

Starter

NEWS, NOTES AND QUOTES



//NEW IDEAS



Danesha Seth Carley and Kevin Robinson, CGCS at Pinehurst No. 2, take a look at some of the vegetation on the course. "Normally on a course in North Carolina you'd think you wouldn't want cacti on a golf course, but it has a beautiful yellow flower," Seth Carley says. "And as long as it's in the right place, it's not considered a weed."

UNFAVORABLE LIES

BY SETH JONES // Editor-in-Chief



During the 2014 U.S. Open at Pinehurst No. 2 — which, as of press time, was underway — the golfing public got to see something they might not be used to on the pristine courses that host TV golf: weeds.

Or, better put, native vegetation.

"The definition of a weed is technically a plant that's out of place," says Danesha Seth Carley, Ph.D., a professor of crop science at North Carolina State University. "Part of managing this vegetation is just realizing that while some of them you might consider a weed in a golf course environment, we actually liked them here (at Pinehurst No. 2)."

With the renovation of Pinehurst No. 2, the course was brought back to what it looked like when Donald Ross built it: sweeping sandhills with wire grass spotting the landscape. As the crew removed all the overseeded bermudagrass rough, they had to forget

one type of maintenance, and learn another.

"(The maintenance team) asked us to come in and help them identify the vegetation, and then take it a step further: help them with potential ideas on how to manage vegetation, whether they wanted to keep it or remove it or even move it around to different places," Seth Carley says. The project, funded by Bayer and conducted by N.C. State, allowed the crew to learn the ins and outs of this new vegetation as it sprouted up around the course.

Tom Ruffy, Ph.D., professor of environmental plant biology at N.C. State, believes the 2014 U.S. Open may be the coming out party for this type of maintenance.

"The big driver is economics. The cost of pesticides and fertilizers is going up and budgets are tight," he says. "Lowering resource use only makes sense."

//ACQUISITION

PINEHURST ACQUIRES NATIONAL GOLF CLUB

Pinehurst Resort & CC completed the acquisition of National GC under terms finalized with current club owners, the Robinette family. The Jack Nicklaus Signature Design course, also located in the Village of Pinehurst, N.C., opened in 1989 and is the only course by the famed designer in the Sandhills region.

The course will be named Pinehurst No. 9 and is immediately available to Pinehurst CC members. Pinehurst Resort guests will begin play at No. 9 in early July. Pinehurst recently completed a \$4 million renovation of its clubhouse and has plans for an expansive, multi-million dollar aquatics facility targeted for completion in summer 2015.

//NEW ADDITIONS

JACOBSEN ADDS ROB COOKE

Jacobsen recently named Rob Cooke territory sales manager. As a part of



Rob Cooke

Jacobsen's sales team, Cooke will be responsible for supporting dealers and customers in eastern Canada and will be based in Ontario.

Cooke has over 17 years of experience in the golf and municipal markets, serving a variety of sales and service roles at Vaden Bussche Irrigation, Rain Bird Canada, SMART Watering Systems and Holmes Irrigation/Aqua Turf Canada. Cooke is a certified irrigation designer, water conservation manager, landscape irrigation auditor and irrigation contractor.

"This position is critical for Jacobsen as we continue to develop and grow long-term relationships with dealers, customers and associations in eastern Canada," says Ric Stone, VP of sales and marketing for Jacobsen. "Rob's golf irrigation background has given him a great understanding of the Canadian turf industry and will help us expand our reach in eastern Canada."

// A GOOD YEAR

Golfdom's big haul

➔ *Golfdom* won seven Turf and Ornamental Communicators Association (TOCA) awards in 2012, and we were happy.

Golfdom won nine TOCA awards in 2013, and we were proud.

This year, *Golfdom* hauled in 21 TOCA awards — more awards than all of our competitors combined — and we just don't know what to do with ourselves. The awards included nine firsts, ten merits, one Gardner (a 'best in show') and the Plant Health Writer of the Year award, sponsored by Bayer, and presented to columnist Karl Danneberger, Ph.D.

"It's hard to be humble about the results of the 2014 TOCA awards," says Pat Roberts, publisher of *Golfdom*. "We



underwent a major redesign of the magazine in 2013, led by (editor) Seth Jones and (designer) Pete Seltzer. The resulting 21 awards are the result of that redesign. They emphasize that this publication is the industry leader in editorial, design

and photography. And that's something the entire team is exceptionally proud of."

Of note, the *Golfdom* Daily (www.golfdom.com/blog) won "best blog" for the third consecutive year. For a complete list of *Golfdom*'s TOCA awards, see page 20.



Toro rocks the bell

➔ Now that's the way you celebrate 100 years of business.

The Toro Co. visited the New York Stock Exchange recently and was given the honor of ringing the closing bell to commemorate the company's upcoming 100th anniversary. The official 100th anniversary is next month (July 10th), but the company is celebrating all year.

The Toro Co. offers irrigation equipment, mowers, utility vehicles, cultivation equipment and more.

To learn more about Toro's 100 years in the business, visit www.toro.com/100, and to share your own story, use the Twitter hashtag #Toro100 or visit the company's Facebook page.



TOP DRESSERS



SAND FILLERS



MATERIAL HANDLERS

// SPECIALIST SHUFFLE

FMC ADDS T&O MARKET SPECIALIST

FMC recently named Alea Miehls market specialist for its turf and ornamental (T&O) segment. She will provide sales and technical support in the western states, including California, Oregon, Washington, Hawaii, Nevada, Utah and Arizona, working closely with distribution and professionals in lawn care, golf, and nursery and ornamental markets.



Alea Miehls

Miehls replaces Corbett Schnatmeyer, who moved from the West Coast to cover the T&O market in the Northeast after Allan Dufoe was named to the newly created position of T&O key account manager and nursery and greenhouse market lead.

A recent graduate of the University of California, Riverside, Miehls holds a bachelor's degree in biological sciences and a master's degree in plant biology. She conducted her thesis project on salinity and water management of perennial ryegrass.

// TO CAPITOL HILL

2014 National Golf Day takes the Capitol

→ We Are Golf took to Washington D.C. in May for National Golf Day. This was the seventh year for the event where leaders in the industry discuss the economic, environmental, charitable and fitness benefits from the game of golf with government leaders.

Representing the golf industry were leaders from the USGA, GCSAA, CMAA, NGCOA, PGA Tour, the PGA of America and World Golf Foundation.



// GOOD SAMARITAN

Golf's positive impact

→ Every spring I make a Joel's Journey through Florida covering six to seven traditional chapter events. These are their primary fundraisers for the year. That got me thinking about the We Are Golf report that talked about the economic impact of golf in the U. S., a topic that was taken to Washington D.C. with the recent annual Golf Day in the Capitol.

Here on the main streets of America, state and local superintendent chapters have been making positive impacts on several fronts with financial support for turf research funding and local charities. I was reminded time and time again at the various events about the cumulative impact these outings have had on university programs and facilities, scholarships and helping charities serving people in need.

The info I gathered was impressive and I wanted to check with other states to capture the bigger picture. I made contact with some of the chapters in New York, the Carolinas, Tennessee, Michigan, Wisconsin,

California and Oregon for their input. There is not enough room to detail all the events and funds raised and counting dollars wasn't the point. The point was, besides the positive economic and environmental impact golf courses have locally, superintendents are good neighbors helping others.

Suffice it to say that many leading turf programs from coast to coast have been aided by our donations to university facilities, research projects and turf school scholarships as well as general education "legacy" scholarships to members kids going to college. In communities superintendents are supporting environmental enhancement projects, Ronald McDonald House, Food Banks, Children's Home Societies, Toys for Tots and the list goes on and on.

According to We Are Golf's national survey we are all part of the \$3.9 billion dollars in charitable giving annually. Keep up the good work.

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

Throughout the day, over 120 Congressional meetings took place. According to the We Are Golf website, industry leaders discussed the game's tax benefits to local communities along with other benefits golf provides society.

"Today we stood together in D.C. to represent the two million men and women whose livelihood depends on the golf industry," said Steve Mona, CEO of World Golf Foundation and administrator of We Are Golf. "Our unified voice helps Congressional members better understand the profound influence golf has on the American economy."