COSTOS OF APP FOR iPad®



NOW/
AVAILABLE!

FREE

DOWNLOAD
IT TODAY!



Search Golfdom HD on the App StoresM

Direct link: http://itunes.com/apps/GolfdomHD

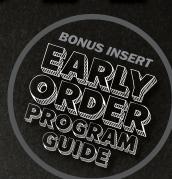
For more information, visit Golfdom.com



Golfaon

A Survivor's Tale

"They did the MRI, and my general physician came in and laid it all out there — he said it was likely a brain tumor."



Matt Henkel



A HAPPY, HEALTHY FAMILY

Matt and Cammie Henkel, with children Ashton, Claire and Mara, and family pet Lucy.

Plus

PROTECT YOUR EYES
PROTECT YOUR SKIN
PROTECT YOUR GREENS

THINK FOR TH



Also a classy touch for

women's golf events! Portion of proceeds goes to fight against breast cancer.

STANDARD GOLF.EGMPANYS

ORDER NOW! f









The New A Model Mowers from John Deere.

Now your presence can be felt on every part of your course. That's the control you get with the new A Model mowers from John Deere. Thanks to our TechControl display, no matter who is operating the mower, you can easily program these mowers to mow and turn at exact speeds, to transport at preset speeds, and to lock in fuel savings. You can also plug in service reminders and get diagnostic feedback quickly and accurately. And all of your operators can now perform in a more consistent fashion.

The power to control your course is now in your hands. To find out more about our new A Models, contact your local John Deere Golf distributor today or sign up for a demo at JohnDeere.com/Demo.

Trusted by the best courses on Earth.







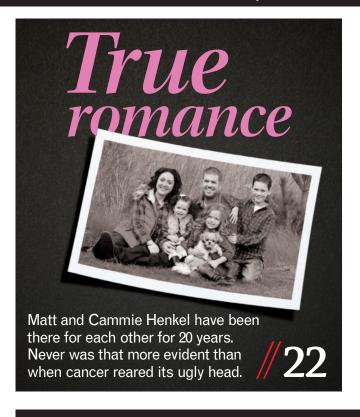
Our exclusive, pass code-protected TechControl Display lets you program commands for your operators.

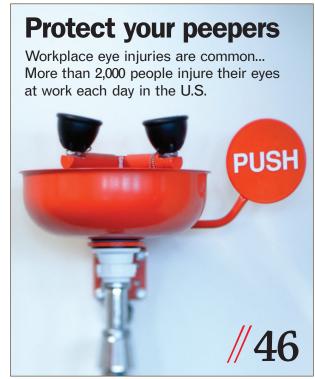
Golfdom/10.14

VOL. 70 // NO. 10

SINCE 1927—The Resource for Superintendents // Golfdom.com







COLUMNS

- // 6 A Word from The Prez—Kevin Stoltman
- // 8 **Keeping up with The Jones**—Seth Jones
- // 16 At the Turn—Mark Woodward
- $/\!/\, 18$ Assistant Living—Matt Neff
- // 57 The Turf Doc—Karl Danneberger
- // 58 Clark Talks Turf—Clark Throssell

DEPARTMENTS

- $/\!/\,10$ Starter
- $/\!/\,14\,$ Golfdom Gallery
- $/\!/\,21$ The Golfdom Files
- $/\!/\,60$ Professional Grade
- //64 The 19th Hole



SUPER SCIENCE

// 49 Investigating pollinator possibilities in golf

 $/\!/\,50\,$ Mistakes happen

EOP GUIDE



Early Order Programs have the tee...





Herbicide

Commercial Lawns Golf Courses Industrial Lawns Sod Farms Sports Fields

Strobe[™] 50WG

Broad Spectrum Fungicide

1 and 6 lb. bottles

Athletic Turf **Golf Courses** Greenhouses Lawn and Landscape Ornamentals **Outdoor Nurseries** Recreational Areas Shadehouses Turf Production Farms

ENCLAVE®

Flowable Fungicide

2.5 gal. bottle

Commercial Turf **Golf Courses** Greenhouses Landscape Ornamentals Nurseries

2D0 Herbicide

1 gal. and 2.5 gal. bottles

Athletic Fields Commercial Turf Golf Courses Non-Crop Areas Residential Turf Sod Farms

Herbicide

4.5 oz. bottle

Cemeteries **Golf Courses**

Aprons Fairways Roughs

Ornamental Turf Sod Farms Tees

All products featured are currently available for immediate purchase. Order now from your local distributor or call 800-242-5562 for more information.

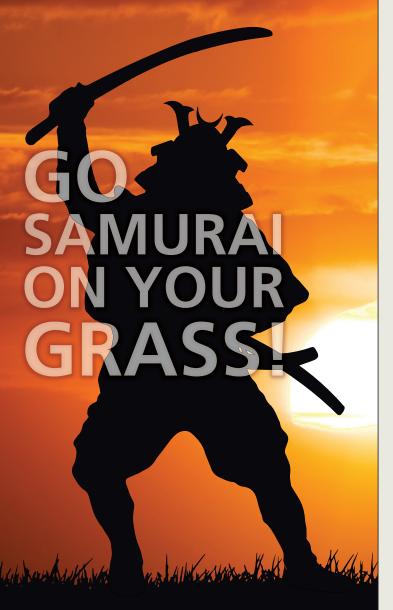
Visit us at **booth #4005** during the GIETE





Innovation you can apply.





Poa annua...Clover...Dandelion...Sedge they're invading your turf. Cut them down with the chosen weapon of masters: Katana® Turf Herbicide.

Katana slices through more than 50 sedges, broadleaf and grassy weeds on fairways, roughs and tees. And whether you're using Katana on bermudagrass, zoysiagrass, or other warm-socon grasses, weeds don't stand a chance.



corporation

An Employee-Owned Company

800.884.3179 GordonsProfessional.com/katana

Always read and follow label directions. Checkered Flag/Label Design®, Gordon's® and ProForm® are registered trademarks of PBI-Gordon Corporation. and ProForm® are registered trademarks of PBI-Gordon Corporation.

Katana® is a registered trademark of Ishihara Sangyo Kaisha, Ltd. 10/13 03004

EDITORIAL

EDITOR-IN-CHIEF Seth Jones 785-690-7047 / sjones@northcoastmedia.net

ASSOCIATE EDITOR Molly Gase 216-363-7928 / mgase@northcoastmedia.net

DIGITAL EDITOR Joelle Harms

ART DIRECTOR Pete Seltzer 216-706-3737 / pseltzer@northcoastmedia.net

CONTRIBUTING EDITORS

Karl Danneberger (Science), Joel Jackson, Clark Throssell (Research), John Walsh, Anthony Williams, Mark Woodward

BUSINESS

CLEVELAND HEADQUARTERS 1360 EAST 9TH ST, SUITE 1070, CLEVELAND, OH 44114

PUBLISHER Patrick Roberts 216-706-3736 / proberts@northcoastme

ASSOCIATE PUBLISHER Bill Roddy 216-706-3758 / broddy@northcoastr

NATIONAL ACCOUNT MANAGER Chris Lavelle 216-363-7923 / clavelle@northcoastmedia.n

NATIONAL ACCOUNT MANAGER Craig MacGregor 216-706-3787 / cmacgregor@northcoastmedia.r

> SALES ASSISTANT Petra Turko 216-706-3768 / pturko@northcoastmedia.net

MGR., GOLFDOM SUMMIT Ryan Bockmuller 216-706-3772 / rbockmuller@northcoas

MARKETING MANAGER Michelle Mitchell 216-363-7922 / mmitchell@northcoastmedia.ne

MGR., PRODUCTION SERVICES Rhonda Sande

SR. AUDIENCE DEVELOPMENT MANAGER Antoinette Sanchez-Perkins 216-706-3750 / asanchez-perkins@northcoastmedia.net

DIGITAL OPERATIONS MGR. Bethany Chambers

WEB DEVELOPER Jesse Malcmacher

MARKETING/MAGAZINE SERVICES

REPRINTS & PERMISSIONS Nick Iademarco 877-652-5295 / niademarco@wrightsmedia.com

SUBSCRIBER, CUSTOMER SERVICE 847-763-4942 / golfdom@halldata.com

CORPORATE

PRESIDENT & CEO Kevin Stoltman **VP OF FINANCE & OPERATIONS** Steve Galperin

VP OF GRAPHIC DESIGN & PRODUCTION Pete Seltzer **EDITORIAL DIRECTOR** Marty Whitford

Golfdom does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content.

Golfdom welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return.

North Coast Media LLC provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want North Coast Media LLC to make your contact information available to third parties for marketing purposes, simply call 847-763-4942 between the hours of 8:30 a.m. and 5 p.m. CT and a customer service representative will assist you in removing your name from North Coast Media LLC's lists.

GOLFDOM (ISSN 1526-4270) is published monthly by North Coast Media LLC, IMG Center, 1360 East 9th Street, 10th Floor, Cleveland, OH 44114, Subscription rates: One year \$48, two years \$69 (U.S. and possessions), one year \$70, two years \$101 (Canada and Mexico) and one year \$105, two years \$152 (all other countries). Air expedited service is available in countries outside the U.S. and Canada for an additional \$75 per year. Current issue single copies (repeald only) \$5 (U.S. and possessions) \$7 (Canada and Mexico) and \$8 (all other countries). Back issues (if available, prepaid only) \$10 (U.S. and possessions), \$14 (Canada and Mexico) and \$16 (all other countries) add \$6.50 per order shipping and handling for both current and back issue purchases. **Periodicals postage paid at** Cleveland OH 44101-9603 and additional mailing offices.

POSTMASTER: Please send address change to GOLFDOM, PO Box 2090, Skokie, IL 60076. Printed in the U.S.A. Copyright 2014 North Coast Media, Ltc. All rights reserved. No part of this publication may be reproduced or transmit-ted in any form by any means, electronic or mechanical including by protocopy, recording, or information storage and retrieval without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients is granted by North Coast Media, LLC for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr, Danvers, MA 01923, phone 978-750-8400, rax 978-750-470. Call for copyrigh beyond that permitted by Sections 107 or 108 of the LUS. Copyright Law.











INTRODUCING THE TURFCO® TRIWAVE® 40

Damaged turf on your #7 tee? Weak areas on your #2 and #12 greens? Want to improve the overall stand of grass on your high traffic areas on #6 and #10? Greening up your course has never been easier or quicker with the TriWave 40. Just hook up to your turf vehicle and **seed them all in one trip**.

- Quickly adjust seed rates and depths to match conditions—no tools required
- Patented floating heads and seed delivery system maximize germination rates
- Patented WaveBlade" technology optimizes seed-to-soil contact with minimal turf disruption
- Seed while you turn so you can follow greens, collars and contours

It's your grass on the line. Save it with the TriWave 40.

CALL 1-800-679-8201

for a FREE on-site demonstration, or **VISIT WWW.TURFCO.COM**

to see the TriWave 40 in action.





"Nate doesn't have much to give, but at the first opportunity, he gave — for grandpa Joe."

KEVIN STOLTMAN, NCM President & CEO

North Coast Media for a Cure

here are very few things our 11-year-old son Nate doesn't like. He's an easy-going kid, happy doing just about anything. There's only one thing he always fights: haircuts. He hates to have his hair cut like nothing else.

That's why we were shocked when he came home from school and told us he'd volunteered to have his head shaved at a charity event to raise awareness and funds to fight cancer. Nate doesn't have much to give. At the first opportunity, he gave — for grandpa Joe (aka GoGo), my father-in-law.

After spending a month in the hospital,







last March GoGo was diagnosed with non-Hodgkin lymphoma. We told our three kids, "GoGo is very sick. He has a disease in his blood."

We didn't want to use the "C" word around our kids. We didn't want to scare them, especially Nate. GoGo's very close to Nate, his first grandchild. GoGo lives out of town, but is a regular part of Nate's life. He calls Nate every day. Every day.

Nate's about-face on haircuts taught us parents a few things: He knows more than we think he knows, letting us live in our fantasy world; and his heart is every bit as big as we suspected.

GoGo is in remission and doing well. He went from being hospitalized for months, enduring several rounds of chemo, to playing several rounds of golf — four days in a row recently. My dad, who battled prostate cancer years ago, also continues to be a regular on the course as well, at 81.

At North Coast Media, we're doing our part to give back by donating a portion of our revenue this month to cancer research. It's a new initiative we plan on doing every October to coincide with Breast Cancer Awareness Month. Also, all six of our publications are proudly wearing pink this month.

Because the way we see it, it's our turn to give.

THE POWER TO MAKE THINGS GROW

YOU CHOOSE PRODUCTS BECAUSE THEY WORK.

SO DO WE.





At Koch Agronomic Services, we're in the business of making things grow. So we're investing in smarter, more efficient plant nutrient solutions designed to exceed customer expectations. Like high-efficiency technologies and fertilizers that help increase efficiency and profitability. Everything we do is with you, the customer, in mind. Because if we can help you grow, we all grow.

For a more in-depth look at these growing solutions, visit www.KASTurf.com.























KOCH AGRONOMIC SERVICES, LLC

DURATION CR®, the DURATION logo, HYDREXX®, the HYDREXX logo, NITAMIN®, the NITAMIN logo, NITROFORM®, the NITROFORM logo, NUTRALENC®, the NUTRALENC logo, POLYON®, the POLYON logo, SPREAD IT & FORGET IT®, the SPREAD IT & FORGET IT®, the SPREAD IT WAS A CONTRALENCED, TO SERVICE IT IN LIBERT OF THE SPREAD IT WAS A CONTRALENCED, TO SERVICE IT IN LIBERT OF THE SPREAD IT WAS A CONTRALENCED. THE SPREAD IT WAS A CONTRALENCED IN LIBERT OF THE SPREAD IT WAS A CONTRALENCED. THE SPREAD IT WAS A CONTRALENCED IN LIBERT OF THE SPREAD IT WAS A CONTRALENCED. THE



"By the time they finally gave him a CT scan, his brain tumor was already a death sentence. He lived only another six weeks."

SETH JONES, Editor-in-Chief

Three ways I let down Dad

Tith apologies to guys like Mark Woodward (page 16), Matt Neff (page 18) and Noah Gessler (page 64), my favorite person in this issue is Cammie Henkel (page 22). Because she did what I did not.

It's been five years since I lost my dad to brain cancer. I already wrote him a tribute ("A medal for Boyd," November 2011) so I won't retell that sad story. Instead, I thought I'd try to write something useful, and tell you some mistakes I made when my father fell ill. So don't you repeat my stupid mistakes.

1 Advocate for your loved one.

After you read this month's cover story, you'll fully understand why I write that Cammie Henkel is the hero of this issue.

I remember when I saw my dad stumble in my sister's house. I asked him what was wrong, and he told me he just had a headache from the long drive. I told him I was concerned, but I let him be. I remember the doctors misdiagnosing my dad again and again. By the time they finally gave him a CT scan, his brain tumor was already a death sentence. He lived only another six weeks.

I thought the doctors were as concerned about my dad's health as I was. Why not give a seemingly healthy 62-year-old man with migraines and dizziness a CT scan? Shouldn't that be some type of standard operating procedure?

I still have anger with the way my father's illness was handled, but in hindsight, some of the blame is on me. As his only son, I didn't advocate enough for my dad... I didn't do what Cammie Henkel did... and I believe by not standing up for him, I had a hand in his untimely death.

2 Ask the question, "What if I get hit by a bus?" Would your family know your wishes, your business, if you got hit by a bus when you left the house for work today? Would they know about your life insurance policies? About the money you have in the bank?

My dad and I never had that talk. Sorry, Dad.

He didn't get hit by a bus, but during his illness, he was in a constant haze. I will never be able to forget him asking me, "Is this real?" after he woke up from surgery. The smartest man I ever knew.

Make sure you have that "In the event I/you get hit by a bus" conversation with the people you need to, because you just never know.

Realize that it's not just a football game. From 2006 to 2009 my dad and I had season tickets for Kansas Jayhawks football. We didn't make every game, but we made most. And the 'Hawks were actually good back then, winning the Orange Bowl in 2008.

I remember how angry we were when Texas Tech quarterback Graham Harrell and wide receiver Michael Crabtree hung 56 on us. And I remember playing pool with him before the K-State game at Rick's, my favorite bar just north of the stadium, when we beat the Wildcats 52-12.

I remember the first game I went to after he passed, and crying behind my sunglasses as the ball was kicked off, not wanting my daughter, who was sitting in his seat, to see my tears.

I no longer have season tickets, but I do take my daughter to a game every season. (Shockingly, she's never seen the Jayhawks lose in person.) Only since Dad passed do I now understand that the score of the game is irrelevant. What's important is that time spent with a loved one, creating memories of being together, and just enjoying each other's company.

But at least this last one, I'm able to get right now.

Email Jones at: sjones@northcoastmedia.net.

8 // **Golfdom** October 2014



With a productive 135" width-of-cut and an MSRP of less than \$30,000,

Superintendents are quickly getting attached to the new Jacobsen MH5TM five-reel tractor-mounted hydraulic mower. The MH5 provides **the ultimate in versatility** with the ability to **mow fairways or roughs; verticut; or scalp-down before overseeding.** To top it all off, the affordable MH5 mower is the ideal **Tier 4 Final alternative** for courses looking to get the most value from their equipment investments. See for yourself why the new Jacobsen MH5 tractor-mounted unit is the ultimate mowing tool at www.jacobsen.com.

*Excludes tractor







A SUSTAINABLE MESSAGE

GOLF ENVIRONMENTAL EXPERTS, INCLUDING OUR OWN ENVIRONMENTAL EDITOR, MEET IN S.C.

BY ANTHONY WILLIAMS, CGCS, CGM

Some of the golf industry's most celebrated environmental experts gathered in Hilton Head, S.C., last month to be a part of the Sustainability in Golf/the Business of Green conference.

Hosted by Experience Green and its founder/Executive Director Teresa Wade, the conference kicked off with a Sustainability Symposium. The agenda featured innovative sessions collectively aimed at measuring sustainability, creating and refining case studies and engaging the community to share in the true value of golf and golf courses.

These cornerstone sessions were full of take-home programs and information. An example: in the last 10 years golf rounds on average are down 6.6 percent while fuel costs are up 108 percent. Jim Coker, Director of Propane Applications with R&R Products, showed off not only a line of propane powered golf maintenance equipment, but flashed a noteworthy fact: propane is 30-percent cheaper than gasoline.

Other presenters included Josh Heptig, director of golf operations, San Luis Obispo; Dana Lonn, The Toro Co.; Walt Osborne, Syngenta; and Andy Staples, ASGCA, Andy Staples Golf.

But perhaps the most impressive thing about the event was the over 40 commitment cards filled out by attendees outlining new programs that would be initiated when they returned to their respective properties.

For more information visit **experi- encegreen.org.**

//PEOPLE NEWS

RECORDS NAMED CEO OF AGRI-TURF

Agri-Turf Distributing, LLC, recently appointed Lon Records its Chief Executive Officer.

Records is a familiar face in the industry. He began his career as a sales representative for Chevron-Ortho in the late '60s. In 1972, he joined Target

Specialty Products as a sales representative in Gardena, Calif. Within a few years he was promoted to sales manager, then branch manager and later became president in 1982, a position he held until 2012. During his



Lon Records

tenure, the company expanded beyond pest control distribution into all of the specialty markets including turf and ornamental, golf, nursery, vegetation management, aquatic and vector. The company grew from three branch offices to 13, employing more than 150 employees in six western states.

Established last year, Agri-Turf Distributing serves the turf and ornamental, pest control and vegetative management industries.

//IN MEMORIAM

FRANK LAMPHIER JR., 80, PASSES

If you've ever enjoyed the GCSAA National Championship and Golf Classic, tip your cap to Mr. Frank Lamphier Jr.

Lamphier passed at his home in Vermont last month at the age of 80. He was the longtime superintendent at Aspetuck Valley CC in Weston, Conn., and won GCSAA's Col. John Morley Distinguished Service Award in 2013.

But he is best known among GCSAA members as the man who saved the GCSAA golf tournament. When he took over operations of the tournament in 1968, there were only 82 players. When he stepped down from the job in 1988, there were 450 participants.

"Frank's goal was to provide a social network and camaraderie through a golfing experience for superintendents," says his longtime friend Mike Bavier, CGCS-Retired. "I think we can all agree he accomplished his goal."



//POLITICALLY SPEAKING

Sen. Wilton Simpson asks supers to "Come talk to us"

FLORIDA &

URFGRASS

ASSOCIATION

The Florida Turfgrass Association (FTGA) recently held it's conference and show in the Orlando area. The FTGA is the umbrella organization that unites all of the Florida turf-related businesses and organizations. This year was the 62nd annual gathering.

Florida State Senator Wilton Simpson was the keynote speaker at the event. His message was one we

should all, as turfgrass professionals, take to heart. "Please come and talk to us," he said. "We need to hear your side of the issues. The environmentalists are in our offices all the time telling us their horror stories."

This makes the fourth time I have heard that message recently. The first was from the chief of staff of U.S. Senator Bill Nelson last March, then two Florida state representatives at a government relations meeting at the GIS in Orlando last February, and now I add Senator Simpson to

period after Senator Simpson's presentation, I

is being done on the state level to restrict the discharge of sewage treatment plants' effluent directly into the state's water bodies?

He said that the effluent issue was being addressed in the "Springs Bill"

> that is under consideration right now. It provides for more protection of Florida's many natural springs and rivers. Meanwhile, the coastal rivers, bays and es-

tuaries are still dumping grounds for the bulk of Florida's population, which lives close to those beautiful beaches.

On the positive side, several superintendent chapters around the U.S. are doing annual state and federal Capitol Hill trips to talk to Ag

> Committees or Environmental Committees. That's great, but we also need to hit more rank and file members, especially those locally in key regions where is-

> > sues are on the front burner.

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









EMAILS @ TEXTS # TWEETS

Follow us @Golfdom

Hi Seth.

I was reading 'The Golfdom Files' in the September Golfdom and I think it's great.

I changed jobs this year and I hadn't had my regular subscription for a while.

I was wondering if there is a way I could get my hands on old issues of Golfdom? I am very interested in the



history of the profession and the way it has progressed over the years. Would you have old copies for sale or available in a digital format?

Either way you guys always do a great job covering all the issues supers face and it is always a good read.

Ryan Green, Superintendent Crystal Lake GC, Haverhill, Mass.

Hi Ryan,

First off, let me just say, you've got a great name for a superintendent.

Indeed we do have our entire archive available for readers, all the way back to 1927. Thanks to our friends at Michigan State (and surely a lot of interns) you can read through our entire catalogue of magazines simply by clicking over to Golfdom.com. We have a tab there for the really old stuff (1927-2009) and another tab for the more recent issues you may have missed (2010-2014.)

Check out page 21 of this issue for another installment of The Golfdom Files. We're glad to have you back, by the way, and thanks for the kind words. Cheers, Seth



Starter

//EPA AND GCSAA

NEMACUR EXTENDED TO 2017

The EPA has granted GCSAA's request for an extension on the use of fenamiphos (Nemacur nematicide) existing stocks labeled for use on golf courses until Oct. 6, 2017. Nemacur is used to control the major genera of nematodes attacking turfgrass, including root knot, root lesion, sting, lane and rink nematodes. The EPA plans to publish a notice in the Federal Register to this effect this month.

//GOOD THINGS

SANFORD GOLF DESIGN EARNS AWARD

The Florida Chapter of the American Society of Landscape Architects (FLASLA) awarded David Ferris, RLA, and Sanford Golf Design the Award of Excellence for their work at Trump Golf Links at Ferry Point, Bronx, N.Y.

The award recognizes their reclamation and transformation of New York City's longtime derelict site into a unique Irish links-inspired public golf course that utilizes the Whitestone Bridge, the East River and the Manhattan skyline as its backdrop, while seamlessly integrating innovative details to address methane gas venting, settlement, site monitoring, neighboring storm drainage and water conservation.

The new 18-hole tournament-quality golf course is scheduled to open to the public next year. The design of the golf course at Ferry Point was a collaborative effort with Jack Nicklaus.

THE COOL RIDES KEEP COMING

Turns out our July 2014 cover story, "Driven to distraction," still has traction. How do we know? Because we're still getting photos emailed to us of some really amazing vehicles!

For example, this reader submission: On the top, a 1965 Mack B-61SX truck, and below, a 1989 Superliner, both owned by longtime reader Jack



O'Donnell, director of agronomy at Hopkinton (Mass.) CC and Shiningrock GC, Northbridge, Mass.

The '65 is clearly a beauty, fully restored, literally dismantled down to its individual parts. But just how sweet is it? So sweet you could go see it right now, as it's on display at the Mack Museum in Allentown, Pa.



"It's the ultimate honor if you are a truck collector to have your vehicle there for thousands to see," O'Donnell says, and we have to agree.

It took 10 years to get the '65 to look like it does today. O'Donnell's involvement was strictly financial — he paid his dad and his mechanics in his shop to do the restoration. Still, we're impressed.

"All superintendents need to find some

If you own a cool classic car, we still want to see it. Email high-resolution photos and a description to sjones@northcoastmedia.net.

Farren to address Summit attendees

The industry's most exclusive event, the *Golfdom* Summit, wel-

comes Bob Farren, CGCS, Pinehurst Resort, as a featured speaker. Farren, affectionately known as "Turf's Most Interesting Man," will discuss the challenges of



Bob Farren

hosting back-to-back U.S. Opens on Pinehurst No. 2, and the course's recent conversion to ultradwarf bermudagrass. The event takes place Dec. 2-5 at Reunion Resort in Orlando. Other speakers include *Golfdom* columnist Karl Danneberger, Ph.D., The Ohio State University; and *Golfdom* research editor

Clark Throssell, Ph.D., with *Golfdom* EIC Seth Jones serving as MC. More speakers will be announced as the meeting

The Golfdom Summit



Karl Danneberger

is an invitation-only event that brings

a group of 50 superintendents from across the country together with executives from 15 of the industry's most cuttingedge companies for four days of networking,



Clark Throssell

Golfdom.com

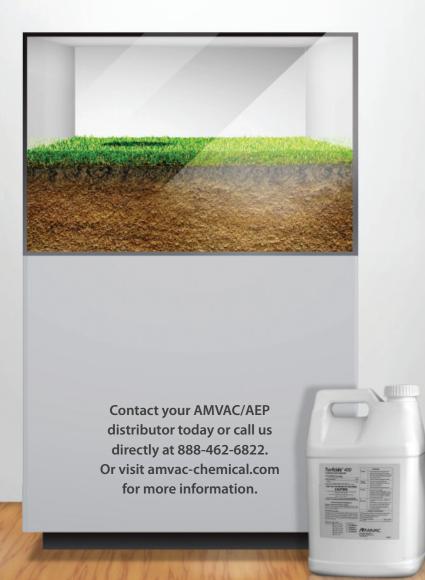
learning and a little golf. Interested superintendents can still apply by visiting **GolfdomSummit.com.**

12 // Golfdom October 2014

Protect your work of art.

Your course is a masterpiece, and Turfcide® ensures it will be admired.

That's why professionals trust us and build their snow mold control program on a Turfcide foundation. Nothing works to protect your masterwork like we do.









Golfdon

Playing partners Travis Schnelle (L), assistant superintendent on the Irish Course at Whistling Straits, didn't win the lottery when he was paired with Golfdom EIC Seth Jones (R). But as a consolation prize, Travis gets his photo in the magazine twice this month.

A wet Wee One (L to R) Bill Schwantes and Brian Opheim of Blackwolf Run GC, Kohler, Wis.; the aforementioned Schnelle; and Chris Goeben and Brett Poppy of Ridgeway CC, Neenah, Wis., pose for a rainy photo on the No. 10 tee at beautiful Pine Hills CC in Sheboygan, Wis.

Bayer buds Bayer Environmental Sciences co-workers Scott Welge, head of marketing, and Pete Comis, sales manager, now share a dubious honor: both had to, at one point or another, carry our editor-in-chief on their back during a round of scramble golf. We figured the least we could do is run their photo in the magazine. (And hopefully they won't send us any chiropractic bills.)

Drinks are on NCM At the annual Responsible Industry for a Sound Environment meeting in Marana, Ariz., the North Coast Media crew (namely Golfdom publisher Pat Roberts, Landscape Management publisher Bill Roddy and Jones) were happy to pick up the bar tab for many of our hard-working friends in the industry.

Another beautiful day at the Straits Course During a midmorning visit to Whistling Straits, we snapped this pic of the crew, (L to R) Max Lenz, Ryan Brooks, superintendent Chris Zugel, CGCS and Andy Weisner. Thanks guys, we'll see you again in August of 2015 for the PGA Championship!





Chicken poop.

Now that we've gotten that out of the way, let's talk about what it can do for your turf.

Healthy Grow® is manufactured from Aerobically Composted Chicken Manure (ACCM), and the benefits that it offers your turf are no joke. Healthy Grow is an organic-based solution available in a variety of nutrient-enhanced formulations. Rich in humates, carbohydrates and proteins, Healthy Grow naturally conditions the soil and stimulates microbial activity to support strong root development and healthy stress-resistant turf.

FOR MORE INFORMATION CONTACT:

Jeff Leuzinger, Sales Manager 815-291-9627 jleuzinger@Healthy-Grow.com

HEALTHY-GROW.COM

Healthy Grow is fully composted, virtually odorless, and non-burning. Available in custom formulations, and SGN sizes from 90 to 200, Healthy Grow can be used anywhere on your course, including greens. If you're serious about the long-term performance and playability of your course, it's time to get serious about chicken poop. It's time to get Healthy Grow.



A PEARL VALLEY ORGANIX BRAND



"We used to just get sunburned, peel, then get burned again. It doesn't matter where you are in the world or what type of skin you have, too much sun can have a devastating effect."

MARK WOODWARD, Contributing Editor

Save your skin

don't know anyone who hasn't been impacted by either having or knowing someone who has had cancer. As we all know, there are a large number of different types of cancer that can attack the human body, but the one I see most often in our industry is skin cancer. Skin cancer (or pre-cancerous problems) are seen frequently because our profession demands that we be outdoors more than the average person.

The summer is winding down and cooler temperatures are right around the corner. For those of us who live in the warmer summer climates, this time of year is a relief. After all, we've just gone through five months when the temperatures have hovered around 100 degrees or higher every day. We desperately need a break.

Too many of us don't think about the hidden danger that the sun presents until it's too late. For those of us who are having issues with our skin later in life, we are dealing with the effects of overexposure to the sun years earlier. That is true in my case.

When I was younger we did not have the plethora of sunscreens that are on the market today. We'd just get

sunburned, peel, then get burned again. It's important to remember, it doesn't matter where you are in the world or what type of skin you have, too much sun can have a devastating effect on human skin.

I continually run across countless superintendents and golf professionals who have had to deal with overexposure to the sun. The amazing thing to me is there are still people out there who are not adequately protecting themselves. From my experience, most dermatologists recommend using sunblock with an SPF of 30 and applying repeatedly while outside. Although it is impossible for superintendents to do it, most doctors also recommend staying out of the sun, especially

between 10 a.m. to 2 p.m.

The most sobering statistics I've read lately came from the American Academy of Dermatology (AAD). According to the AAD, one in five Americans will develop skin cancer. On top of that, "in the U.S., one person dies per hour from melanoma, potentially the most deadly form of skin cancer." If these numbers are not reason enough to protect yourself, I don't know what would be. The good news is that approximately 99 percent of melanomas diagnosed can be dealt with by surgically removing them, if caught early enough.

I can tell you from personal experience that it is critical to wear the appropriate clothing, eyewear and headgear in addition to using sunscreen to protect your skin from the potentially devastating effects of long-term exposure to the sun

I have a fair complexion and I live in one of the hottest states in the country, and unfortunately, I've had my fair share of bouts with skin cancer. I have had basal cell carcinoma, which is the most common type of skin cancer and is caused by a combination of cumulative UV exposure and intense, occasional UV exposure. It rarely spreads and is easy to treat. In my case, my dermatologist used liquid nitrogen to freeze the spots.

I've also had squamous cell carcinoma, which is the second most common type of skin cancer. In my case, it required fairly significant outpatient surgery.

Fortunately, I've never had melanoma but have known many people who have and it's not a fun thing to go through. I've also known several people who have died from melanoma.

I remember when I was younger I complained to my dermatologist that I didn't like to wear hats and long-sleeved shirts. His response was, "Skin cancer and fashion have nothing to do with each other. Get over it and protect yourself."

Please, it's really very easy — protect yourself!

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.

THE FIRST VEHICLE BUILT EXCLUSIVELY FOR SKEPTICS



With 22.4 peak horsepower and an AC electric drivetrain that outperforms gas competitors, the new 72-volt Hauler™ PRO is driven to prove the doubters wrong. So go ahead and test it on steep hills. Haul a bed packed with heavy gear for a full day's work. Tow a 1,000-pound mower to the 4th green and back. Not convinced? Schedule a demo and try to find a job the Hauler PRO can't get done.

TAKE THE CHALLENGE

WWW.HAULERPRODEMO.COM | 800-241-5855 EXT. 5893





"I've recently seen several items in both conventional and social media outlets... predicting another brutal winter. The fact is many of these forecasts end up being wrong."

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

How 'bout this weather?

he long-range seasonal forecast. Like frozen pizza, it's a great idea in theory, but the execution often leaves so much to be desired. It's one of those things that you desperately want to believe, but most of the time will only leave you disappointed.

I've recently seen several items in both conventional and social media outlets concerning the winter forecasts that have been released in recent weeks and, of course, in true media fashion, most of the attention has focused on the forecasts, namely *The Old Farmer's Almanac*, that have predicted another brutal winter for much of the country. The fact is many of these forecasts end up being wrong.

Seasonal forecasting months in advance is incredibly difficult. Not only are there infinite variables and reams of data that need to be considered in and of themselves, but the interaction of these variables and the likelihood of them changing before and during the forecast period also needs to be analyzed. If you've ever read a National Weather Service (NWS) Prognostic Discus-

sion for Long-Lead Seasonal Forecasts (and who hasn't), you know what I mean. The acronyms alone are enough to blow your mind let alone actually trying to understand the systems and processes they represent.

It seems the prevailing opinion is that NWS gets it right about half the time, which isn't too bad when you consider their methodology. Their seasonal forecasts essentially come down to establishing probabilities that temperatures and precipitation will basically fall into one of three ranges: below normal, normal and above normal. If their correct forecasts were merely the result of random chance, then you would expect them to be correct about a third of the time.

There are also several private meteorology companies that issue long-range seasonal

forecasts to their clients and claim accuracies much higher than NWS. It would stand to reason that there must be some validity to these claims, otherwise people wouldn't continue to pay for their services.

However, several studies have shown The Old Farmer's Almanac claims of 80 percent accuracy to be significantly overstated. Admittedly, they nailed the bitter cold and above-average snowfall experienced throughout the country last winter, while the NWS 2014 winter forecast was a complete whiff. However, their wildly incorrect predictions for a scorching summer for most of the country brought them back to earth quickly.

In case you don't know, *The*Old Farmer's Almanac forecasting method, like most
solid science, is based on a

"secret formula" (their words — I'm not trying to make a joke) developed by Robert B. Thomas, the founder of the publication, in 1792. The formula is locked in a black box at their headquarters in New Hampshire. Again, I'm not making a joke — there's a picture of the actual black box on their website. Fortunately, for the good people at TOFA there have been absolutely zero advances in science and technology over the last 220 years, so the formula is clearly still valid. I'm willing to bet that the box actually contains the first ever Magic 8 Ball.

While they state that they have incorporated modern technology and scientific knowledge into their prediction process, their methodology is still unclear. But in fairness, private meteorology companies also use proprietary methods that aren't divulged.

So, what about their claims of another brutal winter? Common sense alone would tell you the likelihood of two record-breaking winters in a row is pretty low and several more scientific forecasts are suggesting this will not be a repeat of last year. Then again, who knows? If there's one certainty when it comes to weather, it's that nothing is certain until it actually happens.

But if I had to put money on it, I'd say "all signs point to no."

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



2014 EARLY ORDER PROGRAM

FMC is offering turf and ornamental professionals significant savings, portfolio bonuses and extended terms on many of our most popular products. The more you buy, the more you earn!

Dates:

The FMC Early Order Program runs from September 15, 2014 to December 12, 2014.

Rebate Savings:

Earn up to 13%. Refer to the participating FMC products on page 2 for rebate savings per unit.

AMAZING EARLY INCENTIVES:

Why wait? Purchase qualifying products from September 15 to October 31, 2014 and earn an additional rebate of 50% more than the November to December Base Rebate.

B.Y.O.B. (BUILD YOUR OWN BONUS):

Purchase combinations of qualifying products from any two or all three FMC product lines (fungicides, herbicides, or insecticides) and multiply your entire base rebate by the corresponding percentage in the chart below.

B.Y.O.B. - Build Your Own Bonus Incentive

Base Rebate Earned	2 Product Lines	3 Product Lines
\$ 200 to \$ 999	5%	10%
\$ 1,000 to \$ 1,499	10%	15%
\$ 1,500 to \$ 2,499	15%	20%
\$ 2,500 +	20%	25%

Minimum Purchase for Product Line to Qualify for B.Y.O.B. Incentive:

- Herbicides: \$ 500
- Insecticides: \$ 500
- Fungicides: \$ 1,000

Achieve the top rebate level (\$ 2,500+) and you will qualify to earn the November to December Base Rebate per unit listed on page 2 on all future purchases through June 30, 2015.

Extended Terms:

The Early Order Program enables you to purchase products at current pricing and receive extended terms. Payment for agency products will be due on June 10, 2015. Prices and terms for qualifying FMC Distributor Products (non-agency) are determined by the FMC Authorized Distributor.

Redemption: To be eligible to receive your rebate, complete the following easy steps:

- 1. Visit our website at www.fmceop.com
- 2. Complete the form online by entering the required information. The form will automatically calculate your estimated Base Rebate and your B.Y.O.B. Incentive.
- The rebate form must be submitted online at www.fmceop.com no later than January 16, 2015.Please keep a copy of your e-mail confirmation for your records.

2014 FMC Early Order Program Information (Go to website for a complete list of terms and conditions)

- To qualify, the participating end-user must earn a rebate minimum of \$200.00 on FMC qualifying products.
- Product must be purchased through authorized FMC agent(s) or distributor(s) between September 15 and December 12, 2014.
- This program applies only to qualified end-user professionals in golf, lawn care, sports turf, greenhouse, nursery and sod farms.
- Echelon® herbicide on-fertilizer commitments must be made from September 15, 2014 to December 12, 2014. Actual purchases of committed volume may be made from September 15, 2014 through May 31, 2015. Invoices will be required to verify Echelon® on-fertilizer purchases.
- Rebates will be based upon reported sales from the FMC authorized agent(s) or distributor(s). Copies of invoices may be requested to verify actual product purchases if FMC cannot verify the purchase through electronic data received directly from the FMC Authorized Distributor or Agent.
- Invoiced prices and terms for qualifying FMC Distributor Products are determined by the FMC Authorized Distributor. Prices and terms for qualifying FMC Agency Products are determined by FMC. Agency products are noted with a listed price per unit on page 2 of this form.
- Rebates will be calculated based on the "Base Rebate Per Unit" earnings structure listed on page 2 based on when the product was
 purchased during the respective time periods. The BXO.B. Incentive will be based on a percent of the corresponding base rebate
 earned through purchases. FMC program administration will be responsible for completing final calculations. All decisions are final.
 Program cannot be combined with any other FMC marketing programs being offered.
- •All rebates—unless otherwise specified in writing by the end-user—will be issued to the qualifying agent(s) or distributor(s) who processed the order. The rebate will appear as a credit on the end-user's account. Rebate will be issued to the participating agent(s) or distributor(s) on or before July 31, 2015. A letter will be sent to the end-user detailing the ordit and identifying the authorized agent(s) or distributor(s). If end-user prefers a check, please note that request on your respective rebate form.
- $\bullet \, \mathsf{FMC} \, \mathsf{Corporation} \, \mathsf{reserves} \, \mathsf{the} \, \mathsf{right} \, \mathsf{to} \, \mathsf{cancel} \, \mathsf{or} \, \mathsf{modify} \, \mathsf{this} \, \mathsf{program} \, \mathsf{at} \, \mathsf{any} \, \mathsf{time}.$





















Xonerate











www.fmceop.com



2014 FARIY ORDER PROGRAM

CALCULATE YOUR REBATE

	Pack Size	Golf	Lawn GH/N	Minimum Order*	Price per Unit	Sept to Oct Base Rebate per Unit	# of Units	Nov to De Base Reba per Unit	ite #01	Total Rebate
Disarm® 480SC	16 oz			4 Units		\$28.00 X		+ \$18.50	Х	=
	64 oz			2 Units		\$100.00 X		+ \$67.00	Х	=
Disarm® G	25 lbs			5 Bags		\$3.00 X		+ \$2.00	Х	=
Disarm® C	2.5 gallons			2 Units		\$36.00 X		+ \$24.00	Х	=
Disarm® M	64 oz			4 Units		\$18.00 X		+ \$12.00	х	=
Blindside®	0.5 lb			1 Unit		\$9.00 X		+ \$6.00	Х	=
Dii®	6 oz			1 Unit		\$6.00 X		+ \$4.00	Х	=
Dismiss®	64 oz			1 Unit		\$45.00 X		+ \$30.00	Х	=
Dismiss® CA	6 oz			1 Unit		\$6.00 X		+ \$4.00	Х	=
Dismiss® South	16 oz			1 Unit		\$15.00 X		+ \$10.00	Х	=
Echelon® 4SC	1 gallon			4 Units	\$275.00	\$24.75 X		+ \$16.50	Х	=
Echelon®	0.30%			1 Unit		\$1.00 X		+ \$0.65	Х	=
on Fertilizer	0.375%			1 Unit		\$1.20 X		+ \$0.80	Х	=
	0.50%			1 Unit		\$1.60 X		+ \$1.05	Х	=
QuickSilver®	8 oz			1 Unit		\$12.50 X		+ \$8.25	Х	=
Calitava®	1lb			1 Unit		\$10.50 X		+ \$7.00	Х	=
Solitare [®]	4 lbs			1 Unit	\$390.00	\$35.00 X		+ \$23.50	Х	=
SquareOne®	0.5 lb			1 Unit		\$5.25 X		+ \$3.50	Х	=
Xonerate® 70WDG	9 X 1 oz		N	1 Unit		\$105.00 X		+ \$70.00	х	=
A win ®	160		<u> </u>			411.75		47.50		
Aria®	160 grams	屵	С	1 Unit		\$11.25 X			Х	=
Onyx®	1 quart		==	1 Unit		\$7.50 x			Х	=
Onyx® Pro (RUP)	1 quart	_		1 Unit		\$7.50 X		+ \$5.00		=
Talstar® Professional	1 gallon		G	4 Units		\$3.00 X			Х	=
Talstar® Select (RUP)	1 gallon	_	N	4 Units		\$3.00 X		+ \$2.00		=
Talstar® XTRA on Verge	25 lbs		井	10 Bags		\$1.50 X			Х	=
Talstar® XTRA GC (RUP)	50 lbs	_	무무	1 Unit		\$5.00 X		+ \$3.25		=
Triple Crown® Golf (RUP)	1 gallon	_	<u> </u>	1 Unit	\$195.00	\$17.50 X		+ \$11.50		=
Triple Crown® T&O	1 gallon	Ш		1 Unit	\$195.00	\$17.50 X		+ \$11.50	Х	=
Ninimum order must be met to ase Rebate and the November = Commercial use; G = Greenho	to December Base	Rebate	e. Always rea			Golf Use	Lav	wn Use	Greenhous	se/Nursery l
	BER OF PRODU			TOTAL BASE BATE EARNED	REBA	TE MULTIPLIER (0-25%)	ı	BYOB NCENTIVE:		OTAL REBATE

FMC PRODUCT PURCHASE TOTAL	NUMBER OF PRODUCT LINES PURCHASED	TOTAL BASE REBATE EARNED	REBATE MULTIPLIER (0-25%)	BYOB INCENTIVE:	TOTAL REBATE: Add red box total and
\$	1 2 3	\$	X % =	\$	blue box total and enter the value here:
	T INFORMATION:				\$

Complete this rebate form no later than January 16, 2015 and submit it to FMC online at www.fmceop.com Contact Name: Title: **Business Name:** Street/PO Box: City/State: Zip: Email: Phone Number: Agent/Distributor: Distributor Rep Name:

FMC reserves the right to change any or all features associated with this announcement at any time. This form is not a contract. Only sales from FMC Authorized Distributors or Sales Agents may participate in this program. Always read and follow label directions. FMC, Billodside, Dismiss, Echelon, Onyx, QuickSilver, Solitare, Squaredon, Triple Crown and Talstar are trademarks of FMC Corporation. Airs is a trademark of shihars a Sangyo Kaisha, LTD. Verge is a trademark of OI-Dr. Corporation of America. DISARM, the DISARM logo, NORREATE and the XDNEARE Togo are registered trademarks of Arysta LifeScience North America, LLC. Onyx Pro, Triple Crown Golf, Talstar Select and Talstar XTRA G. care restricted use persticted use persisted sozial part of the Arysta LifeScience North America, LLC. Onyx Pro, Triple Crown Golf, Talstar Select and Talstar XTRA G. care restricted use persisted via sozial part of the Arysta LifeScience North America.

The Golfdom F D E S

FROM THE ARCHIVE

Current events can wreak havoc on the golf industry. Economies tank, depressions creep in and wars break out. ¶ In the fall of 1942, the United States was fully committed to World War II. Only a year before, the worldwide conflict knocked down our door during the attack at Pearl Harbor. ¶ In this article from the October 1942 issue, *Golfdom's* co-founder Herb Graffis looks to the next year and gives a "cold-eyed" look at the impact of the war on the golf industry. ¶ To read the original nine-page story, visit golfdom.com/category/online-exclusive.

What of Golf in 1943?

Here is a round-up of opinion from regional golf association officials based on experiences of 1942

BY HERB GRAFFIS // Golfdom co-founder

fficials of regional golf associations have collaborated with *Golfdom* in taking a cold-eyed look at the facts of life in U.S. golf this first season of global war.

Experiences this year, during which eastern clubs got a preview of the effect gasoline rationing probably will have nationally, gives basis for the belief that at least 1,500 of the 5,209 golf clubs that operated in the spring of 1942 won't be played on in 1943.

Of the nation's golf clubs at the start of 1942, there were 2,007 that had one or more 18-hole courses. There were 3,202 9-hole clubs. These clubs were classified as 3,288 private clubs; 1,210 daily-fee courses, and 711 public courses.

Basing our estimates mainly on the maps, we don't see much chance for about 500 of the 18-hole clubs and 1,000 of the 9-hole clubs to operate in 1943. The public courses probably won't lose more than 30, and those in the far-out districts of large cities or in state park areas.

But you can make a guess better or worse than ours, and nobody can argue

with you, for it all chiefly depends on how the war goes.

The preceding estimates were based on what the evidence has indicated about: (a) how far players will go to play golf; (b) to what extent they'll share autos or use other transportation; (c) what effect caddie supply has at private clubs; (d) appeal of clubs minus the service to which members have been accustomed; (e) effect of increased taxes.

One thing stands out plainly in this year's golf and that is the difficulty of many members getting accustomed to lowered service standards and higher prices at private clubs. They'll get over that.

It is quite logical to expect that the clubs surviving in 1943 will get heavier play than normal, barring exceedingly adverse war conditions. Toward the latter part of this season there were signs that the executive and professional men classes of amateur golfer were beginning to recognize golf as

physical- and mental-conditioning recreation, having a high value in balancing the strain of wartime work.

Greater income for wage-earners was reflected in public course play and in fee-course play at closer-in courses. Rainy weather was a retarding element. Nevertheless, preliminary estimates for the 1942 golf season points to public and fee course play being about five percent greater than last year, an increase of about 1,500,000 rounds. Private club play was off about 10 percent from 1941, or approximately 2,000,000 rounds, according to available data. Entire play for the year probably slid a million rounds off the 1941 total. Where the sharp reduction in play at many private clubs occurred was in women's golf. The women have gone in for war work as intensely as they went in for golf.



IUTTERSTOCK.COM

True romance

BY SETH JONES

f Matt and Cammie Henkel's life story were made into a Hollywood movie, it would be a romantic comedy. ¶ Jim Carrey, with his big smile, could play the role of Matt. Cammie, the eye-catching brunette, could be played by Courteney Cox.

The opening moments of comedy would come during the scene of Matt and Cammie's first date, which took place in Cammie's parents' living room. Being a freshman in high school at the time, her parents wouldn't let her leave the house to go on a date... especially with a boy who was two years older than her.

Happy tears might flow in the scene six years later, when Matt gets on one knee and proposes. This scene takes place as it did in real life, on Chicago's Navy Pier, with fireworks erupting on the Fourth of July.

But every movie has that moment of despair, that challenge to overcome. For this movie, that moment comes when one of the stars is stricken with an unidentified ailment, so weak he or she can no longer work.

And in this movie, one stands up for the other, and saves their loved one's life.

Scene one

Rewind to the beginning of the movie. Matt Henkel is a farm kid/high school jock growing up in Sublette, Ill., a town of 300 people. He rides the bus seven miles to Amboy, Ill., a town of 3,000 in northern Illinois, and stars at guard on a stacked basketball team. He's also a talented golfer who thinks Fred Couples is the coolest stick to ever stroll a fairway.

Matt's little sister, Catharine, introduces him to her friend Cammie. Tragically, Catha-

rine is killed by a drunk driver while in the 8th grade. Soon after, Matt and Cammie become best friends, and fall madly in love.

College comes, and Matt gets an academic scholarship to Sauk Valley Community College in Dixon, Ill. He transfers to Illinois State University, where he earns a B.S. in agricultural business, with a minor in horticulture. His senior year, a job is posted for an internship at PrairieView Golf Club in Byron, Ill. He decides to give golf maintenance a try, and at the end of the internship, a second assistant's position is added, allowing him to join the team full-time.

Things go great for the couple until the spring of 2008. That's when Matt's fatigue and headaches begin. He's so tired he has to go home before lunch each day.

"He had been working at the course for eight years, and nothing could slow him down," says Cammie Henkel. "He could go to work at 3:30 in the morning, and work until late in the evening. But for a week he was home by 11 a.m., so tired he could hardly walk."

Up until this time, Matt Henkel rarely had a health concern. He barely even had a doctor. That was about to change.

Henkel made a trip to the family practitioner and was told he was having migraines. He never had migraines before, but was willing to accept that answer.

Continued on page 24

Matt and

Cammie Henkel

have been there

for each other

Never was that

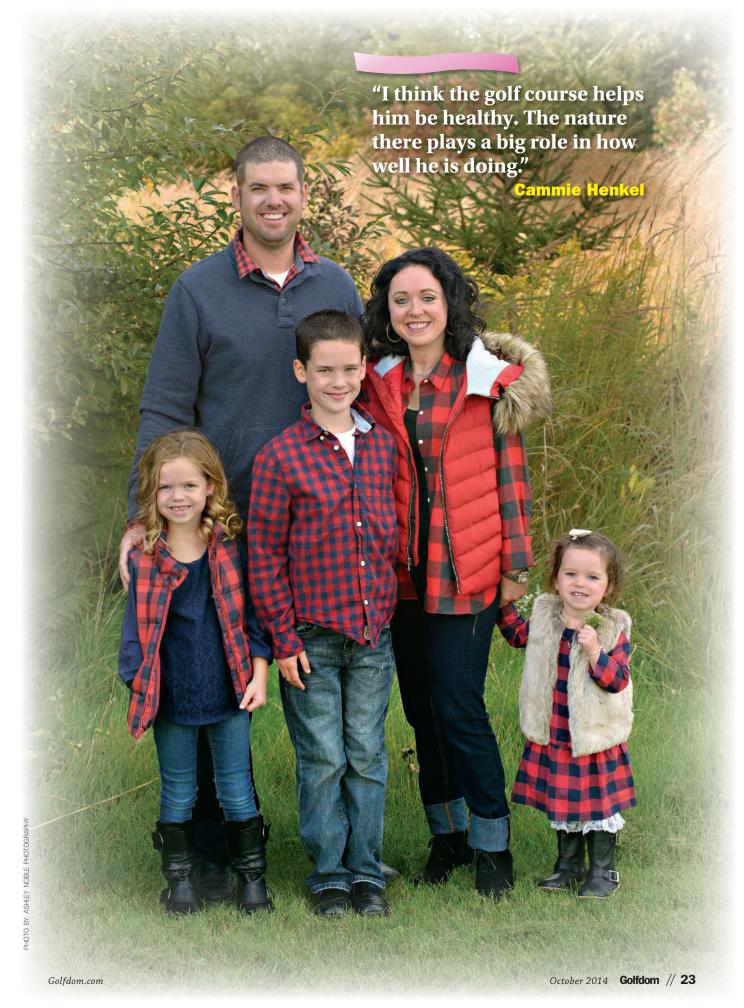
more evident

cancer reared

its ugly head.

than when

for 20 years.



// SURVIVING CANCER

Continued from page 22

"I thought, 'OK, I'm just worn down, doing too much," he recalls. "I told myself that I needed to take it easy."

But his problems persisted. He went back to the doctor again. "Maybe it's a virus," he was told.

It wasn't a virus.

Moment of truth

A week later, Cammie Henkel had had enough.

"She said she was taking me to the emergency room, and I didn't want to go," Henkel says. "The doctors had already told me there was nothing they could do, that I needed to just get over it. I'm not the type of guy to go back again after being told that. But she dragged me in there."

They were being shown the door yet again when Cammie Henkel had her stand-up moment of this true romance/drama.

"I just had this feeling... I can't explain it other than to say I had a feeling," she recalls. "I said (to the doctor), 'I'm not leaving here until you do something."

The doctor agreed to give Matt a CT scan, but warned the Henkels they were about to 'waste a couple thousand dollars.'

The radiologist looked at the results and saw something he didn't like. He called it a lesion. He told Matt they would keep him overnight, then give him an MRI the next morning.

At this time, Henkel still wasn't concerned.

"I thought it would be something they could give me a few pills for, or it would just go away in time," Henkel says. "But they did the MRI the next day, and my general physician came in and laid it all out there — he said it was likely a brain tumor."

Henkel was loaded into an ambulance, and driven 130 miles to the hospital at the University of Wisconsin-Madison.

Enter: Wee One Foundation

It was brain cancer, but mercifully, the tumor was caught in its early stages. Surgery was performed to remove the tumor, and it





was declared a success. It took Henkel a few weeks, but he recovered, and returned to work. The doctor told him to come back every six months so they could monitor his health.

At this same time, Henkel's cousin, Eric Henkel, superintendent at Shady Oaks CC in Sublette, was talking with a local vendor when the topic of Matt's cancer came up. The vendor told Eric about the Wee One Foundation (weeone.org), an organization that assists golf course management professionals who incur overwhelming expenses due to medical hardships.

Soon after, Chad Ball, CGCS at Conway Farms GC in Lake Forest, Ill., and a director for the Wee One, was at PrairieView GC to visit with Henkel, who was still an assistant superintendent. They talked, and at the end of the visit, Ball presented Henkel with a check from the foundation for \$7,000 to use however he saw fit.

"I told him that we still have insurance, I still have a job. But there were expenses I wasn't aware of," Henkel says. "The traveling, the hotels, daycare, the equipment insurance doesn't pay for."

Turns out the Wee One came at just the right time.

"We had two kids under the age of two. Matt was just starting out as an assistant, and I was just starting out as a teacher," Cammie Henkel recalls. "We were hurting. We didn't know what the right thing to do was. Should we sell our house, or should we not? (The money) hit us at exactly the right time. When we got it, we knew everything was going to be OK."

Though the Henkels were financially on their feet again, Matt's health problems weren't over. A follow-up exam in October of 2010 revealed that his tumor was back, and it was growing.

"They removed what they could see (in 2008), but with brain tissue, there is a lot of sensitive area to navigate," Matt Henkel says. "They know there are likely to be edges that they are unable to remove."

The tumor, now upgraded to an anaplastic astrocytoma, was more aggressive. The same basic surgery was performed. Because the tumor tested that it would be unresponsive to chemotherapy, he was directed to un-



// SURVIVING CANCER

Continued from page 24 dergo 33 radiation treatments.

Now the superintendent at PrairieView after his predecessor, Steve Storz, retired, the second surgery and radiation were a success. Today, at age 35, Henkel says he feels as good as he has ever felt. After his last checkup in July, the doctor told him he didn't need to see him again for a year.

The Henkels now have three children: Ashton, age 9; Claire, age 7; and Mara, age 2. Though the thought of his tumor returning is always in the back of his mind, it seems his biggest concern lately has been finding help in the pro shop, where he's had to put in some hours himself due to staffing problems.

Cammie agrees that Matt seems healthy and happy, aside from the 200 hours he had to work over the last 18 days.

"I always wondered if the golf course was good for him, if the tumor was going to come back because he works so much,"



she says. "I went there and looked around. The course is on a forest preserve, there's all this nature. I think the golf course helps him be healthy. The nature there plays a big role in how well he is doing."

More fireworks

Having two bouts of brain cancer changes one's perspective.

"I say the luxury of my illness is I truly get to live each day like it's my last," Matt Henkel says. "It gives you that perspective to live your life to its fullest."

Part of that includes giving back. At first, it was sending Bass Pro Shops gift

The 2014 Northwest Illinois GCSA Wee One tournament raised \$6,000 for the Wee One Foundation. Henkel is determined to raise more in 2015.

cards to a young boy with the same kind of tumor he had. Then, one day, while lying in bed, he decided he wanted to do something to return the favor to the Wee One.

Cammie Henkel tried to talk him out of it. But unlike the time she convinced him to go to the emergency room, this time she couldn't change his mind.

"I said, 'Couldn't this wait a year?' and he said, 'No, now is the time," she recalls.

Continued on page 28



26 // Golfdom October 2014 Golfdom.com



Get the edge you need to succeed in turfgrass management in just 18 months.

turf.psu.edu/apply

// SURVIVING CANCER

Continued from page 26

In August, Henkel hosted the first Northwest Illinois GCSA Wee One fundraiser at his course. The tournament included 80 participants, donated raffle prizes, ridiculous pin placements and obstacles in front of greens. There was also, fittingly, a 20-minute fireworks display put on by Matt.

The movie imitates life. Zoom in on Matt and Cammie again sharing a kiss while fireworks erupt, similar to that moment on Navy Pier when Matt proposed. But this time they're older, Matt has a scar on his temple, and the woman he's kissing isn't just the love of his life, but also the woman who saved his life.

The screen fades to black. The credits roll.

Happily ever after

The Henkels are a happy family, and Matt and Cammie's love story, now going on its



20th year, continues. Cammie says being a 1st grade teacher is her dream job. Matt says there's nothing like being the first one on the golf course, that there's no better office in the world.

He looks back at the events of his life in 2008 and marvels at the way it all worked out. It turns out he had mono when doctors first discovered his tumor. What would have happened if they properly diagnosed his mono? How long would it have taken to discover his brain tumor? And what stage would it have been?

"I believe to this day that if Cammie

didn't demand I have that CT scan, I would have recovered from mono and the tumor would have been diagnosed at a much later stage," he says. "I believe that my wife's persistence saved my life."

Along with the overall love story, the underlying message of this film would be to take your health seriously and have someone advocate for you.

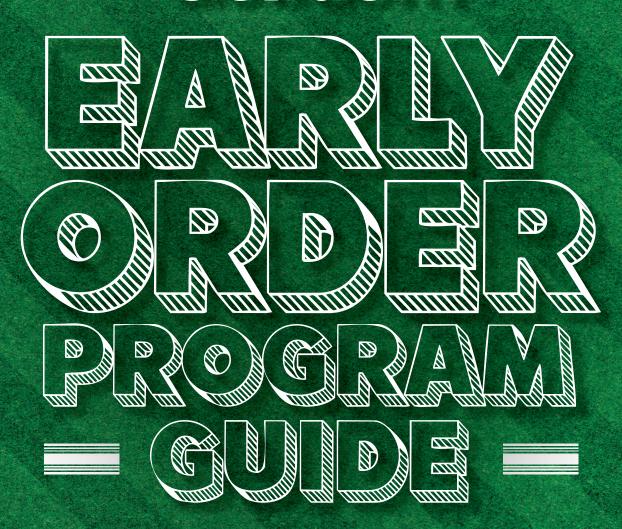
"At age 29, when I was feeling the way I was, I didn't think much of it. I fought with my wife, I told her I didn't need any more tests," Henkel says. "I'm glad my wife didn't give up on me." •



28 // Golfdom October 2014 Golfdom.com

A SUPPLEMENT TO

Golfdom





STRENGTH FROM THE GROUND UP

Protect your turfgrass with DISARM® fungicides. Within 15 minutes, the Xylem Pro Technology penetrates leaf tissue and begins to control and prevent diseases.

Get stronger, longer roots and healthier turfgrass overall.

Now available from FMC.

Ask your FMC Market Specialist or local turf distributor about Early Order Program discounts today.







fmcprosolutions.com

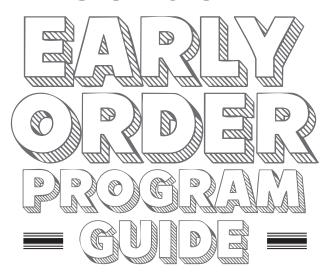


Premium strobilurin protection

Always read and follow label directions. DISARM and DISARM logo are registered trademarks of Arysta LifeScience North America, LLC. The "Xylem Pro Technology" slogan is a trademark of Arysta LifeScience North America, LLC. FMC is a trademark of FMC Corporation. ©2014 FMC Corporation. All rights reserved.

A SUPPLEMENT TO

Golfdom





aintaining a golf course is big business. ¶ No one knows that better than *Golfdom's* readers. Being a superintendent isn't

just about growing grass. It's about being a leader. It's about being a manager. It's about being a scientist. It's about predicting future needs and market trends.

This is the time of the year when a superintendent can map his success for the next year. It's October, so it's time to consider Early Order Programs. No job is too small, no savings are too big. This is when a superintendent can look at the annual maintenance budget and work it, squeeze it, for every... last... drop.

In our ongoing effort to help our readers as much as possible, we proudly present our first ever Early Order Program Guide. In this section you'll hear from a dozen superintendents on their keys to success and their biggest concerns when dealing with EOPs. You'll also see how hundreds of our readers responded to our recent EOP survey. Finally, you'll be informed by four of the biggest companies in the business — Syngenta, FMC, BASF and Quali-Pro, proud sponsors of this section — about what they offer to our readers, and how best to maximize your buying dollars.

In many parts of the country the golf season is winding

Preparations for a successful 2015? That already started.



Let's make a deal

Superintendents across the country have their No. 2 pencils ready... it's October, and that means Early Order Program time.

By Seth Jones and Molly Gase



A stack of binders = opportunity

Our 2014 Herb Graffis Businessperson of the Year gives his thoughts on the EOP process.

By Jim Rattigan



Spotlight: Quali-Pro



Spotlight: Syngenta



Spotlight: FMC



Spotlight: BASF



Let's make a deal

Superintendents across the country have their No. 2 pencils ready... it's October, and that means Early Order Program time.

BY SETH JONES AND MOLLY GASE



teve Wright in Florida has three Early Order Program (EOP) brochures on his desk. Damon Di Giorgio in Delaware just got done speaking with Syngenta about their EOP. Todd Fyffe, in Illinois, knows that as soon as the Windy City Classic wraps up at his course, it'll be time to jump into the EOPs. And on the West

Coast, Josh Lewis, in Washington, says the 2015 U.S. Open will be here before he knows it... but in the meantime, it's EOP time.

"EOPs are hugely important, I think everyone has tight budgets these days," says Fyffe, golf course superintendent at Westmoreland CC in Wilmette, Ill. "Plus, I like having that peace of mind, knowing that my plan is set."

Be a hero

All superintendents know what an Early Order Program is, but for the copies of the magazine that might find their way into the men's locker room, a quick explanation.

Every October, superintendents are presented with the opportunity to make their chemical purchases for the upcoming season. Based on various savings methods, and by making an early commitment to buy products such as fertilizers, insecticides, fungicides, herbicides and plant growth regulators, turf managers can enjoy a discount on the products they'll be applying to their golf courses the next year.

Jeff Markow, CGCS at Cypress Point Club in

Pebble Beach, Calif., says he loves his EOPs.

"They're the easiest thing to participate in because it's a benefit for the economics of the club, and it's great for us to have a reasonable inventory on hand," he says. "And the best



Jeff Markow

thing is you can make it so it's tailor-made for your operation."

Wright, a CGCS and the director of operations at Boca West CC in Boca Raton, Fla., says he plans to maximize his 2015 buy through his EOP, allowing

him a savings of a whopping 15 to 20 percent.

"I'm dealing with 72 holes here, so I can really ramp up the savings," says the past president of the Palm Beach GCSA. "The club wants to make sure I'm using all the product, so if I'm using it and I'm saving 20 percent? The club is all-in on that deal."

Superintendents don't have to be at one of the top courses in the world or a 72-hole facility to take advantage.

Bill Irving, superintendent at the 18-hole Lawrence (Kan.) CC, says his use of EOPs makes him a hero in the general manager's office.

"I just turned in a \$1,500 rebate check from Syngenta," he says. "I got a double-rebate bonus, I paid on time, and LCC gets a check in the mail. It's nice to turn that into my boss, and then she tells me to put it right back into our chemical budget."

Jeff Smelser, CGCS at Galveston (Texas) CC, puts it another way.

"In the big scheme of things, the golf course makes all the money, but (the maintenance department) doesn't bring in cash everyday like the food and beverage department does, like the pro shop does," he says. "All we ever do is spend money. So when there's an opportunity to get a rebate, and I'm not paying extra money to get that rebate, that's always a good thing. When I go give my general manager, or my board of directors, a check for a rebate from Syngenta or BASF, whoever, it helps."

Buyer beware

Of course, there are challenges to such plans. Even a promise of savings can be a bad investment if the EOP isn't carefully considered and executed.

"You always have to consider the time, the value, the money," says Dan Dinelli, CGCS at North Shore CC in Glenview, Ill. "If I tie up too much of the club's money, and I'm only saving 2 or 3 percent, and the club has to borrow that money, I'm probably not really saving anything."

Dinelli says he used to participate in EOPs more in the old days.

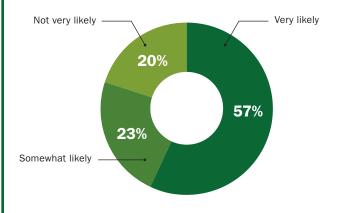
"It's like looking at the Sunday newspaper when you're shopping for a TV," he says. "It might be on sale today, but if you miss out, you feel left out. They're good to have but at the end of the day they can be confusing."

Continued on page EOP6



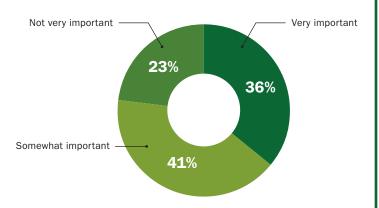
In early October, Golfdom sent out a survey to its readers asking for their opinions on Early Order Programs. A \$100 gift card for a randomly selected participant was offered as an incentive. In all, we received 332 responses.

HOW LIKELY ARE YOU TO PARTICIPATE IN AN EARLY ORDER PROGRAM (EOP) THIS YEAR?

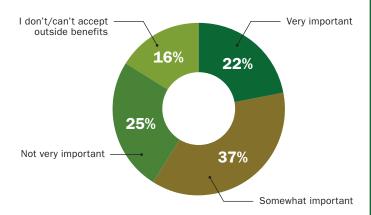




HOW IMPORTANT ARE EOPS TO YOU MEETING YOUR BUDGET?



HOW IMPORTANT ARE OUTSIDE EOP BENEFITS (REFUND CHECKS, VENDOR CREDITS, MISCELLANEOUS GIFTS) TO YOU?



Continued from page EOP5

Another challenge can be storing product. Scott Hall, superintendent at Raritan Valley CC, Bridgewater, N.J., dealt with that issue when he first arrived at his course four years ago.

"I fought for more storage area for chemicals, fertilizers, etc.," Hall says. "By getting more storage, I'm able to take advantage more of EOPs that require you to take delivery before the first of the year. Lack of storage space might be a hiccup for some folks."

Fyffe says that his storage area can get pretty tight. The crew does a good job of keeping

things organized. But some vendors will also lend a hand.

"We work with some pretty good companies," he says, mentioning BASF, Syngenta,

Aquatrols and Bayer by name. "They'll hold onto the product until April 1st, so we don't get stacked up too high."

Lawrence Country Club's Irving says EOPs can be a double-edged sword. While he loves



Todd Fyffe

them, he still has to be smart about them.

"(The vendors) would all love you if you ordered everything by the end of October. Then you're on their books this year," he says. "But if I buy from three different programs? That's a lot of money."

In the end, mastering EOPs might be like mastering the health of greens. Everyone does it a little differently, and what works perfectly at one course might not work at the course down the street.

"I think it comes down to each person and each property, and if they want to take ad-



losh Lewis

vantage of the terms, if they're on a fiscal year versus a calendar year, and how much money they've got set aside to play in the EOPs," says Josh Lewis at Chambers Bay Golf Course, University Place, Wash. "There is a lot of

flexibility and a lot of potential, but it still depends on the club."

An easy A

So how much agonizing does it take to get through the EOP process?

Somewhat surprisingly, according to the 10 superintendents we talked to for this story, not much.

"We plan out our chemical use throughout the year, and based on that spray program, we achieve what we are going to order in our EOP,"

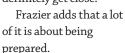
☑ SAID IN THE SURVEY

"PROGRAMS FROM ALL THE
COMPANIES HAVE BECOME MORE
EFFICIENT EACH YEAR. LISTENING
TO CUSTOMER REQUESTS HAS
HELPED PROGRAM EFFICIENCIES.
AT THIS POINT, NO ONE EOP
STANDS OUT MOUNTAINS ABOVE
THE OTHERS."

says Eric Frazier, CGCS, director of agronomy at Willow Oaks CC in Richmond, Va. "I always leave a few gaps in there, but hopefully you're able to get everything in pre-planning."

"A lot of it is your previous year's records,"

says Lewis. "You know your acreage, you know your spray rates and the foundation of your plan. It's hard to get it 100-percent accurate, but you can definitely get close."





Eric Frazier

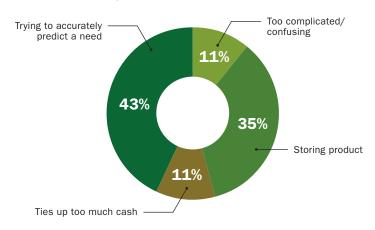
"That gives you the best opportunity to take advantage of the EOPs and navigate the different ones," he says. "You have to do your homework before you get in there."

Todd Fyffe is in his second year as superintendent at Westmoreland CC. He says he feels more confident going into this EOP season than he did last year. When he was an assistant superintendent, he observed his mentor, Frank Herry, but it was a different ballgame the first time he did it himself.

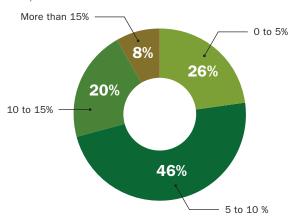
"There's that question in your head, 'Did I buy too much?'" Fyffe says. "But eventually it gives you peace of mind. You know you have the plan set. There will always be things that come up, but having a game plan really helps."

Smelser agrees that sometimes there's a feel-

IF YOU HAD A COMPLAINT ABOUT EOPS, WHAT WOULD IT BE?



HOW MUCH DO YOU EXPECT YOUR EOP TO SAVE YOU, VERSUS BUYING PRODUCTS IN-SEASON?



ing of stress when placing that order for tens of thousands of dollars, when the next golf season feels so far away.

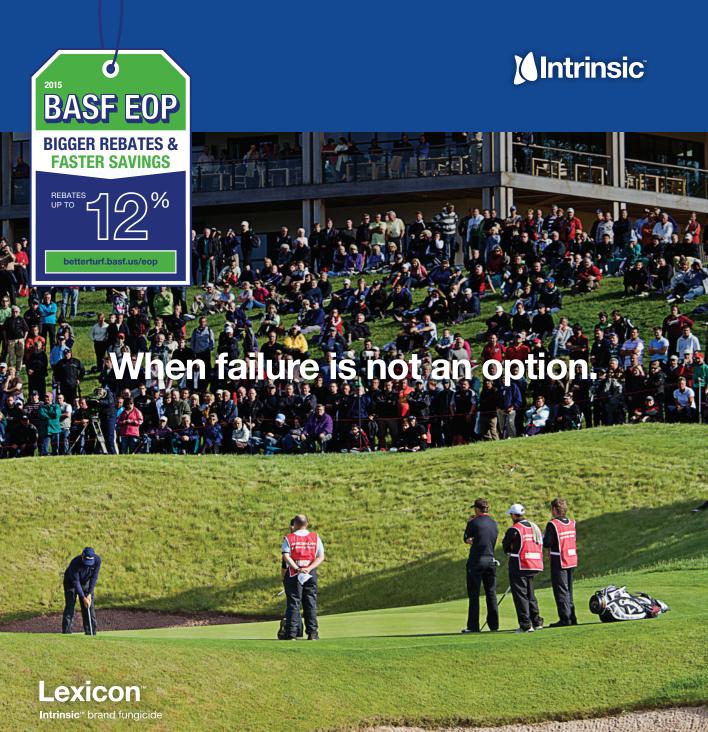
"I always worry about if I spent too much. When I place my order, I'm always asking myself, 'Did I go way over budget?'" Smesler says. "Really, I never do, but I always worry for it. When you're spending \$70,000, (you ask) how am I going to fit that into my budget next year?"

But the good news? It always works out, so far.

"Every year is a major win," Smelser says.

"Every year, the EOPs save me money." **G**

Golfdom.com October 2014 Golfdom // EOP7



Today all eyes are on the green—and there can't be a flaw in sight. That's why we developed Lexicon™ Intrinsic™ brand fungicide—a foundation product that battles your toughest diseases by combining the latest in carboxamide technology with the proven success of Insignia® Intrinsic™ brand fungicide. It's a cornerstone you can count on for consistent, longer-lasting protection with advanced, proven plant health benefits. We stake our name on it—and so can you.

For more information please visit betterturf.basf.us





Dollar spot is relentless. But when you're prepared, you can cross that worry right off your list. New **Xzemplar**[™] **fungicide** with the active ingredient fluxapyroxad gives you consistent, longer-lasting protection against this tough disease. It's fast-acting, with preventative and curative properties that keep dollar spot at bay. Trust **Xzemplar fungicide** to put you in control of the game.

For more information please visit betterturf.basf.us







"Just like Goldilocks, I want my EOP to be just right."

JIM RATTIGAN director of operations, Schuylkill Country Club, Orwigsburg, Pa.

A stack of binders = opportunity

Our 2014 Herb Graffis Businessperson of the Year gives his thoughts on the EOP process.

alk into a superintendent's office just about anywhere in the country this month and anyone would notice a few common themes. ¶ There would be the latest edition of *Golfdom* magazine, and right next to it, a stack of binders that could be six or seven deep.

For most courses the chemical line item is second only to labor. We have an opportunity to save big if we take advantage of the discounts available in these binders. The competition in the chemicals market has made it a buyer's market, with aggressive Early Order Programs (EOPs) along with generic options amplifying the competition and our opportunities.

The programs have become a win-win for superintendents, especially for those with a few years under their belt at the same course. We already know 75 percent to 85 percent of what we will need the following year. The discounts and options are getting better every year. The companies have become more flexible in their packages so we can customize and maximize our chemical purchasing.

So many superintendents have jumped on board these programs that chemical companies know if they don't get an EOP from us they likely won't get an order all year. From the producers to the vendors to the salesman — it's all or nothing, with a huge portion of the annual sales being done in a month or two.

In the past, less than

half of my annual chemical purchases would be EOP. However, many other superintendents saw the light before I did, and have been investing closer to 80 to 90 percent of their annual purchases into EOPs. I would usually order enough to get me through July, about when the terms of payment were due, and go from there. During those early months I enjoyed the peace of mind knowing almost anything I might need is in storage, ready

Today we can customize our orders without having the fear of buying a huge season pack with a mix of chemicals we want, along with others that probably aren't the most economical for our specific use. Every course is different, so are our chemical needs, expectations and experiences growing turf.

The pre-set packages are really well thoughtout, but never exactly what I needed. The last couple years the options have expanded and I hope they continue to. I will spend much more on EOPs knowing I'm getting exactly what my course needs. Just like Goldilocks, I want it just right!

Now the real hard part: once you've gone through all the binders and promotional literature — how do you decide whom to buy from? Everybody is selling mostly the same programs. I'm sure all of you have the same dilemma every year. Some guys spread it out to a couple salesman. Others have one or two they have built strong relationships with over the years.

Never forget the guy who bailed you out that one time you were in a pinch. Service should still be a heavy deciding factor. Who will be standing next to you when you need them?

Jim Rattigan is director of operations at Schuylkill CC in Orwigsburg, Pa. To read why we named him the 2014 Herb Graffis Businessperson of the Year, check out the January 2014 issue of Golfdom.



Quali-Pro's Freedom of Choice EOP

hy be forced into purchasing products that don't fit into your program? Quali-Pro believes that our end users should be allowed to buy what they need and want. That's why we're proud to present our Freedom of Choice Early Order Program. This program provides our customers with the ultimate in flexibility.

From now through November 28th, end users in all U.S. Turf, Nursery and Ornamental markets who purchase Quali-Pro branded products through authorized Quali-Pro distributors qualify for the following rebates:

Purchasing Quantity	Rebate
\$10,000	\$100
\$20,000	\$500
\$30,000	\$2,000
\$50,000	\$5,000

Additionally, we give you another choice: would you like to receive your rebate as a check or a Visa Gift Card? Just another reason why we call it the Freedom of Choice EOP!









This program includes all of the great Quali-Pro branded products like 2DQ herbicide, MSM 250D herbicide, Negate 37WH herbicide, Strobe 50 WG fungicide, Enclave fungicide and Foursome turf pigment (only Glyphosate Plus is ineligible). Do your course, your budget and your warehouse a favor — maximize your saving and only order what you need by participating in Quali-Pro's Freedom of Choice EOP.

For more information, call 800-242-5562 or visit qualipro.com.





5903 Genoa-Red Bluff, Pasadena, TX 77507 | PHONE: 800-242-5562 | EMAIL: marketing@controlsolutionsinc.com



Syngenta GreenTrust 365 Program

ith the Syngenta GreenTrust™ 365 program, golf courses that purchase a minimum of \$5,000 worth of Qualifying Products from a Syngenta Authorized Distributor/Agent/Retailer during the Early Order Period (October 1, 2014 through December 8,

So what can you gain by participating in the GreenTrust 365 program?

2014) qualify for the savings and benefits all year long.

GreenTrust 365 offers the best value of the year to you through:

- Up to 10 percent product Rebates
- 3x GreenTrust Rewards points in October
- 1x GreenTrust Reward points November 1 December 8
- GreenTrust Rewards Brand Point Bonuses (only available October 1 - December 8)
- Golf Pallet Offers with enhanced value (only available October 1 - December 8)
- Multipak Offers (available year-round)
- SummerPay™ extended terms on agency products

Maximize Purchasing Power with Rebates

The Syngenta 2015 GreenTrust 365 Golf Rebate provides value all year long. By purchasing a minimum of \$5,000 worth of Qualifying Products from October 1, 2014 to December 8, 2014 you lock in your yearlong rebate percentage even for purchases from December 9, 2014 – September 30, 2015. The more you purchase during this time, the better your yearlong rebate percentage can be – as high as 10%. This means you save now AND you can save later.

Dollar Value of Qualifying Products Purchased During the Early Order Period	Yearlong Rebate Percentage
\$5,000 to < \$10,000	5%
\$10,000 to < \$20,000	6%
\$20,000 to < \$40,000	7%
\$40,000 to < \$70,000	8%
\$70,000 to < \$100,000	9%
\$100,000+	10%

Qualifying Product Rebate Percentages

Rewards points can multiply

As a member of the GreenTrust 365 program, you are eligible for GreenTrust Rewards, which are points earned for every purchase made during the Early Order Period.

Golf Program Participants earn:

- 3x points in October 2014
- 1x points November 1, 2014 December 8, 2014
- Up to an additional 30,000 Rewards points with the Rewards bonuses

GreenTrust Rewards Early Order Period Only

0 111 4 1 10 1	
Spotlight Brand Points Bonus	Acelepryn Insecticide Points Bonus
Program Participants who	Program Participants
of the "Spotlight Brand	who purchase at least 2 (two) or more gallons of
Products" (see below) totaling at least \$3,500	Acelepryn or 1 (one) ABW Solution during the Early
during the Early Order	Order Period are eligible
a one-time offer of 20,000	to receive a one-time offer of 10,000 GreenTrust Rewards points.
	Points Bonus Program Participants who purchase any combination of the "Spotlight Brand Products" (see below) totaling at least \$3,500 during the Early Order Period are eligible to receive

For a list of all of the Spotlight Brand Products, visit GreenTrust365.com/GolfRewards.

Reward points may be redeemed for multiple items including:

- GCSAA membership, education products and conferences
- Applewood Seeds for Operation Pollinator
- CourseVisionTM
- Spectrum Technologies, Inc.
- Make a charitable donation to the Wee One Foundation to help superintendents and their families who are encountering medical hardship
- Visit GreenTrust365.com/Golf for a complete list of redemption items

Rest Easy with Product Assurances

Syngenta invests more than \$3 million a day in global research and development to help ensure product performance is not compromised. Our Product Assurance Programs offer peace of mind — if you don't receive the promised results outlined by the Assurance Program, Syngenta will reimburse you according to the program stipulations. In addition to this promise, Syngenta provides you with excellent agronomic recommendations for applying and using Syngenta products. For a complete list of Product Assurances, visit **GreenTrust365.** com/Assurance.

EOP12 // Golfdom October 2014 Golfdom.com



Maximum Savings with Pallet Solutions

Six of the eight Syngenta Pallet Solutions automatically qualify golf courses for a GreenTrust 365 year-long rebate. Order early because these Pallet Solutions are only available between October 1, 2014 and December 8, 2014.

Increased savings with Multipaks

Each Multipak features two complementary products that offer high-level perfor-

mance at a great value. These are available during the entire Program Year from a Syngenta Authorized Agent. For even greater savings and GreenTrust Reward points, purchase during the Early Order Period as a part of the 2015 GreenTrust 365 Golf Program.

Defer Payment with SummerPay

Prefer to pay at a later date? No problem. With SummerPay™, you can order early with no payment until July 10, 2015, strengthening your cash flow. Simply place your orders before December 8, 2014 and defer payment for purchases of Quali-

1 of 3 Multipaks offered October 1, 2014 - September 30, 2015





fying Agency Products until July 10, 2015.

For complete early-order program details, visit Green-Trust365.com to learn how to receive the best savings of the year on top-performing products.

GREENTRUST 365 REBATE CALCULATORS

The GreenTrust 365 Program Worksheet is now automated with a new Advanced Savings Calculator and is available as part of your GreenCast®account. The new calculator offers several benefits that will enhance your purchase planning experience:

- Savings: The tool automatically configures your order to help you maximize your savings by recommending Multipaks, Pallet Offers and the best available package sizes.
- Easy to Access: You have the opportunity to create multiple GreenTrust 365 Program Worksheets that can be saved and accessed at any time. The tool also provides options to export, email or print. Plus, the sheets will be saved for you to access the next program year. The worksheet documents will be automatically updated with the new product selection and pricing in effect for next year's EOP

°2014 Syngenta. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties. Please check with your state or local extension service to ensure registration status. Avide ", Daconil Action™. GreenToxI™. GreenCasts", Heritage®, SummerPay™ and the Syngenta logo are trademarks of a Syngenta Group Company. CourseVision™ is a trademark of GroundLinkx LLC. Secure® is a trademark of Ishihara Sangyo Kaisha, LTD. The Home Depot® is a trademark of Homer TLC, Inc. Starbucks is a trademark of Starbucks Corporation. Visa® is a trademark of Visa.

3411 Silverside Road, Wilmington, DE 19810 | **PHONE:** 302-425-2000 **WEBSITE:** GreenTrust365.com/GolfRewards | **TWITTER:** @SyngentaTurf



2014 FMC Early Order Program



et your 2015 off to the right start — with more products and incentives than ever, the FMC 2014 Early Order Program offers significant savings, a Build Your Own Bonus program and extended terms on our most popular turf and ornamental products. The program is running through December 12, 2014, allowing program participants to purchase products at current pricing but defer payment for qualifying FMC Agency Products until June 10, 2015.

The program features an amazing early incentive that grants participants an additional rebate of 50 percent more than the November to December base rebate for purchases of qualifying products from September 15 to October 31, 2014. Base rebates are set dollars off per unit versus a percent off of invoice price to make it easier to calculate.

Popular FMC products included in the program are Dismiss®, Dismiss South, Dismiss CA, Blindside®, Echelon®, Solitare®, QuickSilver® and SquareOne® herbicides, Onyx®, OnyxPro, Aria® and Talstar® insecticides; and — new this year — Disarm® fungicides, Triple Crown® insecticides and Xonerate® herbicide. A minimum rebate of \$200 is required to participate, which is only an initial purchase of \$2,000 to \$2,500.

FMC

In addition to the early incentive, superintendents are eligible for a new B.Y.O.B. — Build Your Own Bonus — program this year. Simply purchase combinations of qualifying products from any two or all three FMC product lines (fungicides, herbicides or insecticides) and multiply your entire base rebate by a corresponding percentage —between 5 and 25 percent of your base rebate. To be eligible for the B.Y.O.B. Bonus, superintendents only need to purchase a minimum of \$500 of FMC herbicides or insecticides or \$1,000 of FMC fungicides. By achieving the top rebate level of \$2,500+, golf courses qualify to earn the November to December Base Rebate per unit on all future purchases through June 30, 2015.

To be eligible to receive rebates, a rebate form must be submitted online at www.fmceop.com no later than January 16, 2015.





1735 Market Street, 18th Floor, Philadelphia, PA 19103 | **PHONE:** 800-321-1FMC **BLOG:** fmcturfwire.com | **TWITTER:**@FMCturf

EOP14 // Golfdom October 2014 Golfdom.com



SPOPLIGHT SPOPLIGHT

2015 BASF Early Order Program

ASF has assembled our best Early Order Program yet for turf and ornamental professionals. This year we've combined some of the industry's hottest new technology coupled with our stable of T&O solutions, making this EOP one you don't want to miss.

We've listened to feedback from superintendents like you and have made some important enhancements. The result is a program that is easy to follow, and adds up to serious savings. We call it "EOP 1-2-3!"

- **1. Now just 3 rebate levels.** More importantly, we've reduced the spend required for each level. This year just \$1,500 gets you in the rebate game. Reach the max at \$15,000. The result? You reach higher rebate levels faster.
- 2. Specially designed Cube solutions are specially priced! Buy a Cube and get 10 percent instant savings (compared to buying products individually.) Plus, your Cube dollars count toward your rebate level. That's what you call a double-dip!





3. We have new fungicide innovations — Lexicon™ Intrinsic™ brand fungicide and Xzemplar™ brand fungicide — that are receiving rave reviews (visit BASFTurftalk. com to learn more!). We want more superintendents to ben-

efit, so we're giving extra incentive to do so. Include these new products with your order and boost your rebate 2 percent. We call it the Innovation Kicker.

It's that simple. To help you plan, we've created a new, informative website, betterturf.basf. us/eop that includes our new EOP Turf Solutions Guide — an overview of our EOP program and featured products. Then, have a look at the EOP Order form. You'll find it simpler than ever!

For more information, contact your regional sales rep or visit the BASF Early Order Program website: betterturf.basf.us/ eop.





26 Davis Drive, Research Triangle Park, NC 27709 | **PHONE:** 800-777-8570 | **BLOG:** BASFTurfTalk.com **TWITTER:** @BASFTurf_us | **YOUTUBE:** youtube.com/user/basfturftalk



NEGATE® 37WG

Herbicide

1.5 oz. bottle

Commercial Lawns Golf Courses Industrial Lawns Sod Farms Sports Fields

Strobe[™] 50WG

Broad Spectrum Fungicide

1 and 6 lb. bottles

Athletic Turf Golf Courses Greenhouses Lawn and Landscape Ornamentals Outdoor Nurseries Recreational Areas Shadehouses Turf Production Farms

ENCLAVE®

Flowable Fungicide

2.5 gal. bottle

Commercial Turf Golf Courses Greenhouses Landscape Ornamentals Nurseries

2DQ Herbicide

1 gal. and 2.5 gal. bottles

Athletic Fields Commercial Turf Golf Courses Non-Crop Areas Residential Turf Sod Farms

MSM 25 OD Herbicide

4.5 oz. bottle

Cemeteries Golf Courses

Aprons Fairways Roughs

Ornamental Turf Sod Farms Tees



Innovation you can apply.

Get connected:



All products featured are currently available for immediate purchase. Order now from your local distributor or call 800-242-5562 for more information.



Golfdom Takes Home 21 TOCA Awards!

TOCA First Place Awards

- » Writing, Operations Profile: "Flower Power," Christina Thomas
- » Writing, Editorial/Opinion: "The Beauty is a Beast." Golfdom
- » Writing, Product Information Article: "What's the Next Big Idea at Spectrum Technologies?" Seth Jones
- » Writing, Environmental Stewardship Article: "A Sharp Mind at Sharp Park," Seth Jones

» Writing, Business Management: "A Sharp Mind at Sharp Park," Seth Jones

» Photography, Best Cover Photograph: "5 Keys to Picking Up Women," Pete Seltzer

» Photography, Pictorial 1: "Fertilizing for the Future," Pete Seltzer

» Design, Single Page: "Prepping Golf Cart Batteries for the Summer Season." Pete Seltzer

» New Media, Blogs: "The Golfdom Daily," Seth Jones

TOCA Merit Awards

- » Writing, Column: "The Life of a Golf Course," Seth Jones
- » Writing, Column: "No Better Backpack," Seth Jones
- » Writing, General Feature: "An America Dream," Seth Jones
- » Writing, Coverage of an On-site Event: BASF launches Xzemplar and Lexicon, Seth Jones
- » Writing, Headlines: "Early to Rise," Beth Geraci
- » Writing, Turf Feature: "Beat the Summer Heat, Plan for Snow Mold," Paul Koch, Ph.D.
- » Writing, Original E-newsletter: "Golfdom's Super Science,"



- » Photography, Pictorial 1: "Plant Health Intro," Pete Seltzer
- » Photography, Print Magazine Cover: "My Green Heaven," Pete Seltzer
- » Design, Single Page: The 19th Hole/Bryan Nuss, Pete Seltzer

Gardner Award

The award is for photography, video and multimedia publishing for Golfdom's "5 keys to picking up women" photo.





Plant Health Writer of the Year — Karl Danneberger, Ph.D.

Sponsored by Bayer, the award is provided annually to a writer for excellence in writing on plant health issues to their green industry audience.



ISTOCKPHOTO.COM (PIDJOE, GAVRAN333)

PROTECT YOUR PEEPERS



BY THE GOLFDOM STAFF

he human eye is a complex and intricate organ that provides us with the invaluable sense of sight. Eyes allow us to take in the majority of information we obtain about the environment around us.

Of human body organs, the eyes are considered second only to the brain in complexity. Each eye is made up of more than 2 million working parts and is capable of detecting more than 10 million colors. The human eye can process 36,000 bits of information every hour, and its lens is faster than any existing camera lens.

Protecting the eyes is crucial

Given the eyes' complexity, size and location, it is easy to understand that they are also extremely vulnerable to injury. Eyes are susceptible to hazards encountered every day outside of work, such as flying or falling objects, sand and dust particles, chemicals and vapors, and even ultraviolet light. Likewise, many workplace environments contain potential eye hazards.

For this reason, national standards are in place to protect individuals' eyes at work. In the United States, the Occupational Safety and Health Administration (OSHA) requires employers to provide employees with suitable eye and face protection "whenever necessary to protect against chemical, environmental, radiological or mechanical irritants and hazards."

While OSHA publishes the general framework for eye protection and emergency eyewash workplace practices and hazard assessments, it refers to the American National Standards Institute (ANSI) for performance requirements relating to personal protective equipment and eye safety.

ANSI Z87.1-compliant eye protection in the

form of safety spectacles or goggles is suitable protection from most common hazards. Many employers supplement ANSI guidelines by implementing eye safety protocols above and beyond national standards to meet their site's specific needs and safety goals. Together, these national and corporate-level efforts have successfully reduced the number of occupational eye injuries in recent decades.

Still, workplace eye injuries are common. According to OSHA, more than 2,000 people injure their eyes at work each day in the U.S. Roughly one in 10 of these individuals requires one or more missed workdays to recover, and 10 to 20 percent of all occupational eye injuries result in temporary or permanent vision loss, OSHA says.

The cost of lost vision to an individual is immeasurable, spanning medical expenses, diminished quality of life and the reduced ability to earn a living. Furthermore, workplace eye injuries cost employers more than \$467 million in direct costs per year, according to the U.S. Bureau of Labor Statistics. Once indirect costs such as legal fees, judgments and training new workers are factored in, that estimated total exceeds \$934 million per year, according to Prevent Blindness America.

Proper injury response is imperative

When an eye injury occurs, proper and immediate treatment is the best defense. The ANSI Z358.1-2009 standard for "Emergency Eyewash and Shower Equipment" establishes a universal minimum performance and use requirement for all eyewash and drench shower equipment used for the treatment of the eyes, face and body of a person who has been exposed to hazardous materials and chemicals.

Continued on page 48

Continued from page 47

ANSI requires that the first step following chemical contact of any kind with the eyes — including caustics, acids, solvents and other hazardous materials — is immediate flushing of the eyes with water. According to the standard, such water may be any potable (drinking) water, preserved water, preserved buffered saline solution or other medically acceptable solution.

The first 10 to 15 seconds after exposure to a hazardous substance, especially a corrosive substance, are critical. Delaying treatment, even for a few seconds, may cause serious injury. For this reason, ANSI calls for eyewash stations to be located within a 10-second walk from the hazard.

To ensure easy access to a station within 10 seconds, it must be located on the same level as the hazard with no steps, stairs or obstructions. In the case of strong caustics and strong acids, eyewash must be located immediately adjacent to the hazard. The area surrounding the station should be well lit and marked with a sign that is highly visible to everyone served by it.

Once an injured worker reaches the station, ANSI calls for the eyes to be flushed continuously for a full 15 minutes with fluid flowing at a rate of 0.4 gallons per minute for portable and plumbed eyewash stations. This fluid must be delivered at a tepid temperature, ranging between 60 and 100 degrees Fahrenheit, in

order to safely treat eyes without causing further injury.

Fluid that is too cold may prevent workers from flushing for the full 15 minutes, and fluid exceeding 100 degrees can harm the eyes and even exacerbate chemical reaction with the eyes and skin.

Brian Palmer, superintendent at Shoreacres in Lake Bluff, Ill., says he and his crew have been fortunate and have never had to use their emergency eye wash station. But they are prepared to in the event an emergency occurs.

He adds that his entire crew of 21 is good about wearing the proper eye protection, be that protective glasses or face shields.

"It's not a big deal (to the crew)," Palmer says, "but if you have a guy lose an eye, you're going to pay a lot more for worker's compensation than you would to have just had the proper safety equipment."

John Namciu, superintendent at Shaker Heights (Ohio) CC reminds his crew how quickly an eye injury can happen.

"There are a lot of dangers on a golf course, from debris off a weed eater to an errant golf ball," he says. "In this business, you have to keep your head on a swivel."

Information for this article courtesy of Honeywell Safety Products. www.honeywellsafety.com.







Super Science

// ALL THE BUZZ

INVESTIGATING POLLINATOR POSSIBILITIES IN GOLF

By Ian Lane, Eric Watkins, Ph.D. and Marla Spivak, Ph.D.

he scientific community has provided clear and strong evidence that wild bee communities are changing in their composition and abundance. In addition, managed honeybee colonies continue to face high rates of mortality, which result in ever-increasing costs for beekeepers.

It is becoming widely accepted that the challenges faced by both wild and managed bees are caused by a number of interacting factors. One factor is the decline of suitable forage plants due to human-driven landscape change. This effect is often referred to as landscape simplification.

Pollinator conservation efforts to supplement foraging resources have classically focused on rural areas and cropland borders. One often-overlooked sector of



Self-heal (Prunella vulgaris) is often thought of as a weed. Most people don't realize that there is a native variety that is large and quite beautiful. Here you can see it blooming in a stand of hard fescue where we are investigating the effect of mowing height on flowering and establishment of many different types of forbs. These plants were dormant seeded together in the fall of 2013.

agriculture is turfgrass. Turfgrass is cultivated on 40 million acres nationwide and in a variety of urban and rural landscapes. This acreage represents one of the largest managed horticultural sectors in the nation. While typically managed as a monoculture, changing cultural perspectives in tandem with increased public concern for pollinators have created interest in how this managed environment may be utilized for pollinator conservation.

To date there have been few formal studies on methods for

incorporating appropriate pollinator forage plants into golf courses and lawns, how management practices affect flower blooms, or how such areas would impact pollinator communities. Ongoing studies at the University of Minnesota, started in the summer of 2014, seek to investigate these questions in order to capitalize on this relatively untapped landscape for the conservation of bee populations.

Our inquiries have focused on grass species selection, seeding strategies, native and naturalized forage plants, and the effect of mowing practices on establishment and blooming. We look forward to sharing our results with the golf industry after the study is completed in 2015.

Ian Lane, M.S. degree candidate, Eric Watkins, Ph.D. and Marla Spivak, Ph.D., are at the University of Minnesota. Lane can be contacted at lanex173@umn.edu for more information.

NEWS UPDATES

TURF INDUSTRY VETERANS LAUNCH **SEED SUPPLY COMPANY**

A new seed supply company was recently formed, featuring a trio of industry veterans. Vista Seed Partners, based in Shedd, Ore., the heart of Oregon's Willamette Valley, will supply custom and proprietary turfgrass products to customers nationwide. The



company currently has a full line of turfgrass products available,

including its own three-way ryegrass and three-way fescue blends.

The company's founding partners, Chris McDowell, Marissa McDowell and Mandi Mack, say the new venture is off to a strong start. "We have long-term, trusted partnerships with growers, distributors and technical experts that we'll be able to leverage out of the gate on behalf of our customers," Chris McDowell says. One of those experts is Dr. Jerry Pepin, a leading authority on turfgrass breeding, who will head the company's product development program and provide technical counsel to customers.

For more information on this seed company start-up, visit vistaseedpartners. com, or call 800-975-6939 to schedule an appointment at the 2015 Golf Industry Show in San Antonio.

THERE ARE MANY DECISIONS TO BE MADE AS A SUPERINTENDENT AND SOME OF THEM REVOLVE AROUND PRODUCTS... WITH THESE DECISIONS COME THE POSSIBILITY OF MAKING MISTAKES."

Matt Cavanaugh

(see full story on page 50)

//GREENKEEPING GAFFES

Mistakes happen

By Matt Cavanaugh

uring a rececent field day I asked, "How many people here have ever killed grass because of a product they applied or a mistake they made?" Naturally, few raised their hand out of fear of embarrassment. I then told the crowd, "if you did not raise your hand, you were lying."

This may be an overstatement, but many of us have killed grass, or at least severely injured grass because of a mistake we made. There are many decisions to be made as a superintendent and some of them revolve around the products used to maintain the health of the turf. With these decisions comes the possibility of making mistakes.

One of my biggest mistakes was not understanding a herbicide well enough and the next thing I knew I was reseeding two acres of Kentucky bluegrass. Note to self: sethoxydim kills Kentucky bluegrass. On the positive side, the more grass I killed through a management mistake, the more I learned about managing turf.

Because I have made several product-related mistakes, this got me thinking that it would be informative to put together a demonstration that would revolve around potential mistakes turfgrass managers have made, almost made or contemplated, "what would happen if I did this?" Unfortunately in the turfgrass industry, a mistake can cost an individual his or her job. Looking at a few examples of mistakes allows discussion of possible outcomes, remedies and things that could have been done to mitigate the problem.

Mistakes with products can happen for a number of reasons and include: not understanding the product you are using;

reading the label incorrectly, including potential problems such as compatibility, retreatment intervals, application rates, etc.; incorrect calculations, including putting the decimal point in the wrong place; improper equipment calibration; thinking more will be better; applying a second product to try to remedy the initial mistake, causing an additional mistake; improper storage of products (i.e. freezing or heat).

I want to highlight three mistakes from the 19 different demonstration treatments conducted. These include issues that may arise from plant growth regulators (PGRs), foliar fertilizers applied at too high of a rate and a common golfer mistake leading to consequences none of us like. All "mistakes" were applied to a V-8 creeping bentgrass (Agrostis stolonifera L.) putting green mowed at 0.125 inches six days a week.

MISTAKE #1

Two of the most commonly used PGRs are trinexapac-ethyl and paclobutrazol. Both are labeled for greens, tees and fairways. What I found interesting with the trinexapac-ethyl label is the fact that the "Golf Course Greens" rate is right beside the "Edging/Banding" rate. Now I know we all read the label from cover to cover, multiple times, and are never in a hurry, but this got me thinking that someone could easily mistake the "Golf Course Greens" rate for the "Edging/Banding" rate. If this happened, you would be applying 7.33 times the greens label rate. So naturally, I thought it would be informative to apply trinexapac-ethyl at 44 oz./acre instead of the creeping bentgrass greens label rate of 6 oz./acre.



Turf treated with trinexapac-ethyl at 44.0 oz./acre two weeks after application.



Turf treated with paclobutrazol two weeks after application at 32 oz./acre.

PHOTOS BY: MATT CAVANAUGH

I was fairly surprised that the turf did not show more yellowing than it did two weeks after application (Photo 1). The plot looked just fine, but it was not growing at all. This lack of growth would most certainly be a problem in a real world golf situation with the amount of traffic received, but few issues were seen on the research green. Ball marks would not heal as quickly, turf from old hole locations would not blend together as quickly, and the continued traffic from mowers and golfers would certainly stress the turf.

Paclobutrazol is another PGR that is often used on putting greens. The mistake that could happen with this product would be using the fairway rate instead of the greens rate. The low greens rate is 6.4 oz./acre and the high fairway rate is 32.0 oz./acre.

The plot treated with paclobutrazol at two weeks after application was much like the trinexapac-ethyl plot, with very little discoloration, but also very little growth (Photo 2). Keep in mind that this area was 100 percent creeping bentgrass. If the plot would have had any *Poa annua* in it, it would have looked much worse.

I picked these two PGRs as a "mistake" because I hear at least one time per year of an excessive rate of a PGR being applied to a putting green. When we make mistakes we immediately want to find a way to rectify the situation. There is an urge to be proactive and find a solution to maintain turfgrass health.

The two PGRs above provided an interesting opportunity to do just that. Trinexapac-ethyl and paclobutrazol are both gibberellic acid synthesis inhibitors. So, if the product I just applied is preventing the plant from synthesizing gibberellic acid, why don't I just give it some gibberellic acid? Seems logical, right?

Gibberellic acid is associated with several plant processes, but it is most involved with cell elongation and cell division. If I have applied a product that inhibits the synthesis of gibberellic

РНОТО 3



Turf two weeks after application treated with: (right) Trinexapac-ethyl alone; (middle) Trinexapac-ethyl followed by gibberellic acid applied three days later; (left) Trinexapac-ethyl followed by gibberellic acid applied seven days later. Trinexapacethyl was applied at 44.0 oz./acre and gibberellic acid was applied at 12.0 oz./acre.

РНОТО 4



Turf two weeks after application. Paclobutrazol alone (right), Paclobutrazol (middle), followed by gibberellic acid applied three days later. Paclobutrazol (left) followed by gibberellic acid applied seven days later. Paclobutrazol was applied at 32.0 oz./acre and gibberellic acid was applied at 12.0 oz./acre.

acid, then applying gibberellic acid to the plant will surely solve my problem.

There is one such product available that will provide the gibberellic kick that I'm looking for. I applied the gibberellic acid product at 12.0 oz./ acre on the same plots that received high rates of trinexapac-ethyl and paclobutrazol at three and seven days after PGR application.

When gibberellic acid was applied at three days after PGR application, there

was a very quick response. Within 24 hours there was noticeable growth within the plot area. Great news, right? Along with this growth there was significant yellowing. This may be attributed to the plant growing much faster than the plant wants to grow, resulting in spindly growth and subsequent yellowing (Photos 3 and 4).

Turf response to the gibberellic acid application seven days after the

Continued on page 52

Continued from page 51

PGR application was initially a little different from the turf response to gibberellic acid applied three days after the PGR application. For the first four days after the gibberellic acid application was made (seven days after the PGR application), I did see a rebound in growth, but no yellowing. I thought I was on to something. However, on day five, the plot areas began to yellow and went down the same path as gibberellic acid applied to the plots three days after application — spindly, yellow growth (Photos 3 and 4).

As a check, I also applied gibberellic acid alone, which resulted in almost immediate increase in growth with yellowing and eventually the plot area turning a slight orange color (Photo 5). There was never much scalping of the gibberellic acid treated plots, but the cut was not very good with the rapid and spindly growth of the plant (Photo 6).

What I have concluded from this is that being proactive and looking for a quick fix of my mistake resulted in a much worse situation. Also keep in mind that the gibberellic acid



Turf treated with gibberellic acid at 12.0 oz./acre two weeks after application.

product used is only labeled for bermudagrass greens, thus I had to guess what rate would be best for creeping bentgrass. I was getting very little growth from the plot areas receiving high rates of PGR, it did not kill or even turn these areas yellow. Letting the plant metabolize the PGR would have been the best decision in this situation. Sometimes doing nothing is the best option.

MISTAKE #2

Ammonium sulfate is commonly used on creeping bentgrass putting greens, applied both as a granular and as a liquid. Ammonium sulfate provides a quick response, even in cooler temperatures, and is often used to acidify the soil. However, ammonium sulfate has a high burn potential, making it difficult to use in some situations, especially during summer.

I decided to look at two rates of ammonium sulfate, 0.50 pounds N/1000 ft² and 1.0 pounds N/1000 ft² applied as a liquid and not watered in. Most liquid applications of ammonium sulfate to creeping bentgrass putting greens would not exceed 0.20 pounds N/1000 ft². Both rates of ammonium sulfate quickly burned creeping bentgrass. Within 24 hours, there was moderate tip burn and within 48 hours there was severe tip burn at both treatment rates (Photos 8 and 9).

This would cause many turfgrass managers to quickly panic. However, 72 hours after application some of the tip burn was mowed off, especially from turf fertilized with 0.50 pounds N/1000 ft 2 rate (Photo 10). Six days after application both treated areas looked great (Photo 11). The initial burn quickly grew out and was mowed off. This is another case of letting time solve the mistake. Using iron or a pigment to mask the burn would have been unnecessary as the turf quickly bounced back.

MISTAKE #3: A GOLFER ISSUE

If you have ever worked at a golf course you understand the issues that occur with bug repellant spray. Although this is a mistake many of us have had to deal with, it is not a mistake

Continued on page 55



Both pictures were taken following four days of growth. Spindly growth of turf following gibberellic acid application on left, no growth of turf following PGR application on right.



2015 Early Order Program – Turf US

EOP 1-2-3







Earn up to a 12% rebate when you buy in October!

This year's EOP is a powerful combination: a simplified program with leading innovations. The result? Big savings on solutions that will keep your turf beautiful and bring you peace of mind. Plus, don't pay until June 5, 2015 on agency products.

Purchase Total	Oct. 1 – Oct. 31, 2014 Rebate*	Nov. 1 – Dec. 12, 2014 Rebate*
\$1,500 - \$4,999	4%	3%
\$5,000 - \$14,999	7%	5%
\$15,000+	10%	7%

Innovation Kicker – Give your rebate a boost! —>
Increase your rebate 2% when you include any of these products or a Cube!

Lexicon[®]

Intrinsic™ brand fungicide

Insignia® SC Intrinsic™ brand fungicide (2 x 2.5 gal.)

Honor°

Xzemplar

2

42

EOP Cubes: Foundation solutions for your turf

Instant 10% savings (vs. buying products separately).

MINI YOUR CUBE	\$	5,551.44
Perfect start to disease control and plant health on all greens.	Qty	Acres
Curalan® EG fungicide (12 x 2.75 lb.)	1	12
Lexicon™ Intrinsic™ brand fungicide (4 x 21 oz.)	3	12
DEEP FREEZE CUBE	\$	6,353.57
An excellent combination of solutions for snow mold control.	Qty	Acres
Curalan EG fungicide (12 x 2.75 lb.)	1	12
Lexicon Intrinsic brand fungicide (4 x 21 oz.)	3	12
Trinity® fungicide (2 x 2.5 gal.)	1	15
PLANT HEALTH CUBE	\$	7,764.66
Foundation of disease control and plant health on all greens.	Qty	Acres
Honor® Intrinsic™ brand fungicide (1 x 36 lb.)	1	12
Lexicon Intrinsic brand fungicide (4 x 21 oz.)	3	12
HONOR AMERICA CUBE	\$1	6,776.83
Trusted dollar spot and plant health for fairways.	Qty	Acres
Honor Intrinsic brand fungicide (1 x 36 lb.)	4	48
Curalan EG fungicide (12 x 2.75 lb.)	4	48
MORE RESILIENCE CUBE	\$1	9,640.93
Perfect early season foundation cube for greens and fairways.	Qty	Acres
Xzemplar™ fungicide (2 x 114 oz.)	2	40
Emerald® fungicide (50 x 0.49 lb.)	1	50
Curalan EG fungicide (12 x 2.75 lb.)	4	48
Lexicon Intrinsic brand fungicide (4 x 21 oz.)	3	12

DEFEND YOUR FAIRWAY CUBE	\$2	20,729.14
The ultimate fairway protection for dollar spot and plant health.	Qty	Acres
Xzemplar fungicide (2 x 114 oz.)	2	40
Honor Intrinsic brand fungicide (1 x 36 lb.)	3	36
Emerald fungicide (50 x 0.49 lb.)	1	50
SEASON FOUNDATION CUBE	\$2	23,415.98
Ultimate course-wide disease control and greens plant health.	Qty	Acres
Xzemplar fungicide (2 x 114 oz.)	2	40
Honor Intrinsic brand fungicide (6 x 3 lb.)	1	4
Emerald fungicide (50 x 0.49 lb.)	1	50
Curalan EG fungicide (12 x 2.75 lb.)	4	48
Trinity fungicide (2 x 2.5 gal.)	2	30
Lexicon Intrinsic brand fungicide (4 x 21 oz.)	3	12
COMPLETE CUBE	\$3	1,831.80
Complete disease control and plant health for your course.	Qty	Acres
Xzemplar fungicide (2 x 114 oz.)	3	60
Emerald fungicide (10 x .49 lb.)	3	30
Curalan EG fungicide (12 x 2.75 lb.)	4	48
Trinity fungicide (2 x 2.5 gal.)	2	30
Lexicon Intrinsic brand fungicide (4 x 21 oz.)	3	12

Qualifying Agency Products	Package	Agency Price	Order Quantity	Total Dollar Purchases
Mini Your Cube	see reverse for details	\$5,551.44		
Deep Freeze Cube	see reverse for details	\$6,353.57		
Plant Health Cube	see reverse for details	\$7,764.66		
Honor America Cube	see reverse for details	\$16,776.83		
More Resilience Cube	see reverse for details	\$19,640.93		
Defend Your Fairway Cube	see reverse for details	\$20,729.14		
Season Foundation Cube	see reverse for details	\$23,415.98		
Complete Cube	see reverse for details	\$31,831.80		
Emerald fungicide	10 x 0.49 lb.	\$1,450.40		
Emerald fungicide	50 x 0.49 lb.	\$6,247.50		
FreeHand [®] 1.75G herbicide	1 x 50 lb.	\$90.00		
FreeHand 1.75G herbicide (1/2 truckload) \(\daggerightarrow\)	1 x 50 lb. (8 pallets)	\$27,200.00		
FreeHand 1.75G herbicide (full truckload) \(^{\dagger}	1 x 50 lb. (16 pallets)	\$51,200.00		
Honor Intrinsic brand fungicide	6 x 3 lb.	\$2,412.00		
Honor Intrinsic brand fungicide	1 x 36 lb. keg	\$3,559.68		
Insignia SC Intrinsic brand fungicide	4 x 30.5 fl. oz.	\$1,573.80		
Insignia SC Intrinsic brand fungicide	4 x 122 fl. oz.	\$5,880.40		
Insignia SC Intrinsic brand fungicide	2.5 gal.	\$2,652.00		
Lexicon Intrinsic brand fungicide	4 x 21 fl. oz.	\$1,689.24		
Pendulum [®] AquaCap [™] herbicide	1 x 15 gal.	\$690.00		
Pendulum AquaCap herbicide (bulk)	110 gal.	\$5,060.00		
Pendulum AquaCap herbicide (bulk)	220 gal.	\$10,120.00		
Xzemplar fungicide	2 x 114 fl. oz.	\$3,052.92		
			SUBTOTAL	\$(A)

Qualifying Non-Agency Products	Package	Redemption Value**	Order Quantity	Total Redemption Value
Admiral [®] lake and pond colorant [◊]	4 x 1 gal.	\$160.16		
Black Onyx® lake and pond colorant ◊	4 x 1 gal.	\$291.20		
Curalan EG fungicide	12 x 2.75 lb.	\$1,196.25		
Drive® XLR8 herbicide ◊	4 x 0.5 gal.	\$275.63		
Green Lawnger® turf colorant ◊	2 x 2.5 gal.	\$271.25		
Pendulum AquaCap herbicide [◊]	2 x 2.5 gal.	\$318.75		
Pillar™ G Intrinsic™ brand fungicide	30 lb.	\$65.63		
Pylex [™] herbicide	8 fl. oz.	\$450.00		
Siesta™ insecticide fire ant bait	15 lb.	\$176.25		
Tower® herbicide	5 gal.	\$1,375.00		
Transition HC dark turf colorant [◊]	4 x 1 gal.	\$566.16		
Trinity fungicide	2.5 gal.	\$484.38		
Turf Mark® spray pattern indicator ◊ – Blue	2 x 2.5 gal.	\$210.00		
Turf Mark spray pattern indicator [◊] – Green	2 x 2.5 gal.	\$255.15		
Vision Pro HD turf colorant ◊	4 x 1 gal.	\$522.76		
			SUBTOTAL	¢(B)

Calculate your rebate

Use this amount to determine rebate percentage in the left chart (A+B) TOTAL PURCHASE \$ (C)

Purchase Total (C)	Oct. 1 – Oct. 31, 2014 Rebate*	Nov. 1 – Dec. 12, 2014 Rebate*	Innovation Kicker Rebate %
\$1,500 - \$4,999	4%	3%	2%
\$5,000 - \$14,999	7%	5%	2%
\$15,000+	10%	7%	2%

Must be purchased in case increments on one invoice. A qualifying October purchase of at least \$1,500 locks end user to October rebate column for duration of EOP. ** FreeHand 1.75G herbicide half and full truckloads must be ordered and purchased within one transaction to qualify for special pricing.

Additional Program Details and Qualifications:

- * The end user's rebate % is not cumulative, with the exception of the Innovation Kicker.
- ** Redemption value used for non-agency products.

 All Agency products sold are on the behalf of BASF. All sales are final. NO RETURNS.
- Rebate will be based upon reported sales from the BASF authorized agent(s).
 This program applies only to qualified end-user professionals (Golf, Greenhouse, L&L, Nursery, Ornamental, Sports Turf, Sod Farms, Municipalities, and Parks & Reo.
- sports turr, Sod Farms, Municipalities, and Farns & Rec).

 Multiple sales orders for one customer are cumulative and will qualify if ordered between program dates and from any authorized BASF agent(s).

 Non-qualifying October purchases of less than \$1,500 will be counted toward any purchases from Nov. Dec. 12 pard will be rewarded at the Nov. Dec. 12 percentage, Products must be purchased, invoiced and delivered between the program dates NO EXCEPTIONS. The redemption value of qualified non-agency products will be used to determine end user total purchase and rebate earned.
- . End user must be in good standing with agent to receive special promotional terms. All agency terms offered at the agent's discretion.
- All agency products invoiced between October 1, 2014 and January 31, 2015 will receive June 5, 2015 terms for the end user. All agency products invoiced after January 31, 2015 will receive net 60-days for the end user.
- Terms for qualifying non-agency products are determined by a BASF authorized distributor.

Oct. or Nov Dec. 12, 2014 Rebate %	%
2% Innovation Kicker (if applicable)	%
TOTAL REBATE %	%
Total Rebate %	%
	multiplied by
Total Purchase (A+B)	\$ (C)
TOTAL EOP REBATE	\$

- Qualified end users will receive a rebate on the total invoiced dollar amount (excluding taxes) of qualified products purchased from an authorized BASF T&O agent. All rebates will appear as a credit on the end user's account with the agent who processed the order.

 • EOP credit will become available on 7/31/15 and can be applied only to new purchases of agronomic inputs or
- related products.
- off an end user purchases from more than one agent, the rebate will be applied to the respective agent based on percent purchase from each agent.
- · All products may not be registered for sale or use in all states. Please check with your state or local

Always read and follow label directions.

BASF reserves the right to cancel or modify this program at any time. All products may not be registered for sale or use in all states. Please check with your state or local Extension Service

Admiral, Black Onyx, Curalan, Drive, Emerald, FreeHand, Green Lawnger, Honor, Insignia, Pendulum, Tower, Trinity, and Turf Mark are registered trademarks and AquaCap, Intrinsic, Pillar, Lexicon, Pylex, Xzemplar, and Siesta are trademarks of BASF. © 2014 BASF Corporation. All rights reserved.



Turf appearance prior to ammonium sulfate applications.



Turf appearance 24 hours following ammonium sulfate applications. Ammonium sulfate (left) applied at 0.50 pounds N/1000 ft 2 and at 1.0 pounds N/1000 ft 2 (right).



Turf appearance 48 hours following ammonium sulfate applications. Ammonium sulfate (left) applied at 0.50 pounds N/1000 ft² and at 1.0 pounds N/1000 ft² (right).

PHOTO 10

Turf appearance 72 hours following ammonium sulfate application. Ammonium sulfate (left) applied at 0.50 pounds N/1000 ft 2 and at 1.0 pounds N/1000 ft 2 (right).

Continued from page 52

that most of us would make. However, it is still informative to look at a few photos.

The solvents in bug spray provide an effective and quick kill of creeping bentgrass. Many of us have seen the footprints left behind by a golfer spraying their legs while waiting on the tee. Bug spray thoroughly killed this plot area (Photo 12) within 12 hours of application.

What I found interesting though, was how the bug spray continued to kill the area that originally was not sprayed (Photo 13). At this point, education and signage indicating the issues that can arise from inadvertent bug spray applied to creeping bentgrass is the best route to take.

MANAGING THE MISTAKES

There are many mistakes that can be made as a turfgrass manager and many of them revolve around the products we use. I suggest doing several things to prevent mistakes.

Check and double-check all product labels and application rates. Understand the products you are using and how they affect the plant to which they are applied. Make



Turf appearance six days following ammonium sulfate application. Ammonium sulfate (left) applied at 0.50 pounds N/1000 ft 2 and at 1.0 pounds N/1000 ft 2 (right).

sure your equipment is calibrated correctly. Read, read and re-read the label. Make sure you are using the appropriate rate and volume necessary for the product. There is also valuable information on tank mixing issues, including dos

Continued on page 56

Turf appearance at 12 hours following bug spray application.



The word "turf" below the hand is the same word from picture 12, taken two weeks after application. The bugs spray continued to kill until it became difficult to make out "turf."

Continued from page 55

and don'ts on many product labels. Have a second person verify the products that will be used.

If a mistake does happen, communicate with your superiors, staff and parties of interest as soon as possible. This will allow you to control the information and reduce the amount of misinformation if someone finds out about an issue secondhand. Seek help and advice. Talk with peers, extension specialists, vendor reps and anyone you think can help. Get as many people as you can to understand the situation. They may provide a solution or at least a timeline of how long the problem will persist.

Be patient. Although we all want to be proactive, there are some situations where the grass just needs time to recover and there is not much we can do to hasten the recovery time. It is hard to do, but sometimes doing nothing is the best approach.

The turfgrass industry is a great profession, but it can be volatile, especially if mistakes happen. Good luck and make sure the decimal point is in the right place.

Matt Cavanaugh is a research scientist at the University of Minnesota where he collaborates with fellow turfgrass scientists on a wide range of turfgrass research projects. Cavanaugh can be reached at mattc@umn.edu for more information.

Golfdom

Seven-time winner of the national Folio: Aware for editorial excellence

EDITORIAL ADVISORY BOARD

Mike Bavier, CGCS-Ret. Barrington, Ill.

Conrad Broussard, CGCS

ST. JAMES PLANTATION Southport, N.C.

Julio Diaz

PUNTACANA BEACH AND GOLF CLUB
Punta Cana, Dominican Republic

Damon Di Giorgio

FIELDSTONE GOLF CLUB Wilmington, Del.

Chris Erickson

SHADOW HAWK GOLF CLUB Richmond, Texas

David Hay, CGCS

INDIAN WELLS COUNTRY CLUB
Indian Wells, Calif.

Bill Irving

LAWRENCE CC Lawrence, Kan.

Rees Jones

REES JONES, INC. Montclair, N.J.

Tim Kreger

EXECUTIVE DIRECTOR CAROLINAS GCSA

Tom Lively, CGCS

TPC SAN ANTONIO San Antonio, Texas

Tom Marzolf

FAZIO GOLF COURSE DESIGNERS Hendersonville, N.C.

Roger Meier

VALHALLA GOLF CLUB

Louisville, Ky.

Jeff Plotts

TPC SCOTTSDALE Scottsdale, Ariz.

Jackson Reiswig

CORAL CREEK CLUB Placida, Fla.

Steve Sarro

PINEHURST COUNTRY CLUB Denver, Colo.

Anthony Williams, CGCS, CGM

STONE MOUNTAIN GOLF CLUB Stone Mountain. Ga.

Andy Wilson

BETHPAGE STATE PARK GOLF COURSE Farmingdale, N.Y.

PHOTOS BY: MATT CAVANAUGH





"The days of 'I just deal with the maintenance and I don't care what the general manager or pro thinks or does,' will not work in today's world."

KARL DANNEBERGER, PH.D., Science Editor

What is the real cost of education?

his fall marks the first time I have not written a college tuition check for one or both of my sons in seven years. While celebrating my newfound financial freedom, I came across a blog by former Secretary of Labor under President Clinton, Robert Reich. The blog was titled "Back to college, the only gateway to the middle class" or as Salon (salon.com) re-titled it: "Robert Reich: College is a ludicrous waste of money."

The article can be summed up in the exchange between Judge Smails and Danny Noonan in the movie "Caddyshack," "Well, the world needs ditch diggers, too."

Prior to Reich's article, I had just finished the book "Beyond the university: Why liberal education matters," written by Michael S. Roth, president of Wesleyan University. You will be happy (or not) to know that the battle between critics of a liberal arts education and its defenders has been ongoing since the days of our founding fathers. Critics cite a liberal arts education as being irrelevant to the current economy and employment opportunities, while defenders see it as important in the lifelong development of oneself.

Benjamin Franklin was an early critic of liberal education. Roth states, "Franklin satirizes the idleness of the students and the uselessness of much of what is offered for study... It seems

he had little use for most of what passed for higher education." Franklin believed students needed to be trained for a vocation, but also felt strongly about lifelong learning.

Thomas Jefferson, on the contrary, viewed a liberal college education as the means of keeping our country free and as the major weapon against tyranny and the creation of a permanent elitist class. Lifelong education was a central component of Jefferson's "pursuit of happiness."

According to Roth, "For Jefferson, it made little sense to promise a free, open-ended education to students if they were already 'destined' to pursue particular vocations, if they were forced to follow the previous generation's dictates on how they were to live their lives. Education allowed for the experience of freedom as one began to discover one's capacities, and one began to discover these... through

education. (Jefferson) wanted students to make these discoveries for themselves, not be told what to study because their futures had already been decided by their families, teachers, churches or government."

Building on Jefferson's ideas, Jane Addams, the first woman to receive the Nobel Peace Prize (1931), proposed the concept of "affectionate interpretation." This can be explained as: "The cultivated person is the one who uses his social faculties, his interpretative power, the one who... put(s himself) into the minds and experiences of other people."

Roth states, "Addams' thoughtful rejection of 'self-assertion' in politics, ethics and education is a powerful contribution to the emergent American tradition of liberal education."

What Addams speaks to as "affectionate interpretation" I see in successful golf course operations. The superintendent, golf professional and general manager do more than interact. They are able to see an issue or a divergent view through the eyes and world of each other. The days of "I just deal with the maintenance and I don't care what the general manager or pro thinks or does," will not work in today's world.

Upon reflection of Roth's book and his statement, "...calls for a more efficient, practical college education are likely to lead to the opposite: men and women who are trained for yesterday's problems and yesterday's jobs...," I feel a personal challenge. I need to continually remind myself to help develop students' capacities beyond the skills needed for their first job and to include lifelong learning.

We need to find a way to support the foundation for what has made this country great, as well as affordable: an accessible college education.

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

Fall applied preemergence herbicides for crabgrass control in the North

Zac Reicher, Ph.D., is a turfgrass scientist at the University of Nebraska-Lincoln where he works with professional turf managers, teaches and conducts research. Each year Reicher conducts annual grass weed-control experiments that he uses to help formulate weed-control recommendations. Reicher can be reached at zreicher 2@unl.edu for more information.

What are the benefits of a preemergence herbicide application in the fall for crabgrass control?

The primary benefit is shifting work that is normally done in spring to fall. There is more time available to apply the preemergence herbicide to rough or fairways without the time crunch that often occurs in spring.

From an agronomic perspective, adequate crabgrass control can be expected with a single preemergence herbicide application in fall. A superintendent should plan on making a second (sequential) preemergence herbicide application in late spring to achieve the highest crabgrass control.

Are there situations where a preemergence herbicide should not be applied in fall?

Yes. If winterkill is a perennial risk, do not apply preemergence herbicides in the fall because they will make reestablishing turf in the spring, from seed, much harder to do. While our

process is slower if preemergence herbicides have been applied the previous fall.

Also, I only recommend a fall preemergence herbicide application if it is followed by a second (sequential) application in spring, about four weeks after crabgrass has begun to germinate.

When should the preemergence herbicide be applied in fall?

The answer depends on the formulation of the preemergence herbicide. If the preemergence herbicide is

"IF WINTERKILL IS A PERENNIAL RISK, DO NOT APPLY PREEMERGENCE HERBICIDES IN THE FALL BECAUSE THEY WILL MAKE REESTABLISHING TURF IN THE SPRING, FROM SEED, MUCH HARDER TO DO."

research shows that aggressive slit-seeding in spring using wide verticut blades (at least 3/16 inch wide) can be successful, the recovery

formulated on a granular fertilizer, the preemergence plus fertilizer product should be applied when the last granular fertilizer application is normally made. It is essential that the preemergence herbicide plus fertilizer product is watered in with 0.1 to 0.2 inches of water as soon after application as possible and certainly within 24 hours, to move the herbicide into the soil and minimize UV light degradation.

If the last granular fertilizer application is made after mid-October, recent research shows that nitrogen use efficiency drops drastically at this time due to low water use rates by the turf. Most nitrogen uptake by turf occurs along with the water that the turf plants take up, so if the turf takes up little water, little nitrogen is taken up.

If the preemergence herbicide is applied as a liquid, the application should take place when soil temperatures are in the 50 to 55 degrees Fahrenheit range or lower, when microbial activity is declining. Again, be sure to water in this application with 0.1 to 0.2 inches of water as soon after application as possible.

What rate do you recommend for a fall preemergence herbicide application?

The fall preemergence herbicide should be applied at half the high label rate and the second application, made in spring about four weeks after crabgrass seed has germinated, should also be made at half the high label rate. In my experience, a single preemergence application in fall, regardless of rate, is rarely sufficient to provide acceptable seasonlong crabgrass control in most locations.



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



LANDSCAPING PROFESSIONALS'
#1Choice for TOP DRESSER

Let the **Ecolawn** team help you. We provide free Demos, Financing, Marketing Tools, FAQ, Tips, & Contacts.

Call now: 802-673-9077
View it in action:
www.ecolawnapplicator.com

58 // **Golfdom** October 2014



This is MY Conference and Show

2014 CONFERENCE AND TRADE SHOW

NOVEMBER 17-19, 2014

MYRTLE BEACH CONVENTION CENTER

MYRTLE BEACH, SOUTH CAROLINA

Featuring:

- Championship Golf
- Sporting Clay Event
- Carolinas Night at the Beach
- More than 100 hours of education
- More than 100,000 sq. ft. of exhibits

Call (800) 476-4272 or visit www.carolinasgcsa.org



CICCOTESSIONAL NEW PRODUCT // IRRIGATION & BIOLOGICALS

KEEPING IT REEL

BIOLOGICALS, IRRIGATION AND OH, YEAH — SOMETHING FOR YOUR REELS, TOO.

BY SETH JONES // Editor-in-Chief

WE FIT AS MUCH AS WE COULD INTO THIS ISSUE,

yet we still get a little melancholy when it comes time for Professional Grade, because that means the end of the issue is near. But we still have some cool new products (*mmm*, donuts), innovative biologicals and a solitary bed-knife before we turn to the *19th Hole*.

Remember, to see your product featured here, just send us a description and a high-resolution photo to sjones@northcoastmedia.net.

1. Lynx Central Control System

Version 3.0 of TORO'S Lynx Central Control System connects golf course personnel to their irrigation control system. Enhancements include station percent adjustment for duration, forced sequential program operation and hole/area diagnostics for the GDC 2-Wire systems. Being able to change station runtimes for short periods helps users to not only save water, but also from having to remember to reset station times with the automatic duration countdown. The sequential program operation in Lynx 3.0 now allows users to specify the exact order in which the sprinklers operate to ensure even wetting of the turf or seedbed. Lynx also integrates with Toro's Turf Guard wireless soil monitoring system, which monitors soil moisture, salinity and temperature. toro.com

2. Rain Bird Integrated Control System

RAIN BIRD'S Integrated Control (IC) System links a course's central control directly with its rotors. By incorporating an Integrated Control Module (ICM) with each rotor, the IC System eliminates the need for decoders or satellite controllers. With fewer parts, the IC System is easy to design, install and maintain. It reguires up to 90 percent less wire and has simple design parameters that result in faster installation and a significant reduction in the cost of both materials and labor. Since control is built into the rotor, the IC System requires 33 to 50 percent fewer splice points, effectively diminishing opportunities for potential failure and simplifying expansion. Virtually unlimited electrical activation capacity also makes the IC System easier to expand as budgets allow.

rainbird.com/golf

3. Concrete Donut

Concrete Donuts protect sprinkler heads and the piping below from damage caused by mowers, edgers, string trimmers, cars, trucks, tractors and golf carts. This addition to irrigation systems was engineered by the Houstonbased company, CONCRETEDONUTS.COM. The donut

is made from concrete, utilizing a proprietary blend of mixtures, infused with fiber, to ensure strength. The product is dyed green throughout to blend into green surroundings. Purple donuts are also available for reclaimed water projects. This donut is tapered from the top of the donut to the bottom at an angle to aid in the displacement of weight applied.

concretedonuts.com

4.TurfTech Bio-Min

This easy-to-use bio-fertilizer spray is a cost-effective tool for improving soil fertility and tilth. TURFTECH'S biological components increase soil aggregation and add nearly one pound of slowrelease N per 1,000 square feet. Bio-Min also inhibits turf pathogens, needing fewer fungicide sprays, according to the company. The product also adds more than 60 minerals from volcanic deposits. According to research done over the past 25-plus years, Bio-Min treatments provide faster recovery from turf damage, increased hardiness and outstanding color.

soiltechcorp.com

5. Companion Biological | Fungicide

Companion Liquid Biological

Fungicide prevents, controls and suppresses a broad range of turf diseases including Anthracnose, Brown Patch, Dollar Spot, Summer Patch, Fusarium Patch, Pythium and Phytophthora. This **GROWTH PRODUCTS** fungicide provides an alternative to conventional fungicides for disease control. Companion contains high concentrations of the soil microbe Bacillus subtilis GB03. Bacillus subtilis GB03 quickly establishes colonies in the root zone, where it produces a broad-spectrum antibiotic that disrupts the formation of pathogen cells. GB03 also stimulates a turf's natural ability to fight disease through Induced Systemic Resistance (ISR). Companion can be used as a stand-alone fungicide or in conjunction with chemical fungicides. Recent trials with Companion at a leading turf university, used in a rotational program with lower rates of fungicides, resulted in greater disease control of dollar spot in creeping bentgrass fairways.

growthproducts.com

60 // **Golfdom** October 2014

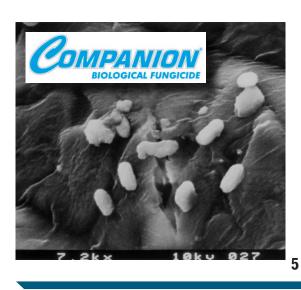












Golfdom.com October 2014 Golfdom // 61

Professional // BEDKNIVES

John Deere Bedknife

The JOHN DEERE bedknife heat-treating process ensures hardness is consistently maintained to allow for less wear and adjustments during the life of the bedknife. John Deere has a wide range of standard heat-treated bedknives that provide the quality performance and different cutting heights desired for greens, tees, fairways and rough, and these are standard on all Quick Adjust 5 and Quick Adjust 7 cutting units. The company also offers tool-steel knives, which provide a higher hardness rating when compared to the standard heat-treated knives. The tool-steel knife saves time otherwise spent backlapping, grinding and changing knives during the growing season. They require less time spent making adjustments, and wear characteristics increase the life of the bedknives two to three times over the standard heat-treated bedknives. deere.com





United States Postal Service Statement of Ownership, Management, and Circulation (Requester Publications Only)

- 1. Publication Title: Golfdom 5. Number of Issues Published Annually: 12
- 2. Publication Number: 1526-4270
- 3. Filing Date: 09/24/14

- 4. Issue Frequency: Monthly 6. Annual Subscription Price (if any):
- 7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®):
- North Coast Media LLC, 1360 East 9th St., Suite 1070, Cleveland, OH 44114
 Contact Person: Antoinette Sanchez-Perkins Telephone (Include area code): 216-706-3750 Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer) North Coast Media LLC. 1360 East 9th St., Suite 1070, Cleveland, OH 44114
- 9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)
 - Publisher (Name and complete mailing address):
 Patrick Roberts, North Coast Media LLC, 1360 East 9th St, Suite 1070, Cleveland, OH 44114
 - Editor (Name and complete mailing address):
 Seth Jones, North Coast Media LLC, 1360 East 9th St., Suite 1070, Cleveland, OH 44114 Managing Editor (Name and complete mailing address):
- Molly Gase, North Coast Media LLC, 1360 East 9th St., Suite 1070, Cleveland, OH 44114

 10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the
- publication is published by a nonprofit organization, give its name and address.)
 Full Name: North Coast Media LLC Complete Mailing Address: 1360 East 9th St., Suite 1070, Cleveland, OH 44114
- 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box. Complete Mailing Address:
- 12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes:
- ☐ Has Not Changed During Preceding 12 Months
 ☐ Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement.) 13. Publication Title: Golfdom
- 14. Issue Date for Circulation Data Below: August 2014
- 15. Extent and Nature of Circulation: Free to Qualified

b. Les

	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
tal Number of Copies (Net press run): glimate Paid and/ or Requested Distribution y mail and outside the mail) (1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 341. (Include direct written request from recipient, telenarkeing, and Internet requests from recipient, paid subscriptions including nominal rate	21,352	21,296
subscriptions, employer requests, advertiser's proof copies, and exchange copies,): (2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing, and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies,	15,380	14,542
and exchange copies.): (3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution	0	0
Outside USPS® : (4) Requested Copies Distributed by Other Mail Classes	109	108
Through the USPS (e.g., First-Class Mail®):	0	0

c. Total Paid and/or Requested Circulation (Sum of 15b (1) , (2) , (3) , and (4)):	15,489	14,650
d. Non- requested Distribution (By mail and outside the mail)		
(1) Outside County Nonrequested Copies Stated on		
PS Form 3541 (include sample copies, requests over		
3 years old, requests induced by a premium, bulk sales and		
requests including association requests, names obtained		
from business directories, lists, and other sources):	5,648	6,541
(2) In-County Nonrequested Copies Stated on PS Form 3541		
(include sample copies, requests over 3 years old, requests		
induced by a premium, bulk sales and requests including		
association requests, names obtained from business		
directories, lists, and other sources):	0	0
(3) Nonrequested Copies Distributed Through the USPS by		
Other Classes of Mail (e.g., First-Class Mail, nonrequestor		
copies mailed in excess of 10% limit mailed at Standard		
Mail® or Package Services rates):	0	0
(4) Nonrequested Copies Distributed Outside the Mail		
(Include pickup stands, trade shows, showrooms, and		
other sources):	210	100
e. Total Nonrequested Distribution [Sum of 15d (1), (2), (3) and (4)]:	5,858	6,641
f. Total Distribution (Sum of 15c and e):	21,347	21,291
g. Copies not Distributed (See Instructions to Publishers #4, (page #3)):	5	5
h. Total (Sum of 15f and g):	21,352	21,296
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100):	72.6%	68.8%
* If you are claiming electronic copies, go to line 16 on page 3. If you are not claim	ing electronic copi	ies, skip to line 17

- page 3.
- 16. Electronic Copy Circulation

No. Copies No. Copies of S ie During Issue Publishe g 12 Months Nearest to Filir

- a. Requested and Paid Electronic Copies
- b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)
- c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)
- d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c Í 100)
- I certify that 50% of all my distributed copies (electronic and print) are legitimate requests or paid copies.
- 17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the October issue of this publication.
- 18. Signature and Title of Editor, Publisher, Business Manager, or Owner:

Antoinette Sanchez-Perkins, Senior Audience Development Manager Date: 09/24/14

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

62 // Golfdom October 2014 Golfdom.com

COSTOS APP FOR iPad®



NOW/ AVAILABLE!

FREE

DOWNLOAD
IT TODAY!



Search Golfdom HD on the App StoresM

Direct link: http://itunes.com/apps/GolfdomHD

For more information, visit Golfdom.com



Noah Gessler

 ${f SUPERINTENDENT}\ /\!\!/$ The Golf Club at Dove Mountain, Marana, Ariz.

What can I get you? A cold beer, maybe a Newcastle.

One of my playing partners warned me about a cactus on the course that can literally shoot its needles at you if you get too close. Is that real? It's kind of a myth. There is a cactus called the Jumping Cholla, but it doesn't shoot anything. What happens is, if it hooks on to you, a whole piece will break off — it grows in segments. That's where the jumping myth comes from.

So you and Mandy have two kids (Brayden, 8 and Madelyn, 4.) Is your son playing sports? My son is into baseball. We do Little League baseball three or four nights a week. I coach his team.

Coaching can be a big commitment.

I enjoy it. It's a great escape, I love baseball and being with that group of kids. They're open-minded and eager to learn. I enjoy teaching them. I think there are times when the other coaches and I get into it more than the kids do. But the kids give a lot back to us by playing hard.



You're a sports nut... who all do you root for? I'm a graduate of the University of Arizona, so I'm a die-hard Wildcats fan. I'm also a Diamondbacks fan and an Oakland Raiders fan. Not a lot of good

things going for the Raiders lately...

"WATER IS OUR BIGGEST
CHALLENGE. WE ONLY HAVE
A FEW MONTHS OF THE
YEAR THAT WE CAN
RELY ON RAIN, AND
EVEN THAT ISN'T
ENOUGH TO COUNT
ON. THAT'S OUR
BIGGEST THING
TO OVERCOME,
BECAUSE THE
WATER IS ON THE
PRICEY SIDE. WE
DO AS MUCH HANDWATERING AS WE CAN."

As a Jayhawk and a Chiefs fan, I really hate your teams. Especially the Wildcats! When they beat the Jayhawks in '96, that was one of my most crushing sports defeats ever. It was '97, actually, the year we beat three No. 1 seeds to win it all. I'm on the flip side because that was one of the best moments I've ever had! I remember that season and those games vividly.

You guys hosted six of the WGC-Accenture Match Play

Championships. What was the best part of that experience? Just being a part of something with that magnitude, and putting your name on it. The neatest moment was this last one. We had a real exciting playoff between Jason Day and Victor Dubuisson. Not knowing if we were going to have to come out and get ready for it for another day... it was memorable. The four inches of snow we got the year before? That's a close second.

As interviewed by Seth Jones, September 30th, 2014.

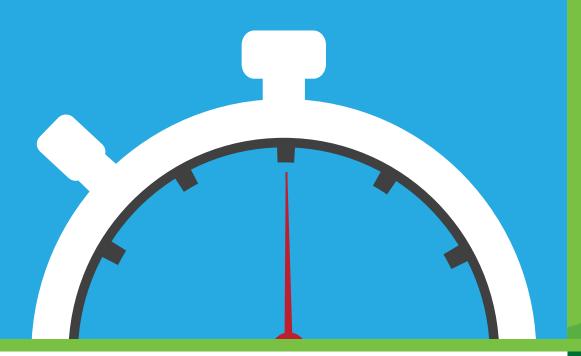
MAIN PHOTO BY: SETH JONES / SHUTTERSTOCK.COM (SCIENCE PHOTO)

The best time to order game-changing products is before the game begins.

Now's the time to score the biggest savings of the year. Lock in your yearlong GreenTrust™365 rebate during the Early Order Period: October 1 through December 8, 2014. If you place your order in October, you'll receive 3X Rewards Points. And you can also get up to 30,000 bonus points on select products during the entire Early Order Period. Think of the possibilities. Or, head online and discover them all for yourself with the new digital rebate calculators.

Visit GreenTrust365.com/Golf to get started.

@SyngentaTurf





syngenta®



Smithco.com