in Orlando, had many memorable moments. One moment centered on Annika Sorenstam, a 2003 World Golf Hall of Fame Inductee and 8-time Rolex Player of the Year.



"I worked with the greenskeeper for three months on my summer break. I figured, I get up early, work till noon and then I could practice," said Sorenstam. Despite the early mornings, this experience stuck and formed an appreciation of superintendents' work.

"And it's tough. It's very tough. And I applaud you guys for the efforts that you put in. You're a big part of growth of the business," said Sorenstam.

As a professional golfer, Sorenstam found it important to relate to those tending the course. "I think from a player's standpoint, the playability of golf courses is more important than anything. So I hope that you understand that I know that you might not get credit for it, but I've been there to a little extent. I know the hard work you guys put in. So thank you for that. And thanks for sharing the passion," said Sorenstam.

**THEY
SAID IT**

RHETT EVANS

CEO, GCSAA

On how this year's Golf Industry Show promises to be bigger than the 2011 Orlando GIS:

"I think we'll be north of 180,000 square feet this year. That's a good feeling, knowing we're still five weeks out and we've already surpassed what we projected."

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GO FIGURE

-18

DEGREES

The temperature recorded at Falls CC, International Falls, Minn., on Jan. 6th.

//SYNGENTA BUSINESS INSTITUTE

SCHOOL'S IN SESSION

Syngenta Business Institute hosted its fifth event at the Graylyn International Conference Center, near Wake Forest University.

Stephanie Schwenke, Golf Market Manager for Syngenta, spoke of the changes this year. "We are very excited about... the changes that we have made to our current curriculum to really help meet some of the changing dynamics that the golf course superintendents have shared and expressed with us as needs," says Schwenke.

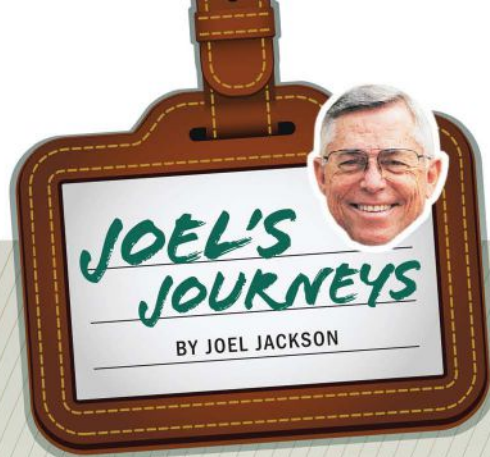
The Syngenta Business Institute teaches superintendents about the business side of the industry. This year, 25 of the 82 applicants were selected to attend. To apply for next year's Business Institute, visit greencastonline.com.

//IN COURT

ANDERSONS SUES OVER PATENT INFRINGEMENT

The Andersons has initiated a patent infringement suit against Enviro Granulation, Plant Science and Harrell's.

The Andersons introduced its dispersible granular technology in 2004 under the brand Contec DG. The Andersons say this product shares similarities to Enviro Granulation's water-dispersible pellet fertilizer. Enviro Granulation's product is sold to Plant Science, who markets it as Tru-Prill and others. Tru-Prill is distributed by Harrell's to end users.



//LOOKING BACK

View from the Summit

➔ The goal of the *Golfdom* Summit is to create intimate and friendly settings for networking, as well as scheduling one-on-one meetings with manufacturer representatives to discuss new equipment, technology and chemistry. *Golfdom* succeeded on that score in spades, according to the superintendents I spoke with at the December event at the Reunion Resort in Central Florida. They liked the organized, focused sessions, where they could ask questions in a quieter environment.

Superintendents Kasey Kauff, Jason Kubel, Erik Pinkham and Steve Moffitt also cited examples of equipment features and technology they learned about which could increase productivity, save dollars and inputs over time.

The Smithco sprayer was a big hit with it's precision GPS features of mapping and automatic spray tip off and on controls to avoid over-spraying and wasting chemicals on non-target areas when making turns on greens, tees and fairways.

The Hurricane X3, Stand On-Riding Blower garnered lots of interest. This smaller unit freed up a tractor for other jobs and was deemed great

for cart path blowing as well as those hard-to-reach spots in roughs with lots of trees. They have smooth tires for use on greens, tees and even bunkers. There were also electric mowers, rollers and improved rotary rough units from Jacobsen.

Mark Woodward, Steve Mona and Annika Sorenstam were powerful speakers at the Summit. They tackled meaningful topics arising from the

current state of the industry, including the increasing number of job losses, efforts to grow the

game and goal setting.

Speaking of goal setting, Ms. Sorenstam gave an inspirational presentation on how she prepared herself to achieve the goals she set for herself in her life and career. She talked us through the history making 59 she shot and the reasoning and reactions to her decision to play in a men's PGA Tour event.

When you climb a mountain and view the surrounding countryside from the summit, you get a different perspective on the world around you. The same thing happens to the people who attend the *Golfdom* Summit.

Joel Jackson, CGCS-Ret., is senior contributing editor for *Golfdom*.



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See the Carrier in action

Golfdom Gallery



1 Bunny ears Bunny ears have made the *Golfdom* Gallery, thanks to Scott Griffith, superintendent at the University of Georgia GC. Anthony Williams, CGCS at Stone Mountain (Ga.) GC is the recipient while FMC's Jon McDowell innocently looks on.



2 Annika's awesome Just like she did on the LPGA Tour, Annika Sorenstam absolutely took over the place at the *Golfdom* Summit.

3 Kind of a big deal *Golfdom* publisher Pat Roberts looks good standing next to the greatest female golfer of all time as well as one of the most powerful people in golf, World Golf Foundation CEO Steve Mona.



4 Wave 'em high Craig MacGregor, North Coast Media; Tray Maltby, director of grounds, Reunion Resort; Joel Jackson, *Golfdom* columnist; Molly Gase, associate editor; Bill Roddy, NCM; Steve Moffitt, superintendent, Bobcat Trail GC; and Seth Jones, editor-in-chief, show off some new flags.

5 Doin' business Jeff Leuzinger, Pearl Valley Organix, chats with Rafael Martinez, superintendent, South Hills CC. Almost 500 one-on-one meetings took place at the Summit this year.



6 Drive for show The backswing of Quali-Pro's Rick Grant looks Tour ready.



7 The Bogey Boys It's been reported that Fred Gehrisch, CGCS, Highland Falls CC; Ben Pease superintendent, N.C. State University; Darin Pearson superintendent, Eagle Bend GC; and Scott McCrary, Holganix, were collectively a disaster as a scramble team... but they had a great time!



PHOTOS BY: SETH JONES (6);
PETE SELTZER (1-4, 6 AND 7)

Golfdom Gallery



8 Let's stay together Brian A. Bossert, CGCS at Bryn Mawr CC in Lincolnwood, Ill., didn't want Smithco's Jim Block to end his presentation... because after all, December in Orlando feels like May in Chicago.

9 Birthday boy NCM's Ryan Bockmuller and Pat Roberts help Smithco's Don Smith ring in his birthday. No candles were allowed — fire marshal's orders.

10 Oh captain, my captain Well, there were at least two people who thought this was cool: Both FMC's Adam Manwarren and Jones showed up to the post-golf barbecue wearing Captain America belt buckles.

11 Beware of golfers Scott Thayer, superintendent, Legends GC; Brian Koffler, superintendent, Waverley CC; and Joe Pintar, assistant superintendent, Club of Mediterra, didn't win the golf tournament, but they did win the honor of trio you'd least like to run into in a dark alley.

12 Long ball hitters Steve Cohoon, CGCS, Heritage Hunt G&CC; Bossert; Bryan Stromme, Billy Casper Golf; and Brett Chapin, superintendent, the Redding CC, consistently had the longest drives of any group... and they all agreed that Barry Bonds deserves to be in the baseball hall of fame. *Hmm...*

13 Cigar aficionados Ken Newcomb, superintendent, Anthem G&CC; Dennis Brouillard, Cushman; and Jason Kubel superintendent, TPC Tampa Bay, took time to enjoy the freshly rolled cigars at the Summit barbecue.

14 Smokin' Some of the Golfdom Summit crew didn't necessarily want to smoke a cigar... but it was hard to say no to the cigar roller.



My Second Office

BECAUSE THE COURSE
IS YOUR FIRST

About our host

JASON SPRANKLE Golf Course Maintenance Director at the Boca Woods CC (Boca Raton, Fla.), is a native Floridian and as he says, “one of the only natives around.” Sprankle may be born and raised in Florida, but that doesn’t mean he hasn’t done his fair share of globetrotting. At the age of 28, Sprankle mixed it up by working at Eagle Ridge Golf and Country Club in the Philippines.

Sprankle spent eight years at Turtle Creek CC (Tequesta, Fla.) before beginning at Boca Woods. He is a graduate of Lake City Community College’s turf school. World travel is not his greatest passion — that honor belongs to his family. A proud father of three, Sprankle even assisted in the births of two of his children. According to him, his family keeps him driven each and every day.



“Working in the Philippines was probably the single best (work) experience of my life.”

1 VICTORY GLOBE That is the 2008 blue pearl championship trophy. It was a four-man scramble held up in John’s Island. I absolutely killed my tee shots. We won by one shot. It was a beautiful day, a great day of golf.

2 CIRCLE OF LIFE I reconnected with my high school sweetheart after 24 years. I found her again on her dad’s Facebook. I’m amazed at how things work out. I have always said the highlight of my life will be sitting at one end of the table while the love of my life Jill is at the other end, and we

are just watching and listening as the children grow up to be adults and then watch their children.

3 PICTURE PERFECT That’s a lithograph, number 443 of 850 of Tralee Golf Club in Ireland. That was a trip my brother James and I took. We spent 10 days there. It takes you back to what golf was supposed to be like.

4 GONE FISHING Those are bass fishing poles. During the summer when we’re renovating, we’ll close one course and fish there. When there’s heavy rain and the

waters flowing, that’s the best fishing around here. I caught 14 bass one day. Six of them were over five pounds.

5 RELATABLE READING MATERIAL I’ve gotten *Golfdom* for at least 10 years and I love that it’s a younger magazine. It relates to the superintendent. I enjoy the questions asked on the back page. It’s the first place I look. It’s real life stuff and finding out what people are really like.”

6 CATCH OF THE DAY I’m not going to lie, it’s not mine. It’s my

general manager’s. I’m storing it for him. A member of his went out fishing and [the marlin] got delivered to his house in New York. His wife said, “get that thing out of here!” He called the club and they didn’t want it hanging there. So, it got moved down to maintenance. This is the first wall it’s hung on. I love it.

BY MOLLY GASE //

PHOTO BY SETH JONES

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“There it was, this watch, just ticking away and with every second that goes by I miss my hero that much more.”

MARK WOODWARD, *Contributing Editor*

A Dymond in the rough

As I’m writing this article, I’m sitting in the Marley House Hospice Center in Prescott, Ariz., where I’ve been for the last four days. You see, my hero was admitted after getting in a car accident the other day. Now to be clear, although it beat him up pretty badly, it wasn’t just the car accident that put him in this place. However it certainly was a contributing factor and it definitely accelerated his declining health issues.

For the past two years he has been experiencing numerous changes in his overall health. Although he had a lot of little things going on, none of them individually was life threatening. But once the accident happened, things began to change very rapidly and his body just wasn’t strong enough to win the battle.

My hero passed away a few days later. I personally have never been through a hospice experience, but I can honestly say it changed my life. The people that work in those places are true angels.

The funny thing about this situation was here was my hero lying there in bed during his last days and hours and yet he was still continuing to teach me the lessons of life and the reality of death, just by going through the process.

My hero was a strong worker his entire life and even though he was frail at the end, he had a huge heart that just kept right on beating strongly, even though the rest of his body was struggling.

My hero also worked at a golf course until he was 80 years old. When the club began to have financial problems, his job of outside services and marshalling was eliminated. This too took a toll on him because he just loved going to the golf course and being with people. My mom used to joke that the only reason he wanted to work on Wednesday was so he could hug the women on Ladies Day.

As you all know, our industry lost some true greats last year with the passing of a number of giants in golf. Each

and every one of us can relate to these passings because these great men of golf and turfgrass management were heroes to many of you as well. So I’m sure you can all relate to losing someone who has mentored you, nurtured you along life’s journey and provided you with unconditional love and support.

It doesn’t matter if your hero was a coach, a teacher, a clergyman, a friend or close relative, the passing of these individuals changes everything in your life. Every family event is different now because of the empty chair at the end of the table, the sage advice that comes with so many years of life-long experiences and the little things you now think of that woulda, coulda, shoulda been different.

As you have probably figured out, my hero was my father. Even though he was small after losing so much weight and I was taller than him, I never, ever stopped looking up to him my entire life.

The other day after Dad’s passing my mom gave me his watch. I was showing it to my wife and there it was, this watch, just ticking away and with every second that goes by I miss my hero that much more.

Many things that have to do with successfully getting through life also have to do with keeping things in perspective. Really evaluating what’s important and finding that elusive work/life balance that I’ve been preaching to the golf industry for years, but not always practicing.

As many of you know, my dad was named Dymond. Even though it’s not spelled like the precious gem, he truly was a “Dymond in the Rough.”

There’s a Kenny Chesney song that says something like: “Don’t blink, life goes faster than you think.” In my case this is so true, however I do feel very blessed to have had my father for so many years; as I fully understand and appreciate the fact that other families have not.

For that I am very thankful.

Mark Woodward is a senior vice president for OB Sports, principal of Damarco Golf, president of Mark Woodward and Associates and a contributing editor for *Golfdom*. He can be reached at mwoodward@obsports.com.

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“Let’s face it, it’s hard to find good people nowadays. The broader the net you cast, the better your chances of success.”

MATT NEFF, *assistant superintendent, Wedgewood G&CC, Powell, Ohio*

Those guys

In looking ahead to interviewing and hiring the seasonal staff for the coming season, I started thinking about the recurring characters that you run across every year. I don’t mean encountering the exact same individual every year; I’m talking about dealing with the same types of people, year after year. Let’s take a look at some of the regulars:

The Jack of All Trades

This is the guy who claims to have done everything at his last course. Experience with all types of equipment, check. Spraying, check. Cutting cups, check. Hand watering, check. In short, there’s nothing he can’t do. Fortunately for you, he decided he needed “a change of scenery” and he’s willing to take a pay cut to make it happen. While he knows your pay range for seasonal staff tops out at \$10 per hour, he was making \$15 per hour at his previous course, but he’d be willing to join your staff for the paltry sum of \$13 per hour. This guy actually turns out to be as good as advertised maybe 20 percent of the time and that might be generous. Frequently though, he’s just hoping the change of scenery will get him out of the fly-mowing and weed-eating

purgatory he was stuck in at his old course.

The Golf Junkie

The Golf Junkie just flat out loves golf and golf courses. He rolls into the interview in standard golf attire, complete with white belt and sunglasses around the back of his Titleist hat. His first question is when is Employee Golf Day and his second question is if he’s allowed to play on other days too. Every once in a while, you’ll run across an especially brazen Golf Junkie who will push the envelope further by asking if he can bring guests every week too.

The Prospective Superintendent

This guy has been around golf course maintenance enough to know that if he acts like he’s seriously considering a career

in the industry, he has a better shot of getting more money and better jobs when hired. Unfortunately, things keep falling apart for him at the last minute when he actually tries to enroll in a turf program. It’s not uncommon for a guy to be a Prospective Superintendent and a Jack of All Trades.

The Scheduler

There is no one more infuriating than The Scheduler. Despite the fact the job posting clearly states that the position is 40+ hours a week and weekends are required, The Scheduler will show up at the interview with a revised schedule that will better fit his needs. Not surprisingly, the new schedule doesn’t include weekends due to his demanding sand volleyball tournament schedule.

The Shotgunner (aka The Cyclist)

The Shotgunner is the guy who doesn’t have a car and/or driver’s license but whose girlfriend (or mom, roommate, friend, etc.) is going to bring him to work every day. If he can’t get a lift, he’ll just ride his bike. Thinking that someone is going to drag themselves out of bed every day before dawn to drive someone else to work is crazy. You can sometimes spot The Shotgunner as soon as he walks into your office because for whatever reason, they seem to favor Affliction T-shirts, which, as everyone knows, is always appropriate for a job interview.

You usually run into at least a couple of these guys every year when you’re hiring and even though you know the odds of them being a good fit are pretty low, it’s still worth your time to be open-minded. One of the best crew guys I’ve ever hired was a Shotgunner and occasionally, a Jack of All Trades really is just that.

It’s hard to find good people nowadays. There aren’t a lot of people lining up to be up at the crack of dawn to work a labor-intensive job that isn’t exactly lucrative. The broader the net you cast, the better your chances of success.

On the other hand, The Scheduler never works out. You’re just setting yourself up for a season of headaches with this guy. If he ends up in the net, just throw him back.

Matt Neff (mneff4@yahoo.com) is assistant superintendent at Wedgewood G&CC in Powell, Ohio.

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THE GOLFDOM REPORT

From concerns over the Affordable Care Act to how the GCSAA is currently performing, *Golfdom* readers share their thoughts and feelings on the state of their profession

BY SETH JONES AND MOLLY GASE

Things are looking up... but maybe wait a few more months before you buy that fancy new car.

That's what the results of our late 2013/early 2014 *Golfdom* survey showed us. We received 467 responses to our 20 questions. The results of that survey are presented here (with the exception of a few answers that we're stashing away for future feature stories.) We've also included some historical results from past *Golfdom* Reports to see how answers have changed over the years.

We learned that confidence in the industry remains steady, but we're probably not out of the woods yet. Only about half of you received a raise in 2013, and that drives us crazy. Rounds played? That one was all over the board.

Big winners this year include maintenance budgets (85-percent of respondents expect the same or more in their budgets in 2014); the GCSAA (an 80-percent approval rating! See page 28); and regional/chapter meetings (69 percent reported that attending their regional/chapter meeting was more important than attending the Golf Industry Show.)

We were also excited to see our own approval rating go up this year: 51 percent stated *Golfdom* was their favorite magazine in the industry, up from 45 percent last year. Sure, it was our survey, but we're still happy to see the uptick.

Read on to see how the most valued readership in the industry sees the future of the golf maintenance business.

CONFIDENCE REMAINS STEADY

Survey shows confidence in industry remains steady in 2014

BY SETH JONES

From 2002 to 2013, there has been little movement on the needle when it comes to confidence in one's facility.

In 2002, 2007 and 2013, the number has remained steady: 67 percent of readers report being very optimistic or somewhat optimistic in the economic health of their facility. In 2013, only 13 percent report being somewhat pessimistic, while only two percent said they were very pessimistic.

Golf Course Superintendents Association of America (GCSAA) CEO Rhett Evans says he believes that 2014 will be the strongest economic year in three years. But he still sees what he calls "a struggle."

"I think courses have weathered the storm to a degree, but we're not out of the woods yet. There's still a lot of competition, there's still a lot of things we have to work on as an industry," Evans says. "We still have to figure out ways in which we can adapt to the current golfing public. They're wanting to spend less time on the course and they want to pay less. All of those things are going to create challenges for clubs, municipalities, semi-privates to

compete for that audience."

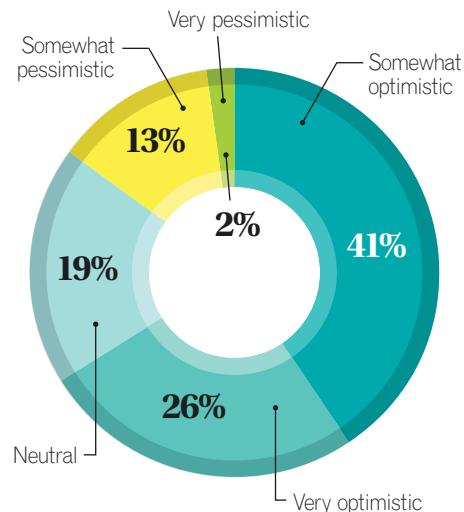
Mike Hughes, CEO of the National Golf Course Owners Association (NGCOA), says he has a few reasons he's forecasting an improved 2014. One reason is the uptick he's witnessing in the 2014 Golf Industry Show numbers.

"There are some objective measures I look at that tell me we'll see some upticks in 2014," Hughes says. "GIS exhibitor sales are up, and that's a good barometer. Also, our (NGCOA member) registrations are up substantially over (the 2013 GIS in) San Diego. Our attendance is up over 40 percent from what we had in San Diego."

Hughes also notes that a combination of the dropping unemployment rate, increased consumer confidence, and the many programs to get more golfers into the game should all be good for business.

Another variable for golf's health is always the weather. PGA Performance-Trak, a cooperation among the PGA, NGCOA and other allied partners, is the single largest source of rounds played data in the industry. PGA Performance-Trak reported a drop in playable days of 6.7 percent through September 2013. The National Golf Foundation was anticipat-

OVERALL, HOW OPTIMISTIC ARE YOU ABOUT THE ECONOMIC HEALTH OF YOUR FACILITY?

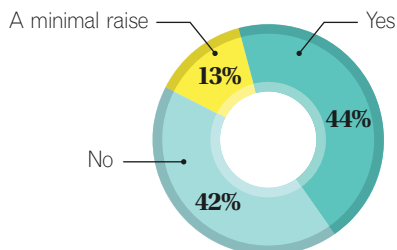


ing a year-end loss of four percent from 2012 when it comes to rounds played. But 2012 was a particularly favorable year for golf weather, witnessing a rounds played increase of 5.7 percent.

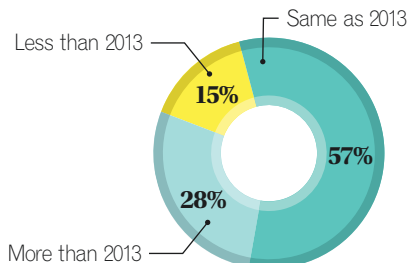
"Hopefully we'll have a good weather year," Evans says. "When you look at where some clubs are when they closed 2013, with their revenue, they saw some slight upticks in some areas. The cost of doing business — the products, services, labor, all of those things are still going to be a challenge. But I would say (2014) will be a slight increase from 2013."

Continued on page 26

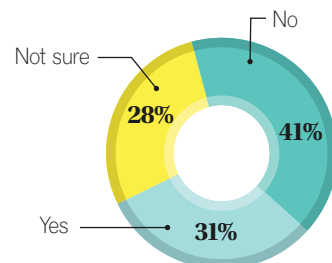
DID YOU GET A RAISE IN 2013?



WHAT DOES YOUR MAINTENANCE BUDGET LOOK LIKE FOR 2014?



ARE YOU CONFIDENT THE NATIONAL ECONOMY WILL IMPROVE IN 2014?



HEALTHCARE CONCERNS

With Obamacare, courses add a new challenge to the plate

BY MOLLY GASE

The Affordable Care Act, commonly known as Obamacare, has caused many questions and worries over the last several months.

Changes are always unnerving and this legislation is full to the brim with alterations. Everyone is learning to navigate their way through the changes, however what do these changes mean for the golf industry?

Almost half of the respondents reported there has been no change at their facility due to the Affordable Care Act. Meanwhile, 25 percent report their employer has changed their healthcare options, and another 25 percent report that there has been no changes yet, but they expect them. Only three percent reported that their employer has already stopped offering healthcare for some employees.

Jared Viarengo, CGCS and General Manager at the Applebrook GC in Malvern, Pa., has thought a lot about the impact of the Affordable Care Act on his course.

"I think it's going to have an impact on the majority of courses that have more

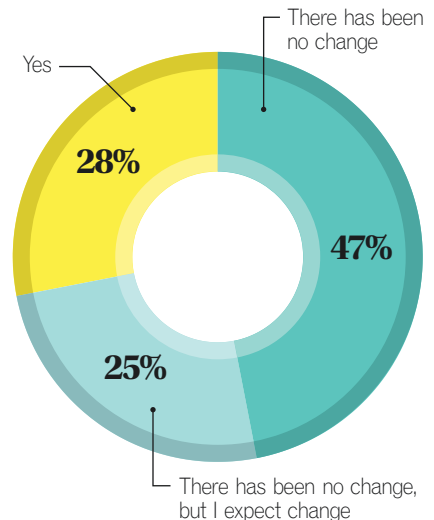
than 50 full-time equivalent employees and are bound by the law (to provide insurance), which in our case we are and we're not even that big of a club," says Viarengo.

He explained that the phrase "full-time equivalent employees" is vital when working out the formula of the Affordable Care Act. "That's really anybody that puts in a certain amount of hours and because we're in the mid-Atlantic and Philadelphia, it's tough for us. Seasonal under the Act is 120 days, which seasonal for us is guys who work seven or eight months, so it's not even close," says Viarengo. His club has about 90 employees at any one time.

Viarengo predicts that many clubs may alter how they schedule their laborers in order to avoid having 50 full-time equivalent employees. Workers may be given fewer hours or transitioned into working in shifts. Courses may do whatever is needed to remain under the magic number of 50.

"If you're at a club and you're at 51 full-time equivalents, it's a huge savings if you can get to 49. So if you can eliminate an employee or make some adjustments in your labor force, you're going to do it to try to get out from underneath it," says Viarengo.

HAS YOUR EMPLOYER'S HEALTH CARE PROGRAM RECENTLY CHANGED AS A RESULT OF THE AFFORDABLE CARE ACT?



Front and center are worries over what the Affordable Care Act will do to a golf course's budget. Budgets for course maintenance can be tight on a good day, but the added expenses of the legislation may lead to changes for courses everywhere.

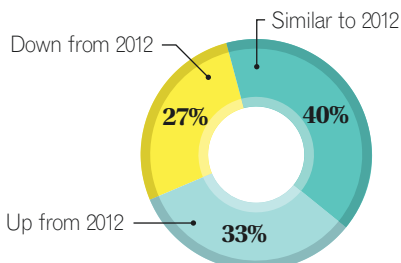
Matt Kregel, superintendent at The Club at Strawberry Creek in Kenosha, Wis., is unsure what the future holds as far as the Affordable Care Act is concerned.

"We really don't know yet because as we're learning more about it, some things are changing that we thought were going to apply to us," says Kregel. He pointed out a fact that has frustrated many — the ever-evolving nature of the legislation. "There's some specifics that we know we're going to have to encounter, but as they evolved or get more into the actual law, and all of the documents associated with it, we're learning a little bit more each time something new comes out."

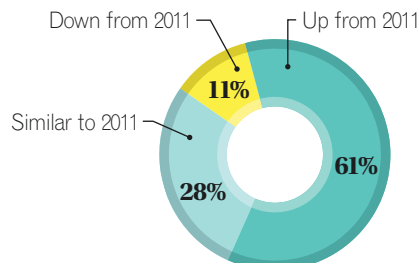
The future can be difficult to predict and crystal balls just aren't what they used to be. For Viarengo and Kregel they can only wait and see what unravels. Kregel says that's exactly what they will do. "We want to wait and see what it is specifically required of a golf course and what we'll have to do to comply with that."

Continued on page 28

WHAT WERE ROUNDS PLAYED LIKE AT YOUR COURSE?



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FEEL THE LOVE

*Good news for the National:
Golfdom readers approve of the work
they're doing by a margin of 4 to 1*

BY SETH JONES

There have been a lot of changes at GCSAA headquarters in Lawrence, Kan. From the implementation of a field staff to adjustments in dues and the GIS schedule, the national association for superintendents has kept busy.

And it has caught the attention of readers. A whopping 81 percent of readers reported they were satisfied (73 percent) or extremely satisfied (9 percent) in the GCSAA's performance. Only 18 percent reported dissatisfaction with the 88-year-old association.

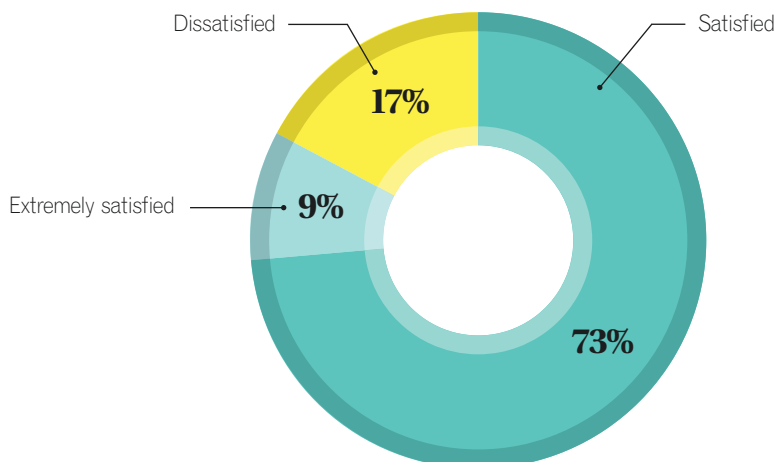
"From my years of experience, GCSAA is trying to stay ahead of the times and change as best it can," reported one participant in the survey. "GCSAA is making

"As a whole, the organization is finding ways to better serve their members in a modern setting."

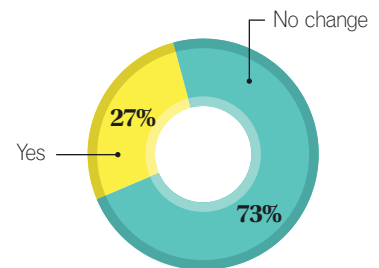
the most out of a challenging economic time but still supporting us with its whole heart."

"They do so much that is never really touted to their membership," reports another reader. "Things like their government relations, or advertising the role of the superintendent."

OVERALL, HOW SATISFIED ARE YOU WITH THE PERFORMANCE OF THE GCSAA?



DID YOU MAKE AN EQUIPMENT CHANGE IN 2013, OR DO YOU PLAN TO MAKE ONE IN 2014?



According to Billy Hausch, superintendent at the Nicklaus Club of Monterey (Calif.), the GCSAA has adapted to the times well.

"As a whole, the organization is finding ways to better serve their members in a modern setting," he says. "They've become technologically advanced... For example, I can take care of a lot of my stuff online, I don't have to call someone anymore."

Of course, there are still those who feel the GCSAA has let them down. "I feel that I don't get enough out of the membership price," reports one reader, while another more harshly states, "They are creating a group of branded elitists. I dare say they are becoming a burden to the mid- to low-budget superintendent, instead of an empowering supporter."

And yet others place blame on themselves. "They do a pretty good job — it's mostly my fault for not taking advantage of all the areas offered!"

Continued on page 30

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SUPERS GIVE AN ASSIST

For assistants who have wondered what skill they most need to work on, we have the answer. OK, make that more than one answer...

BY MOLLY GASE

The role of a superintendent is a multi-faceted one. For assistant superintendents, there are a lot of skills to pick up. These range from communication skills, financial planning and agronomic knowledge to leadership skills and member interaction. Each skill is important for an assistant to master in order to move into the role of superintendent.

When asked what skills their assistants needed to improve upon to move forward in their careers, superintendents were quick to speak up. However, they did not all have the same thing to say. The same goes for the results of our survey: Coaching and counseling employees was the most popular response at 30 percent. Agronomic knowledge (23 percent), financial planning (21 percent) and member interactions (14 percent) were also popular choices.

John Gosslin, superintendent at Aronimink GC, Newton Square, Penn., pointed out both the strengths and weakness of his assistants. "They are all very good technically these days, but everybody could always work on their leadership skills, dealing with people, negotiations, leading people that are all from different cultures and different age groups and that's just something you can't get in school. You can only get that once you get in the workplace," says Gosslin.

Eric Frazier, Director of Agronomy at Willow Oaks CC, Richmond, Va., finds some assistants lacking when it comes to staff management. "They manage the staff directly, but they don't have to manage the human resources piece, so bridg-

ing the gap between the H.R. piece and the staff management, I think is a huge area for assistants to grow," says Frazier.

Learning to lead staff is important, but Jackson Reiswig, superintendent at Coral Creek Club in Placida, Fla., suggests adaptability.

"It would definitely be an ability, for lack of a better term, to roll with the punches and adapt. You have to be able to go from speaking with a CEO of a fortune 500 company to a laborer who went through four grades of school," says Reiswig.

Assistants, many constantly glued to their smart phones, do have a skill that both Gosslin and Frazier value: communication. Being able to communicate well is something that Frazier finds very im-

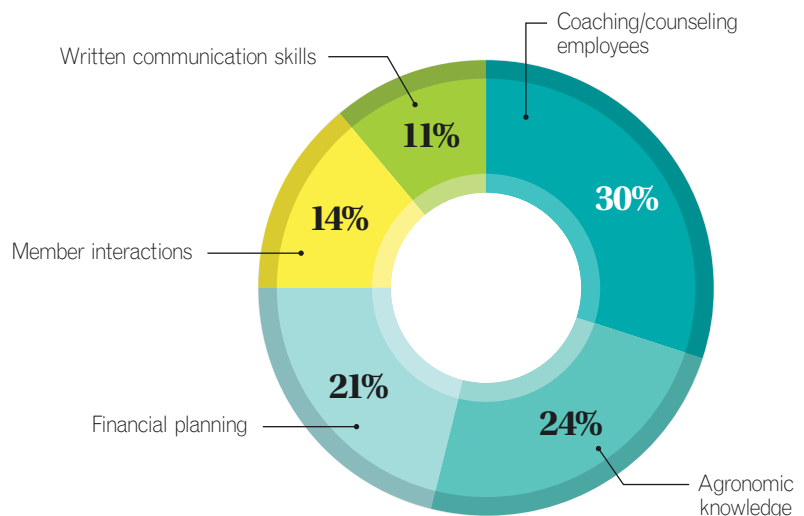
portant at his private club.

"I think you can't communicate too much. Communicate to your staff, communicate to your managers, communicate to the membership or your golfers," says Frazier.

Only 11 percent of responses selected communication skills as something their assistants needed to improve upon. Constant communication seems to be a staple of younger generations and for Gosslin, that is a positive.

"They are usually really good communicators with all of the tech. I find it easier to communicate with assistant superintendents these days just because it's easy. We basically can stay in touch 24 hours a day," says Gosslin. 

WHAT ONE SKILL DOES YOUR ASSISTANT SUPERINTENDENT NEED TO IMPROVE UPON THE MOST IN ORDER TO MAKE IT TO THE NEXT LEVEL?



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The niche of the Horticulturist

BY HANNAH SCHRUM

Here's how a horticulturist—part ecologist, soil scientist, florist, pest manager and artist—can help at your course.



No one expects the neighborhood teenage boy hired to cut the lawn to provide immaculate PGA Tour quality results.

In the same spirit it is unreasonable to expect a botanic garden to sprout beneath a crew member who has been tasked with planting a few marigolds around the clubhouse.

For the superintendent looking to add a signature element to the grounds of the golf course beyond the turf, consider seeking assistance from an expert horticulturist. Just as superintendents wield years of academic and practical experience to produce turf that is of professional quality, so too does the horticulturist enter the profession with a similar

level of expertise and the ability to provide top-grade ornamental landscape management.

Horticulture 101

Horticulture itself (which turf management is a branch) is defined as the science and art of growing plants. And yet the title horticulturist remains vague and almost foreign in its inability to convey the duties of the profession.

The job description of the horticulturist is often simply described as “playing with flowers all day.” In reality, the job entails a diverse skill set to be employed as the successful horticulturist that is part ecologist, soil scientist, florist, crew manager, pest manager, artist, buyer,

Continued on page 34



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Strategically placed plants can make an impact on visitors. By finding locations to group plants, a memorable display can be achieved with a limited budget.

Continued from page 32

pathologist and public gardener. The golf course horticulturist is a niche role, still novel in the golf maintenance industry, but an increasing number of superintendents are finding the many benefits of staffing an expert in this position to help refine and polish the grounds beyond the turf.

In economic terms, the horticulturist adds an appealing value-added aesthetic to the grounds in a way that both com-

plements and reflects the design of the course. The first impressions and curb appeal conveyed by expertly landscaped grounds reflects well on the facility. Isn't it a terrible dichotomy to maintain an immaculate turf if the clubhouse is weed-ridden and wholly forgettable?

Ornamental horticulture is the eye-catching, agronomic icing on the cake. The golf course, after all, is a place people go to with the anticipation of enjoying the outdoors in a beautifully manicured environment. The astute superintendent will realize that enhanced landscapes attract more than bees and butterflies — they attract member satisfaction. Golfers are an audience that are already attuned to the detail of the cut and roll of each green, approach and fairway. Something as simple as a few hundred tulip bulbs is the sort of dramatic flair that they appreciate and welcome enthusiastically.

The public gardener

The work of a horticulturist involves more than creating visual botanical thrills. The wide skill set can be utilized to increase the sustainability of the golf course and club-

Continued on page 36

SEVEN TIPS FOR SUCCESS

Follow these tips to increase the quality of the ornamental plant beds on any golf course:

- 1 Embrace using annuals to achieve quick and showy results that stay the whole season.
- 2 Find a good local garden center that will give you reliable plant advice. Your friendly fertilizer salesperson may be glad to sell wholesale flats of marigolds to you, but your local garden center may be able to make a better suggestion for your location. Yes, you will pay a premium for these, but you will typically get stronger plants and finer varieties. The key in successful garden design lies in attention to detail. Starting with Grade-A quality plants will get noticed.
- 3 Once you have planted the ornamentals don't forget them! Apply liquid fertilizer every two to three weeks and make sure the beds are irrigated reliably.
- 4 Bulbs are easy to grow and always a crowd pleaser. Wholesale vendors offer many unusual varieties that double the crowd-pleasing factor.
- 5 Identify shrubs before pruning. Prune flowering shrubs such as hydrangeas, azaleas, Chinese fringe flower, quince and forsythias at the correct time (dictated by the type of shrub, not relegated to slow season cleanup tasks) to enhance flowering in the current season or preserve flowering in the following season.
- 6 Containers are a fast way to make a classy impression and show off flare. They are also easy to maintain through the season.
- 7 If you can't invest in landscaping vast areas between the parking lot and clubhouse, then pick one or two high impact, highly visible spots to focus on. A few pansies planted over a half dozen areas around the clubhouse will barely get noticed. Plant 10 flats of pansies in one spot and the affect will be memorable. Quality of design and plant matter will get noticed and your praise will be sung all season long.

Ornamental horticulture is the eye-catching, agronomic icing on the cake. The golf course...is a place people go to...[enjoy] the outdoors.



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Placing plants within decorative containers is one way to dress up an area easily. Use of annual plants is also a simple way to spruce up spaces around the course.



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house on the whole. For example, fresh herbs and greens can easily be cultivated for the club restaurant. And flowers cut from the grounds can serve double duty as fresh bouquets for special events. Furthermore, a seasoned horticulturist can increase the sustainability of some maintenance operations by weighing in on cost-saving landscaping decisions. Well-advised plant choices can save thousands in mulch and labor costs over just a few seasons.

In addition to the tangible and quanti-

tative results served by the horticulturist, his/her role as public gardener provides a unique opportunity to connect with members and guests of the golf course. Unlike the golf maintenance team, who are diligent in completing their work so that they remain (mostly) out of sight/out of the way of golfers, the horticulturist working on the club side of the grounds is highly visible and approachable to members. This daily interaction with members fosters a positive perception that the golf course is under the care of proactive and detail ori-

ented management.

A horticulturist can provide the crown jewel to the golf course by weaving landscape elements that captivate and delight members while enhancing their outdoor experience. While not every superintendent is able to invest in hiring a horticulture specialist outright, even a small plant budget combined with some tips (see sidebar) for success can provide commendable results in beautifying the grounds. **G**

Hannah Schrum is the horticulturist at The Cliffs at Walnut Cove in Arden, N.C.



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TIME WITH
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RESOLUTIONS FOR A NEW YEAR

BY MOLLY GASE

LOSE
WEIGHT

GET
FIT

SLEEP
MORE

SAVE
MONEY

Each year, people go through the same routine. They make promises. They promise to exercise, to eat better or to cut out their vices in the year to come. However, these promises are usually forgotten before spring showers have rolled in. New Year's resolutions have a knack for being hollow, but they don't have to be for everyone. ¶ We spoke with five superintendents about their New Year's resolutions for 2014 and whether they think the resolutions will stick. Their resolutions varied from family and increased patience, to cutting soda and having more fun.



Finding time for fun can be ridiculously difficult sometimes. As children we play like it's our job, but then we get real jobs and there's no more carefree playtimes in our schedules. For Ryan Bourne, working a little playtime into his life is his goal for the next year. "I'm buried in my own work and I need time for myself and I don't give myself enough time," says Bourne.

Adding onto the idea of me-time, Bourne says he needs to work on delegation with his crew and gaining another perspective on the course. "I rarely see the golf course from a golfer's perspective instead of just driving in a golf cart, driving by, seeing something and knowing that it needs fixed." In the spirit of walking a mile in someone else's shoes, Bourne wants to see the course from the golfer's eyes. Don't worry, he won't be stealing anyone's shoes, but instead plans on playing with a variety of groups. "I'm going to try playing at least once a week with the groups and members that we have and there's different generations of golfers that I want to get their perspective," says Bourne. He even wants to join the

women on the course for their perspective.

Bourne admits that he's made resolutions every year with little success. "I've tried quitting tobacco, working out, nothing's worked out so far, so I'm praying this'll work." He predicts a seventy percent success rate.

While having fun on the course, Bourne knows that stepping into the golfer's shoes allows him to bridge the gap between his crew and golfers. "If I'm out there, it's another way of communicating what we're doing, why we're doing it and just for me personally, playing would give me that vision of what a golfer is seeing," says Bourne.



Scott Hall is focusing on being more of a family man in 2014. "I would say the biggest thing I would like to resolve for New Year's, is being able to spend and find more time for my family and my kids," says Hall. The father of four kids, Hall doesn't want to miss out. Time flies by and as Hall says, "eventually those days are going to be long gone and I won't be able to get them back."

Resolutions are fairly new territory for Hall, who says he hasn't really made them in the past. "Most of the time I can never stick to them. They don't really seem as important to me at the time, but going back to family, that's the most important thing to me." One challenge Hall acknowledged was the busy nature of the industry. Getting caught up in work is pretty easy for him, as it is for many superintendents, but Hall knows that paying attention to family now is vital.

Despite being a rookie in the resolution department, Hall feels he will hit this one out of the park without a problem. "Like I said, you only get one chance as a parent to be with your kids and you know you can look at pictures all you want, but if you miss out on those memories personally, you can't get them back."



Patience may be a virtue, but sometimes you just can't help but tear your hair out from frustration. Jeff Smelser's resolution this year will require patience. Smelser aims to be

Continued on page 40

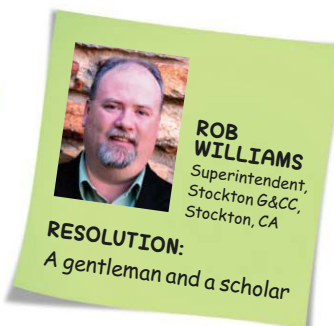
Continued from page 39

a better husband and father. He also wants to be a "better Christian and to try to be more successful in dealing with my members and my guests that play at my club," says Smelser.

On the home front, Smelser is more in need of patience now with a teenage daughter. "Well, my daughter is going to be sixteen years old, she's going to start driving this year, so I have to be more patient with her." Along with the terrors of a teen driver, his daughter has begun to plan for college, picking schools that are eight or nine hours away. Sighing deeply, Smelser says he knows he will need to be understanding with her. Along with plan-

ning for the future with his daughter, Smelser says he needs to improve his listening skills with his wife after a long day on the course. "I don't want to come home and get into detailed conversations, but I have to," says Smelser.

Past attempts at resolutions have been hit and miss. "I always try to make resolutions to lose weight, but I quit smoking three years ago. That's the last one that really worked. It'll be four years this year." This success has proven to Smelser that he can keep a New Year's resolution. "It always helps now that I quit smoking because I know I can achieve my resolution," says Smelser.



Picking up more knowledge is hardly ever a bad thing and for Rob Williams, it is one of his goals for 2014. "I think this year's New Year's resolution would be to further educate myself and to become a better manager," says Williams.

This is not the first time Williams has resolved to educate himself as the new year rings in. He says that this is a goal he has had success with in the past. Seeking out new educational opportunities in 2013, Williams was happy to be one of 25 superintendents invited to the Syngenta Business Institute in early December. He hopes to utilize some of the lessons from the conference at work. "We [were] talking about different cultural things, also trying to manage a little better through out the staff, be a lot better at budget presentation and communicating better with my club to make them understand a little better what our needs are for our golf course," says Williams.

He already is planning for more studying next year. "I've actually already aligned myself with some study, some different education opportunities, so hopefully [I'll] take them and put them into practice at work." These opportunities are something that Williams sees as valuable for his course, as well as a way to achieve his career goals. "Putting some of those education items into practice to try and further my career and also for the better-

ment of our department, will make our golf course a lot better," says Williams.



Getting rid of carbonated beverages can be a popular resolution. Greg Shaffer will be one of many to cut soda out of his diet this year. However his motivation isn't health related. "Every year I try to do something a little bit goofy. I've given up fast food in the past, not necessarily because I need to do it, but I like the challenge of just [seeing] if I can get it done," says Shaffer.

His resolution will test his will power, but he thinks that being hard headed will help. This isn't the first time he has tried to tackle soda as a resolution. "I've done soda before and that usually works out pretty well, but it can be a little difficult at times, especially when you need some caffeine. You have to fall back on coffee."

For Shaffer the purpose of a new year's resolution is not focusing on one detailed goal, but a broader test for himself. "Usually, I set some personal goals for myself that I try to keep to myself, whether it's work relate or family related, but usually there's one kind of goofy thing that I try to do for myself that makes it a little more challenging," says Shaffer. ©

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DEFICIT IRRIGATION AND TRAFFIC IMPACTS BERMUDAGRASS FAIRWAY PERFORMANCE

Reagan Hejl and Ben Wherley, Ph.D.

Golf course water use in Texas has become increasingly regulated in the past decade due to persistent drought conditions, diminishing water supplies and rapidly growing population. Many golf courses have been faced with considerable cutbacks to irrigation allocations, but information is limited regarding critical levels needed for maintaining adequate turf quality, persistence and recovery from divots and traffic.

A field study was conducted over two years in College Station, Texas, to determine the effects of continuous reference evapotranspiration (ET⁰)-based deficit irrigation levels on quality of Tifway bermudagrass (*Cynodon dactylon* x *C. traansvalensis* Burt. Davy) fairway plots. Turf quality evaluations from both seasons demonstrated that in the absence of traffic, irrigation levels of 30% x ET⁰ (supplied 3x/week on a fine sandy loam soil) were sufficient to maintain acceptable turfgrass quality during summer months. Canopy temperatures noticeably increased with deficit irrigation practices, with up to a 30°F temperature increase observed between irrigated and unirrigated plots.



Simulated traffic being applied to deficit irrigation research plots at the Texas A&M Turfgrass Field Laboratory.

Upon resumption of full irrigation levels in October of both years, deficit and unirrigated plots quickly recovered to ~90 percent green cover by late November 2012, but these same plots were much slower to recover after the 2013 season, indicating cumulative drought stress effects, especially in unirrigated plots. In both years, traffic delayed fall recovery of turf at all irrigation levels. This research was supported by the GCSAA's Environmental Institute for Golf and the Lone Star Chapter of Golf Course Superintendents.

Reagan Hejl and Ben Wherley, Ph.D., Texas A&M University, College Station, Texas. Ben Wherley can be contacted at b-wherley@tamu.edu for more information.

NEWS UPDATES

BAYER CROPSCIENCE RECEIVES AGROW AWARD FOR INDAZIFLAM

Environmental Science, a division of Bayer CropScience LP announced indaziflam, the herbicidal active ingredient in Specticle, received an Agrow Award in the category "Best New Crop Protection Product."

Specticle is a pre-emergent herbicide that provides turfgrass professionals superior control of more than 90 grasses, broadleaf weeds and annual sedges at up to 40 times

lower use rates than current standards. "The need for new herbicides with alternative modes of action and resistance-breaking capabilities is more urgent than ever," said Dr. Hermann Stübler, Head of Weed Control Research



at Bayer CropScience. "In a team effort we created and developed indaziflam, employing our leading expertise in herbicide research and our deep knowledge of weed control."

“WITH INTRINSIC FUNGICIDES, THE TURF IS ABLE TO RECOVER FROM STRESSES MORE QUICKLY DUE TO INTERNAL PHYSIOLOGICAL CHANGES AND A STRONGER ROOT SYSTEM.”

Renee Keese, Ph.D.
(see full story on page 42)

//NEW ACTIVE INGREDIENT

BASF unveils Xzemplar and Lexicon Intrinsic

By Renee J. Keese, Ph.D., BASF

BASF research and development is the process of carrying out investigations to create a product to bring to market. This is a time consuming and expensive part of our industry, but necessary for the launch of new products.

For the past six years BASF has been developing a new active ingredient for use in turf markets, as well as agricultural crops. Fluxapyroxad is a SDHI (succinate dehydrogenase inhibitor) and blocks the process of plant respiration at Complex II. Growth of fungal cells is stopped when the biosynthesis of building blocks is interrupted. Fluxapyroxad quickly penetrates to the interior leaf tissue; where it is bound to wax layers within the leaf, and this contributes to making it rainfast as

“Lexicon Intrinsic is a next generation Intrinsic product that delivers both superior disease control and advanced plant health...”

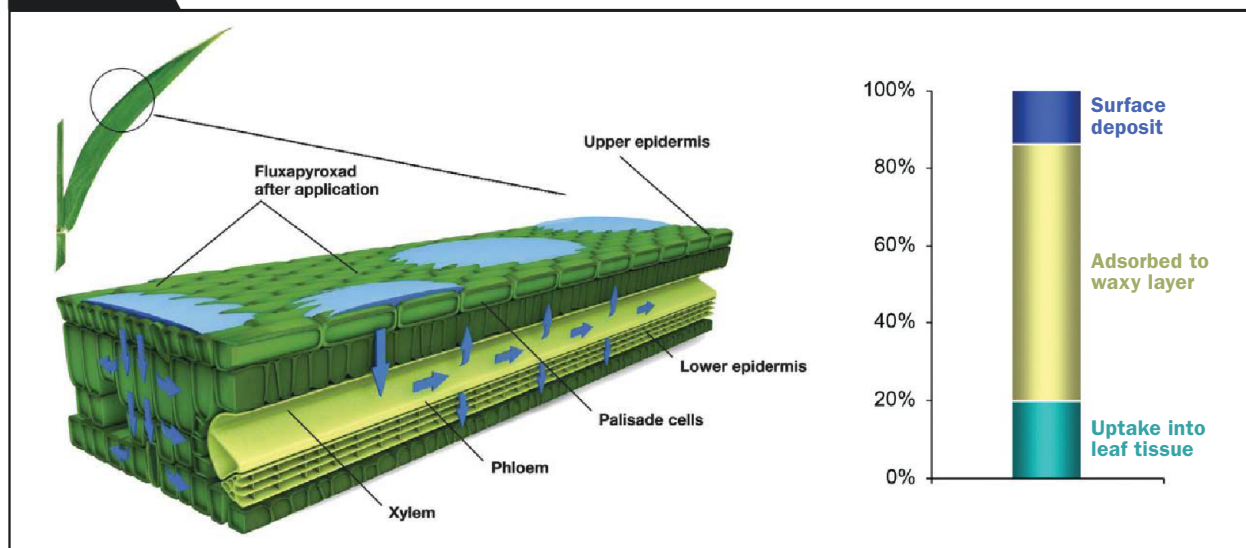
soon as the spray is dry (Figure 1). It moves upward in the plant through the xylem and protects parts of turf blades that did not receive spray application. This new active ingredient has been shown in field trials to be effective at very low rates due to its high level of biological activity in fungi.

SDHI chemistries belong to FRAC Group 7. Emerald fungicide, which contains boscalid, is also a carboxamide belonging to this same mode of action. But fluxapyroxad has lower use rates than boscalid-containing products. Early testing compared this

new chemistry to boscalid, and determining the use rate and application interval took a few years of study. Once the formulation and load of the active ingredient in the product are determined, the use rate and application intervals can be evaluated. Xzemplar, the product containing fluxapyroxad, is a 300 g/L SC (suspension concentrate) formulation.

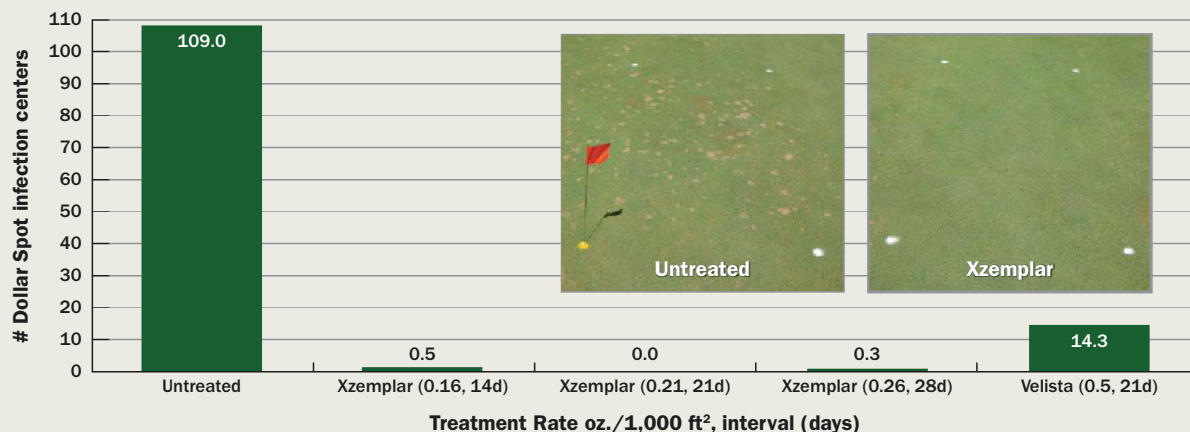
The process of bringing new products to market takes multiple years and requires many tests. Since 2008, over 200 field trials have been conducted with university or private contract turfgrass

FIGURE 1



Fluxapyroxad delivery into leaves drives good systemicity. The fungicide coats the leaf surface then penetrates internally where it moves upward in leaf tissue, with the flow of water in xylem. Seven days after application the bulk of fluxapyroxad is found adsorbed to the wax layer in leaves. (Courtesy of BASF)

FIGURE 2

Preventive dollar spot control (*Sclerotinia homoeocarpa*) at varying rates and intervals.

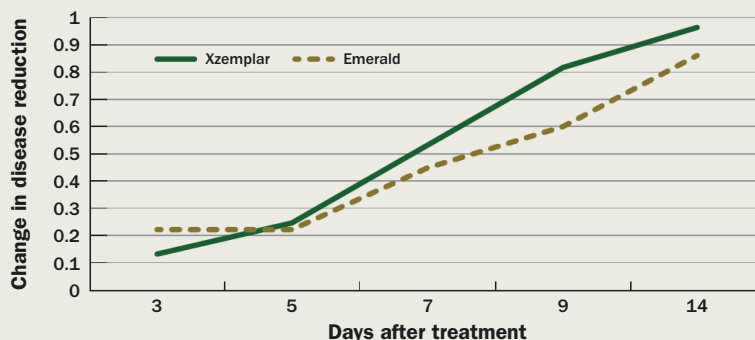
Data from John Inguaggiato, Ph.D., University of Connecticut, 2012 trial. Evaluation 40-days after initial treatment and 14-days after the last treatment. Three applications made on 14-day interval, two applications on 21- and 28-day intervals. LSD=17.42 at P=.05. Photos from Florence, S.C., courtesy of BASF.

researchers. Use rates of Xzemplar are lower than Emerald and under moderate disease pressure, the interval can be extended. Many superintendents will be familiar with the product Emerald, which historically has provided strong dollar spot control; Xzemplar controls dollar spot (*Sclerotinia homoeocarpa*, soon to be known as *Clarireedia homoeocarpa*) and brown patch (*Rhizoctonia solani*), the two most important and prevalent turf diseases, as well as several other patch diseases. Continued testing demonstrated this new product has broader disease spectrum than Emerald fungicide. Dollar spot efficacy from fluxapyroxad is both preventive and curative (Figure 2). Whether disease has actively begun to infect, or conditions are right for growth, fluxapyroxad will stop further growth when it contacts the fungi. Activity across four trials in the US in 2012 demonstrated efficacy faster than Emerald (Figure 3).

The Xzemplar label provides flexibility in application rates, with rates as low as 0.16 fl. oz./ 1000 sq. ft., or a mid-rate of 0.21 fl. oz. and up to 0.26 fl. oz./1000 sq. ft. This allows superintendents to vary their application intervals based on the fungicide program they use or disease pressure on the golf course.

FIGURE 3

Curative dollar spot control from Xzemplar and Emerald applications, 14 days after one application.



Data from four 2012 trials in Mo., N.C., Pa. and S.C. Disease pressure at initiation of trial averaged 15%. Average disease pressure between eight-10 days was 31 percent dollar spot incidence. The change in disease is compared to the previous rating within the identical plot. The steeper slope of line indicates faster control.

For light disease pressure the lower or mid-rates are sufficient and the interval can be increased to 21- or 28-days. The Xzemplar label includes diseases such as brown patch, dollar spot, large patch, snow molds and summer patch, along with reduction of algae. Use sites include golf courses, residential and commercial lawns, parks, athletic fields, cemeteries and sod farms.

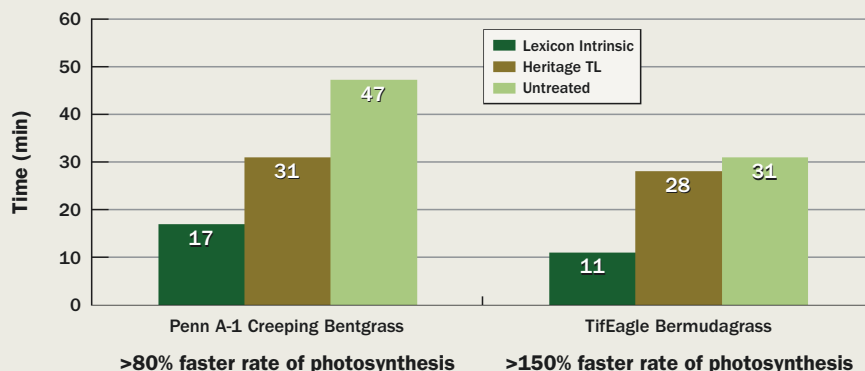
A combination product was also developed containing fluxapyroxad and the active ingredient (pyraclostrobin) in Insignia SC Intrinsic brand fungicide.

This combination is very broad spectrum and provides excellent dollar spot control. The flexibility of two modes of action (SDHI and QoI - Quinone Outside Inhibitor) is an excellent tool for resistance management. The combination product, Lexicon Intrinsic brand fungicide, is also a suspension concentrate (SC) formulation like Xzemplar, and can be used on the same turf use sites. This 500 g a.i. /L formulation contains 167 g of fluxapyroxad and 333 g of pyraclostrobin. Excellent

Continued on page 44

FIGURE 4

Float time of 50 percent of Penn A-1 creeping bentgrass and TifEagle dwarf bermudagrass leaf segments treated with Lexicon Intrinsic or Heritage TL fungicides.



Continued from page 43
control of diseases like anthracnose (*Colletotrichum graminicola*), brown ring patch, caused by *Waitea circinata* pv *circinata*, and leaf spots like *Bipolaris* and *Dreschlera* spp. was achieved with Lexicon Intrinsic at both labeled rates (0.34 and 0.47 fl. oz. /1000 sq. ft.). Lexicon Intrinsic is a next generation Intrinsic product that delivers both superior disease control and advanced plant health, including the ability to withstand stresses such as extreme temperatures, drought, mechanical processes such as aerification, etc.

To demonstrate the impact on rate of photosynthesis, fungicide-treated leaf disks or segments were put into a sodium bicarbonate solution with detergent. This solution provides a carbon source for photosynthesis and breaks the surface tension on the leaf surface. After drawing a vacuum to remove the cellular interstitial space, the leaves sink to the bottom and are placed in the dark for five minutes. The leaf segments were then placed into cuvettes under light, and as oxygen was released and bubbles formed on the leaf surface, the leaf segments floated. The quicker float

time indicates a faster rate of photosynthesis and healthier turf plants; Lexicon Intrinsic treated turf (0.47 fl. oz. /1000 sq. ft.) had the fastest photosynthetic rate compared to Heritage TL (2 fl. oz. /1000 sq. ft.) or untreated leaves (Figure 4).

With Intrinsic fungicides, the turf is able to recover

from stresses more quickly due to internal physiological changes and a stronger root system. Research indicates that Lexicon Intrinsic Brand Fungicide is effective on over 30 disease organisms, and is a fast acting fungicide, which provides additional plant health benefits. Both Lexicon Intrinsic and Xzemplar received US EPA registration December 17, 2013. Always read and follow label directions.

Renee Keese, Ph.D., is a biology project leader for turf and ornamentals for BASF.

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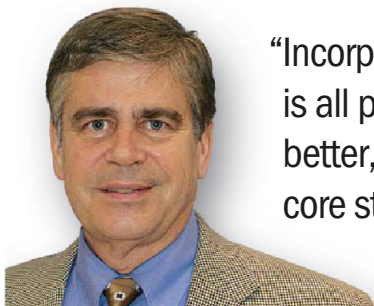
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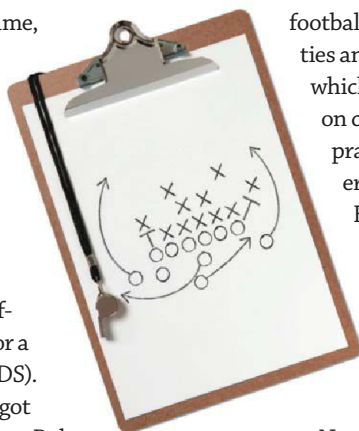
Leadership isn't something you clone

At the beginning of 1969, the University of Michigan hired Bo Schembechler as football coach. Previous to his hiring, Michigan was at best a mediocre team through the 1960s. Attendance at the football games averaged between 30,000 and 60,000 in a stadium that seated over 100,000 fans.

Schembechler came to the university during a time of unrest and radicalism for students. In this environment it was not uncommon for students to go to a home football game, at least those who went, then head to central campus to protest the Vietnam War. Around the same time of Schembechler's arrival, a group of student radicals formed the Weathermen, an offshoot to the Students for a Democratic America (SDS). The Weathermen, who got their name from a line in a Bob Dylan song, "You don't need a weatherman to tell you which way the wind is blowing," bombed government buildings and banks in protest.

During spring football in 1969,

Schembechler came into the radical student and university setting and changed the culture of the football team. He required the football players to wear coats, ties and letter jackets, for which they faced ridicule on campus. During spring practices, one to two players were quitting daily. However Schembechler said, "Those who stay will be champions." Whatever he did, he transformed an average team into one that beat the



No. 1 ranked Ohio State University in the fall of 1969.

I bring this story up, because years later some of his assistant coaches got head coaching jobs at other university football programs. One university hired an assistant with the intention of

getting a clone of Schembechler. This coach failed miserably. Whatever traits made Schembechler a leader were not easily copied.

Acting like someone does not make a leader or a successful person. If you are trying to be someone you are not, people will see you as a fake. We have all seen that in a new superintendent who acts like someone he is not. The staff and crew see right through the charade.

I know you can learn to be a better leader by working for, or observing others you admire through leadership classes, conferences and by reading. A key is recognizing who you are, your strengths and weaknesses, then incorporating what you admire and learn into your "self."

My comments are not earthshaking and serve only as a reminder, but we can use these same ideas to make for a better golf course and golf course operation. A golf course is designed in a location that has unique characteristics, and might be referred to with a, "This is how golf was meant to be played" only to be copied somewhere else and fail.

Why? Because each site has a unique quality to itself, perhaps land form, location or market. Whether it is a golf course or a golf course management program, incorporating new ideas and plans is all part of making something better, as long as you know your core strengths and uniqueness.

Bo Schembechler was a leader of men. He is in the company of other leaders like Dwight D. Eisenhower, Martin Luther King, Jr., Ronald Reagan, Nelson Mandela and John F. Kennedy to name a few. Each shared similar qualities, but each was unique.

What is it that makes you unique and how can you build on that to become a better leader or a leading golf course facility?

Karl Danneberger, Ph.D., *Golfdom's* science editor and a professor at The Ohio State University, can be reached at danneberger.1@osu.edu.

ISTOCKPHOTO

Thatch collapse disease

John Kaminski, Ph.D., is an associate professor of turfgrass science at Penn State University. Thatch collapse is one of many turfgrass diseases he and his students study. Kaminski can be reached at kaminski@psu.edu.

Q Talk a little bit about the fungal pathogen that causes thatch collapse disease.

The fungal pathogen we have isolated from numerous samples with thatch collapse disease is *Sphaerobolus stellatus*, a basidiomycete.

Q What are the symptoms associated with the disease?

We see the symptoms most often on putting greens due to the low mowing heights. On greens, the most common symptoms are a slightly depressed area of green turfgrass, anywhere from several inches to up to two feet in diameter, with longer, wider leaves in the depressed area. Since the turf in the depressed area is mowed at a higher height than the surrounding turf, it is noticeably greener and easier to see.

The crowns in the depressed area are white and healthy. The organism does not kill or thin the turfgrass plants. In some cases it is possible to see the mycelium in the soil just below the soil surface of the depressed areas.

Q Where on the golf course do you find thatch collapse disease?

We find thatch collapse disease most often on putting greens because of the low mowing heights of the green contrasts with the slightly higher mowing height of the depressed area. The disease can be found on collars, approaches, tees and fairways.

Usually the disease is found on a few

greens on a golf course and there appears to be no pattern within a single green.

We have received thatch collapse disease samples from velvet bentgrass, creeping bentgrass and annual bluegrass greens. In Australia and New Zealand thatch collapse also occurs on bermudagrass greens.

“THE ONE COMMON ELEMENT AMONG ALL THE SAMPLES IN WHICH WE HAVE POSITIVELY IDENTIFIED THATCH COLLAPSE DISEASE, IS A HIGH LEVEL OF ORGANIC MATTER.”

The one common element among all the samples in which we have positively identified thatch collapse disease, is a high level of organic matter.

Q What are your thoughts on why this disease is becoming a problem now?

I think thatch collapse has probably been around for several years, but it was mistaken for other diseases, such as fairy ring. With increased awareness of the disease, superintendents have submitted more samples for identification.

Q What steps can be taken to minimize damage from the disease?

We are still learning how to manage the disease and at this point we suggest that a superintendent undertake an aggressive thatch management program that would include aggressive cultivation and frequent topdressing to reduce the severity of the disease.

There are only limited data on fungicide control strategies. If a superintendent wanted to try a fungicide, we suggest using a fungicide that is effective at controlling fairy rings since the causal agent of thatch collapse disease is a basidiomycete, like the causal agent of many fairy rings. The challenge is to get the fungicide into the soil where the mycelium is located. Since the organism does not kill the plant, getting the fungicide into the plant isn't as important.

Q Anything else you would like to add?

In only about 30 percent of the samples we receive are we able to identify thatch collapse disease. If you suspect that you have thatch collapse disease, remove a small plug of turfgrass with two or three inches of soil attached and place the plug in a clear container. Place the container in a window where it will receive ample sunlight. In a week or two, look for the fruiting bodies of the fungus growing out of the plug. There are a number of places on the internet where you can find pictures of the fruiting bodies.

In a couple of days it is likely that you will see the mycelium growing in the soil below the plug. The depth of the mycelium tells you how deep you have to get a fungicide in the soil to provide some control of the disease.

Editor's Note

If you would like to submit a sample to determine if the turf has thatch collapse disease, contact John Kaminski at kaminski@psu.edu.



Clark Throssell, Ph.D., loves to talk turf. Contact him at clarkthrossell@bresnan.net.

Professional Grade

NEW PRODUCT HIGHLIGHTS // GIS SNEAK PREVIEW

TIME FOR THE BIG SHOW

MORE PRODUCTS THAN YOU CAN SHAKE A SOIL MOISTURE METER AT.

BY SETH JONES // Editor-in-Chief

1. Hauler Pro

CUSHMAN is proud to introduce the next generation in golf utility vehicles, the fully electric Cushman Hauler Pro with a 72-volt AC drivetrain that provides the range and power once exclusive to gas-powered machines in a silent, zero-emissions vehicle. The Hauler Pro has up to a 50 mile range fully loaded on a single charge and is equipped with energy-efficient AC Drive technology and regenerative braking that recharges the batteries whenever the vehicle's brakes are applied. Additional features include: 72V AC powertrain that provides consistent speed up and down steep slopes; maximum load capacity of 1,000 pounds; 9.5-cubic-foot cargo bed; or optional 14.9-cubic-foot aluminum cargo bed; wider front axle and larger turf friendly tires.

Visit cushman.com or **GIS booth 1353**

2. Triple Crown

A multiple action insecticide providing fast-acting, long-lasting broad-spectrum control of more than 30 above and below-ground turf pests, Triple Crown golf insecticide

is now available from **FMC CORPORATION**. Triple Crown is an innovative three-way combination of FMC bifenthrin, FMC zeta-cypermethrin and imidacloprid, offering multiple modes of action on key pests including armyworms, cutworms, sod webworms, grubs (masked chafer, European chafer and Japanese beetle), chinch bugs, annual bluegrass weevils, billbugs, mole crickets and more. Among the fastest liquid insecticides now available for superintendents, Triple Crown is labeled for broadcast golf course turf applications. Research among university specialists in various parts of the country has shown that Triple Crown delivers fast results against damaging annual bluegrass weevil and billbug adults, chinch bugs and mole crickets.

Visit fmcprosolutions.com or **GIS booth 2000**

3. Ready and Platinum

Designed with common sense in mind, **AIR-O-LATOR'S** fountain lines have always been engineered for easy installation, removal and equipment maintenance. At the request of customers, the new Ready and Platinum

ORLANDO JUST BRINGS THE BEST OUT of the Golf Industry Show. It's always the highest-attended GIS site, and this year the trade show makes a comeback in size (see the *Golfdom* Report on page 24.) We reached out to GIS exhibitors for products that we could sneak preview in the magazine, and got back more than we could fit. Look for the overflow on Golfdom.com, and in the next two months, look for the best in show to be written up right here in this space.

fountain rock float is an alternative to a decorative cover. Currently, the rock decorative cover is available as an accessory. Customers camouflage the polyethylene molded plastic with a cover styled to look like stone. The new rock float combines both the float and the rock cover into one piece. The flotation device is an integral part of the Font N'Aire fountain line. It is important in providing a stable and safe mounting platform. The rock float provides a decorative, single device that camouflages the installed fountain, lights and electrical connections providing a more aesthetic, top-of-the-water view.

Visit airolator.com or **GIS booth 1052**

4. Integrated Sensor System

RAIN BIRD says its Integrated Sensor System is the industry's only soil sensing system that delivers real-time full central control integration. Its sensors transmit soil moisture, salinity and temperature data to the system's software, which works with the course's central control system to make real-time decisions about when and how long to irrigate. Because

of its full integration with Rain Bird central control software, the ISS can automatically set individual station run times based on changes in soil moisture. Because superintendents define all the parameters, they retain total, customized control of their irrigation systems at all times. The ISS is also easy to expand. Superintendents can start with one sensor and then add to their systems as demand and budgets permit.

Visit rainbird.com or **GIS booth 1540**

5. Country Club MD

Country Club MD is an innovative fertilizer from **LEBANONTURF** uniquely formulated to produce a highly dispersible homogeneous particle that delivers superior turf quality and golf course playability through optimum nutrients and stress-buffering biostimulants in a single application. Turf treated with sea plant kelp meal and humic acid will outperform untreated turf in overall quality and playability during stressful conditions. Country Club MD products supply everything your turf needs to stay healthy all season long.

Visit lebanonturf.com or **GIS booth 1521**



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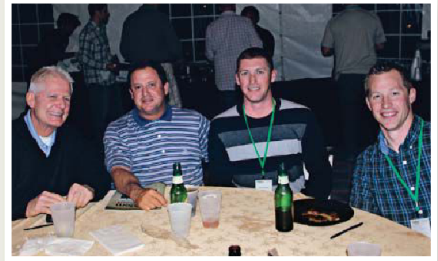
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For more listings of GIS preview products, go to golfdom.com/category/products



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Golfdom Summit 2014 Dates To Be Announced

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6

6. Dennis FT510

The **DENNIS** FT510 interchangeable cassette cylinder mower is a high quality, British-built, turfcare machine which is used at sporting venues all over the world. The FT510 features the industry-leading and world's first interchangeable cassette system. The interchangeable cassette system allows the operator to fit a range of attachments, making it useful not only as a mower but also a total turf maintenance machine. A choice of up to 11 different cassettes, including de-thatchers, verticutters, brushes, spikers and slitters as well as a five- or nine-bladed cutting cylinder, make it more than just a fine turf mower. With a system that the company says can be changed over in 30 seconds, the FT510 is a firm favorite with busy superintendents looking to carry out more than one task with a single power source.

Visit dennisuk.com or **GIS booth 1979**



7

7. Border T&O

Border T&O, from **PRECISION LABORATORIES**, is a concentrated, spray performance adjuvant designed to improve spray droplet adhesion, increase spray droplet coverage and reduce off-target movement caused by drift, inversion layers and droplet bounce. Border T&O contains natural polymers, retention aids and surfactants that enhance the performance of fungicides, herbicides and insecticides by modifying the physical characteristics of the spray droplet and conditions the spray solution, improving tank mix partner efficacy. Border T&O is easy to use, handle and store, and won't leave gummy residues or hard-to-remove films in sprayers. Border T&O works with a wide range of nozzles to maximize drift control and biological efficacy.

Visit precisionlab.com or **GIS booth 3245**



8

8. Negate 37WG

QUALI-PRO is launching Negate 37WG, a synergistic post-emergent herbicide. Its dual-powered formulation allows turf managers to control more than 35 grasses and broadleaf weeds in bermudagrass and zoysiagrass. Negate inhibits the growth enzyme acetolactate synthase, providing fast and complete post-emergent control. Negate also allows superintendents the ability to control problematic grasses, such as *Poa annua* and ryegrass. Negate attacks grasses and weeds systemically, moving through the plant by absorption through the foliage and roots. With its distinct formulation, superintendents can also control stubborn weed species such as clover, dandelion, henbit, chickweed and prostrate spurge.

Visit quali-pro.com or **GIS booth 2320**

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The 19th Hole with...



Alan Easter

SUPERINTENDENT // Southpointe Golf Club, Canonsburg, Pa.

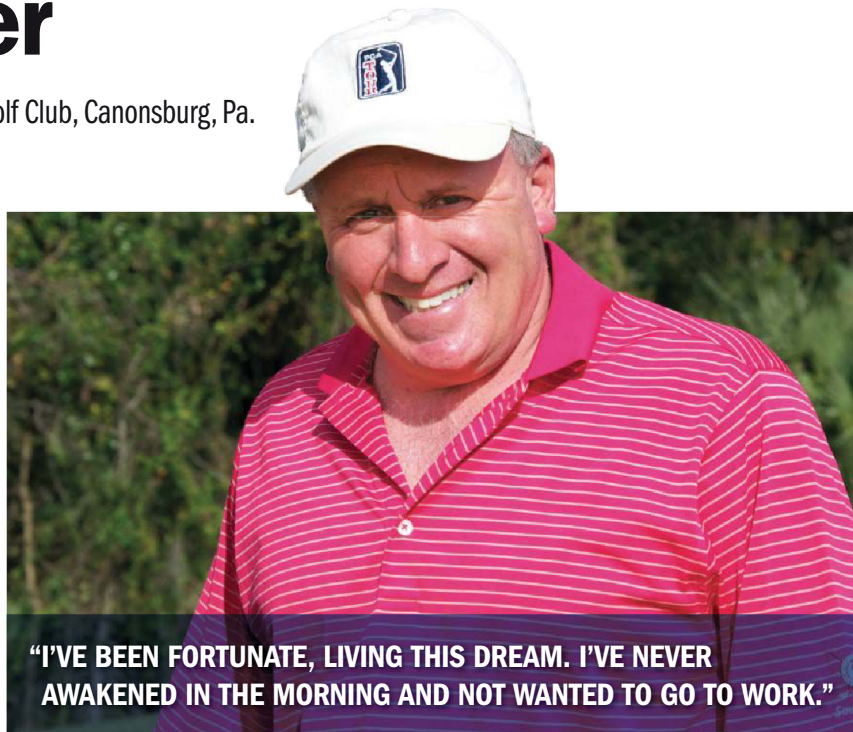


What can I get you, Alan? I'm partial to an Arnold Palmer.

Lemonade and iced tea? No, sweet tea vodka with lemonade. We call it an Arnold Palmer in the Pittsburgh area. I highly recommend it.

Being a Steelers fan, how mad were you when my Chiefs missed that field goal against San Diego? You know, I was watching it, and not without angst... but if you can't control your own destiny, you can't get upset. But what's more disappointing is the complete collapse your Chiefs had against Indianapolis! That's the legacy of Andy Reid.

Ouch! I should have known better than to bring up the Chiefs... Actually, I'm a bigger collegiate sports fan, so I was more angry when my Mountaineers lost to Kansas. My wife and I met at West Virginia, my son goes to West Virginia, I think I'm wearing WVU underwear right now. I'm a regular participant in the Mountaineers call-in shows — (head football coach) Dana Holgorsen knows who I am.



"I'VE BEEN FORTUNATE, LIVING THIS DREAM. I'VE NEVER AWAKENED IN THE MORNING AND NOT WANTED TO GO TO WORK."

You're a hunter, right? What do you hunt? I like to pheasant hunt with my son. I don't enjoy killing anything, but I have an English Setter (pictured) and I do enjoy watching the dogs work, and how instinctive they are.

How many Setters do you have? Just the one. My wife would divorce me if I got another one! Annie is the dog's name, she's 8, and enamored with our irrigation system.

Who will be the PGA Tour's best player this year? Brandt Snedeker. I think he could win two majors, if not the Masters, Pinehurst and Royal Liverpool set up for him. I'm partial to him because of his pace of play. I've been around him and he seems like a true gentleman.

How did you get into this industry? It's the only thing I ever wanted to do. My father was a scratch handicap. Golf was the only game in town, and we lived near the course. At an early age I had a superintendent mentor — in fact, he knew H. Burton Musser... I have an autographed book of his. I've been fortunate, living this dream.

Fill in the blank: 2014 will be...

Challenging. But professionally rewarding.

As interviewed by Seth Jones, January 9th, 2014.





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