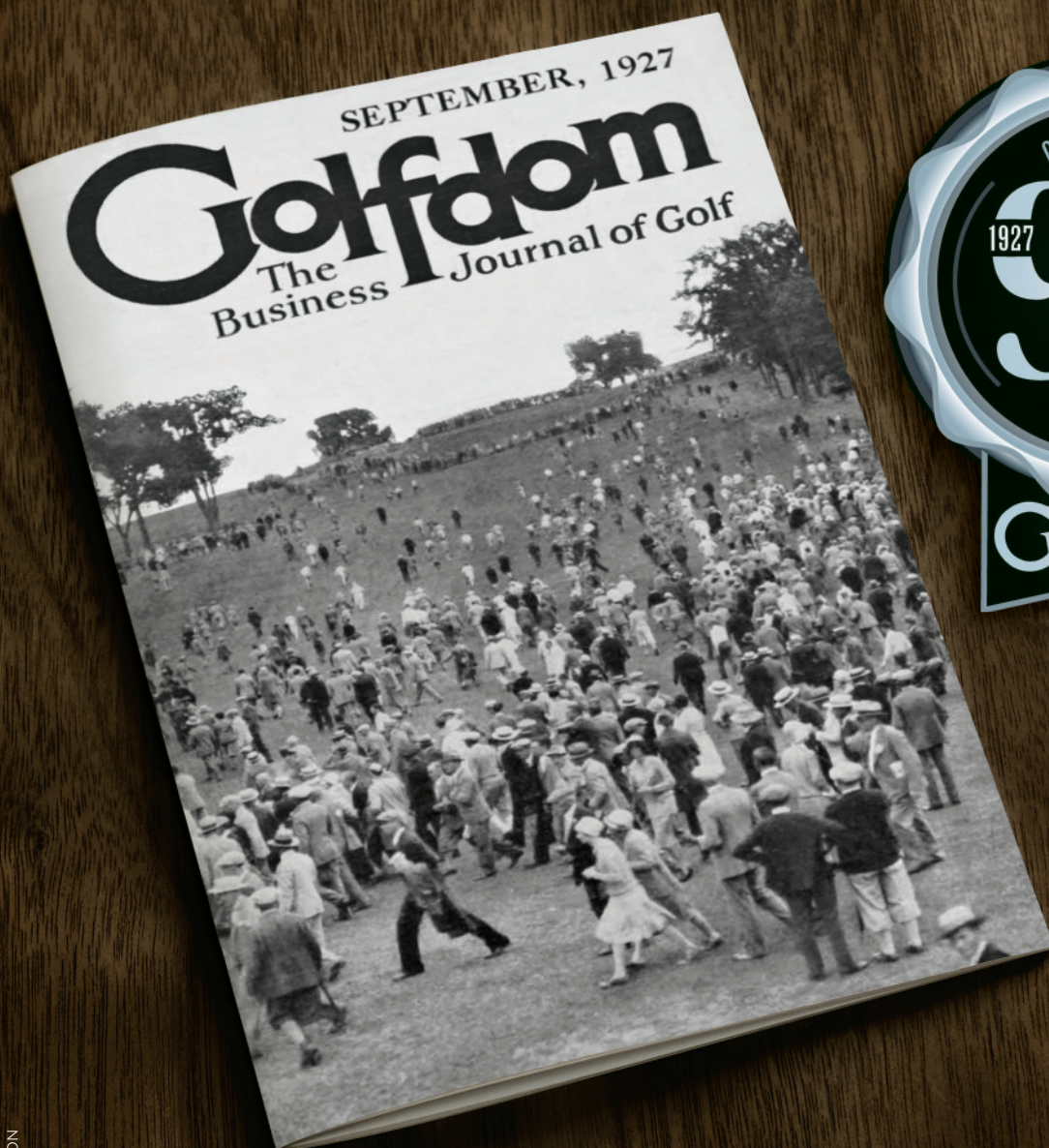


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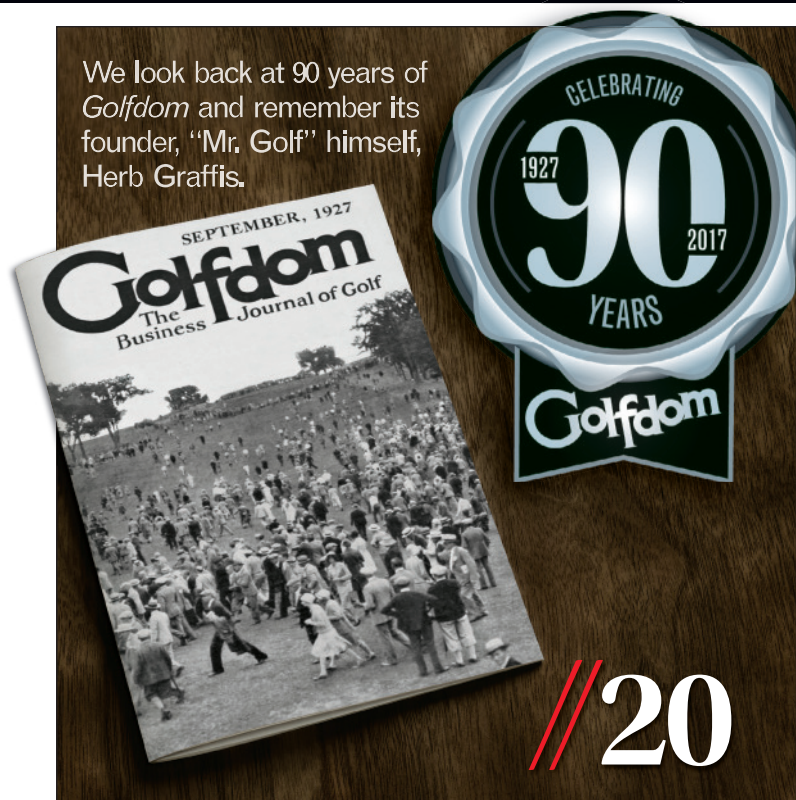
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**Great  
Golfdom  
collections**

// 32



We look back at 90 years of *Golfdom* and remember its founder, "Mr. Golf" himself, Herb Graffis.

// 20

## Thanks for the Memories

A look back at advertising over the years.



// 36

## COLUMNS

- // 6 **Keeping up with The Jones**—Seth Jones
- // 12 **The Walking Greenkeeper**—Joe Gulotti
- // 18 **Admiral's Cove**—Jared Nemitz
- // 50 **The Turf Doc**—Karl Danneberger
- // 52 **Clark Talks Turf**—Clark Throssell

## DEPARTMENTS

- // 8 **Starter**
- // 14 **Golfdom Gallery**
- // 54 **The Shop**
- // 56 **The 19th Hole**



## SUPER SCIENCE

- // 47 **Does temperature influence hydraulic oil injury?**
- // 48 **Brushing stress away, or causing it?**



## Renovation to Restoration

// 42



// 48



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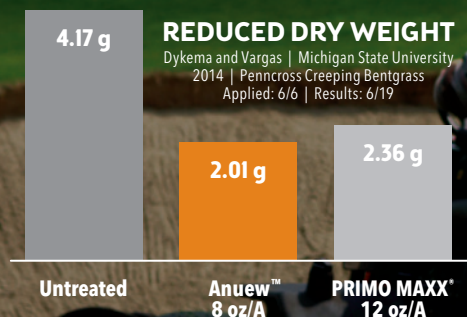


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“To be named the editor-in-chief of a magazine with a rich history was like being a longtime assistant superintendent and then being named the superintendent of a classic Donald Ross course.”

**SETH JONES**, *Editor-in-Chief & Associate Publisher*



Jones' 2002 Z28 Camaro, one of three Camaros he's owned. Not nearly as classic as *Golfdom*.

## Celebrating a rich history

**I**n December of 2010, I achieved a lifelong dream by being named the editor-in-chief of a respected magazine.

I think many of you can relate. I studied to be a magazine journalist, and worked as an assistant editor and an associate editor for a dozen years. To be named the editor-in-chief of a magazine with a rich history was like being a longtime assistant superintendent and then being named the superintendent of a classic Donald Ross course.

*Golfdom* was founded in 1927 by brothers Herb and Joe Graffis, and over the ensuing years this magazine has influenced generations of men and women working in the great game of golf. A look back at the *Golfdom* archive (available to everyone at [Golfdom.com](http://Golfdom.com)) shows the many stories this magazine has shared over the years. In 1928, Alister MacKenzie told readers, “the best golf courses are those, the holes of which have been designed and constructed to conform to the character of the ground at one’s disposal.” From

July to September 1943, the magazine published a special three-part series: “Golf in War.” In 1953, the magazine visited Tamarisk Club in Palm Springs, Calif., to visit the pro shop designed by Ben Hogan in the same year he would win the Masters, the U.S. Open and the Open Championship — golf’s triple crown. In 1977, *Golfdom* made the trip to Southern Hills CC, Tulsa, Okla., to see the work — three years in the making — that went into hosting that year’s U.S. Open, a tradition we continue to this day.

Knowing the rich history of *Golfdom*, when I first started, I just wanted to treat the magazine right. I’d like to think I’ve had a positive influence on the magazine while respecting the vision of its founders. We’ve been quick to cover the major stories of the day, from labor shortages to savage hurricanes. We created the Herb Graffis Businessperson of

the Year Award, presenting it annually since 2012. We’ve hosted the *Golfdom* Summit since 2011, a yearly meeting bringing together the top turf professionals from across the country. And we’ve branched off into new forms of media, from our *Golfdom* TV videos to our presence on Facebook and Twitter.

Consider this issue a celebration of the many men and women who were here before us, making *Golfdom* a vital publication for its readers. Consider it a thank you to those readers who make us viable. And, of course, this issue also serves as a thank you to our growing family of loyal marketing partners who have supported the magazine over the years. Without them, this magazine would not be possible. And thank you to the good people at Advanstar Communications who brought this magazine back to life, like how Chevrolet brought back the Camaro.

(I owned three of the fourth-generation Camaros, and I still like the revival of *Golfdom* better than any of them.)

In this commemorative issue, we talk to people who knew Herb Graffis personally (see page 20); we recall who Graffis was (see page 26); we present the vision for the magazine when it was relaunched in 1999 (see page 30); and we share some of the vintage advertising that appeared in the magazine over the years (see page 36).

So why give tribute to a man whom I never met? Why celebrate the 90th anniversary of a humble little golf magazine?

Because we’re honored to carry on the magazine’s name and our connection to Mr. Graffis. It’s not hyperbole to say that Graffis, who was editor of this magazine for 50 years, was a legend in this business, and that *Golfdom* has been an important part of this industry for generations.

So I raise a glass to the Graffis Brothers and their vision to start *Golfdom* nine decades ago. Thanks for helping this journalist’s dream come true, and for helping generations of professionals along the way.

Email Jones at:  
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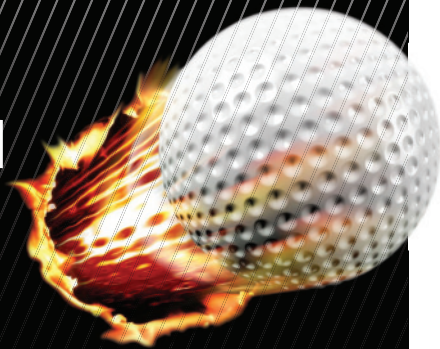


**JACOBSEN**



# Starter

NEWS, NOTES AND QUOTES



## // BACK TO SCHOOL



Superintendents from around the country learned from Wake Forest University's faculty about financial management, negotiations, leadership and staff management.

## SBI: THE THREE-DAY MINI-MBA

TWENTY-SIX SUPERINTENDENTS TRAVEL TO WINSTON-SALEM, N.C., FOR AN EDUCATIONAL OPPORTUNITY THEIR TURF DEGREE STUDIES NEVER GAVE THEM.

BY GRANT B. GANNON // Associate Editor

➔ A selected group of 26 superintendents from across the United States traveled to Winston-Salem, N.C.'s Graylyn Estate for the ninth annual Syngenta Business Institute.

The three-day education program consisted of three- to four-hour classes on financial management, negotiations, leadership and staff management led by professors at Wake Forest University's School of Business. The goal of the classes and their respective instructors was not to talk at the attendees, but rather to create a conversation and include the superintendents in the class.

"I was kind of nervous when I saw the itinerary because there was a lot of material to cover and I was wondering if I could stay engaged that long," said Jared Stanek, superintendent at Des-

ert Willow Golf Resort, Palm Desert, Calif. "But the classes just flew by, and the instructors were just so great. It really far exceeded my expectations."

Throughout the program, attendees were encouraged to share their ideas with the group and work in pairs to brainstorm ideas to solve problems. They also participated in activities that made them think about concepts in ways they may not have before.

"Any superintendents who are looking into improving their staff and themselves from a leadership standpoint, SBI is a must-attend," said Jonathan Heywood, superintendent at Morris County Golf Club, Morristown, N.J. "Whether you're confident in your abilities or not, it's a place to come to hone and sharpen your skills."

## // D.C.-YOU LATER

### TAX REFORM A DOUBLE BOGEY FOR THE GOLF INDUSTRY

The Senate passed sweeping tax reform late last December by a vote of 51-48, and now some are predicting the new legislation, signed into law by multi-course owner President Donald Trump, could "severely harm" the golf industry.

Fox Business recently reported the new bill removes the tax break that allowed businesses to deduct up to 50 percent of entertainment, amusement or recreation expenses related to genuine business-related activities.

However, that exemption still applies toward the cost of business meals. So, professionals could conduct less business during a full-priced round of golf.

Jay Karen, CEO of the National Golf Course Owners Association told Fox Business that the industry will be affected but it's difficult to estimate if the results will be large or small.

## // MO-A POA

### TURF TRANSITION MOVES 2019 U.S. AMATEUR FOUR-BALL CHAMPIONSHIP FROM CHAMBERS BAY

The 2019 U.S. Amateur Four-Ball Championship will be relocated from Chambers Bay in University Place, Wash., to Bandon Dunes Golf Resort in Bandon, Ore., to accommodate a turfgrass transition project at Chambers Bay.

The ongoing project will transition the putting surfaces from fescue to *Poa annua* and provide long-term benefits to the facility, according to Matt Allen, general manager of Chambers Bay.

The 2019 U.S. Amateur Four-Ball Championship will be played May 25-29. The U.S. Amateur Four-Ball requires two courses for the stroke-play portion of the championship. The specific courses at Bandon Dunes to be used for the 2019 U.S. Amateur Four-Ball will be announced later.

Chambers Bay will host the 2021 U.S. Amateur Four-Ball Championship. The Home Course, in DuPont, Wash., will serve as the stroke-play co-host.



## // PREMIUM PROJECT

# Minn. course's ecological investment reaps reward

➔ Keller Golf Course Superintendent Paul Diegnau, CGCS, and the Ramsey-Washington Metro Watershed District (RWMWD) recently earned Project of the Year honors from the Minnesota Association of Watershed Districts for their ecological restoration work to the St. Paul area course.

Diegnau and RWMWD staff accepted the award at the organization's annual meeting in recognition of a 15-year partnership for the course, which has created urban wildlife habitats while protecting local waters from runoff.

RWMWD first partnered with Diegnau in 2003 and provided technical and financial support to install a natural vegetative buffer around a water hazard. In 2012, the course underwent a \$12 million renovation and was closed for two years while work was completed on fairways and greens. This provided an opportunity for a

\$250,000 ecological restoration project funded by RWMWD, Ramsey County and the Minnesota Board of Water and Soil Resources.

Today, the course has earned Audubon Cooperative Sanctuary certification, boasts 26 acres of restored natural areas, and a mix of native prairie, wetland and woodland habitat provides homes to wildlife. More than 75

percent of the course's water runoff is directed into a large infiltration basin, which reduces nutrient loading into the nearby Lake Phalen chain of lakes.

"From my perspective, Keller Golf Course is setting

an example for others to follow," said Diegnau. "By exposing golfers to our natural areas and incredible pollinator habitat, I hope they see how well the game of golf can coexist with the environment."

To learn more about Keller Golf Course's project, visit [golfdom.com/category/industry-news](http://golfdom.com/category/industry-news).

**"From my perspective, Keller Golf Course is setting an example..."**

## // SUPER SALES

# HARRELL'S NAMES SALES PROFESSIONAL OF THE YEAR

Harrell's Territory Manager Sean Klotzbach recently was named Harrell's Sales Professional of the Year.

Sean joined Harrell's in 2012 after 20 years as a golf course superintendent in both Florida and New Jersey. He manages accounts in Central Florida, and is a graduate of Rutgers University.

Sales Professional of the Year is determined by a wide range of leadership criteria, including overall professionalism, embracing company philosophy, customer relationships, attitude in general and performance, according to the company.

"Sean is often seen going the extra mile to service his customers with personal deliveries, if needed, to help them manage agronomic emergencies," says Jack Harrell, III, senior vice president of turf sales South. "He approaches problems with optimism and a friendly, caring nature. We are pleased to name him Sales Professional of the Year."



Sean Klotzbach

## // ONE TICKET TO PARADISE

# DONATING YOUR WAY INTO THE 2018 GOLFDOM SUMMIT

Invitations to *Golfdom's* annual Summit are few and far between, but there is a way one lucky superintendent can ensure that he or she will be making the trip this year, while supporting the industry at the same time.

*Golfdom* has donated one 2018 Summit invitation to the Environmental Institute for Golf (EIFG) as a part of the 2018 Golf Industry Show Silent Auction. The auction will begin on Feb. 1, but bids will be accepted until Feb. 19.

The package includes airfare, food, beverage, golf for one and attendee package for the 2018 *Golfdom* Summit in Orlando, Fla. The 2018 Summit will be held at Reunion Resort in early December 2018.

Remember, proceeds from the auction will benefit the EIFG. So don't be bashful and prove how much superintendents support their industry.

# Golfdom Summit



Staff from Ramsey-Washington Metro Watershed District and Keller Golf Course accept the Minnesota Association of Watershed Districts' Project of the Year.





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"Trees are the native hazard in American golf, unlike bunkers, which are a plagiarized form of punishment..."

**JOE GULOTTI**, *superintendent, Newark (Del.) CC*

## Regretting the chainsaw

**I**t seems greenkeepers everywhere are keeping their chainsaws fine tuned in a readiness to mow down trees like that villainous wizard, Saruman the White... "*The roots are strong ma' Lord.*" But trees really are awesome, and the current trend that's coalescing through our business is totally screwing with my inner hippie.

I've always been intrigued by trees, an interest spawned during my childhood from the many hours I spent hanging out in the woods. Whether it was getting into nonsense with my friends, building forts, or just simply escaping from the doldrums of suburbia, being among the trees always felt like a sanctuary away from the real world, a place where you could just be yourself.

When Oakmont obliterated nearly every tree on its property, I had mixed feelings about it. I understood the idea of bringing this epic course back to its original design, and while viewing the 2016 U.S. Open, I honestly liked what I was seeing. But every single tree? It seemed extreme.

Trees are the native hazard

in American golf, unlike bunkers, which are a plagiarized form of punishment stolen from our friends playing golf across the Atlantic. And in all honesty, I can't remember many famous bunker shots. But I recall some epic shots involving trees.

Who can forget Sergio Garcia clipping one off the roots at Medinah or Y.E. Yang's confident hybrid shot sailing over the trees to within feet of the 18th flag during the PGA Championship? That shot was amazing, and it pretty much kicked off the downfall of Tiger Woods.

But perhaps the most memorable shot in majors history was everyone's favorite lefty, Phil Mickelson, striping one off the pine straw between two trees at Augusta

National. I really thought Phil was going to choke as he lined up that shot, but when his Callaway nestled to within a couple of feet of the flagstick on 13, I realized that old gambler had just assured himself a third green jacket.

Even though I might hug the occasional tree while also appreciating the skill it takes to maneuver around them while playing, it doesn't mean I'm not down with firing up the Stihl. The course I currently manage has hundreds of trees that need to go. We have white pines blocking direct lines of play from fairway bunkers, overhanging sycamore limbs inhibiting back swings, and worst of all, a ton of poplars surrounding two crucial putting surfaces, blocking valuable sunlight

and air, while constantly raining down their litter.

I fully comprehend that these trees need to go, particularly those poplars. They're behemoths making my task of managing the two aforementioned putting surfaces quite tricky in the throes of summer. They require my utmost attention when temperatures and humidity begin to surge, making this area on the course feel like southeast Asia. It's literally like trying to grow grass in a dome. So, to enhance turf performance, our chainsaws have been singing the past couple of winters.

But every time we "Sarusman" a poplar or "Bunyan" a sycamore, I can't help but wonder how much these trees have witnessed. They've beheld the gutta percha, niblicks, mashies and the struggle of women not being able to play. They've seen beautiful summers, harsh winters, urination, plus countless greenkeepers that found solace beneath the shade of their canopies.

I got into this greenkeeping business because of the connection I feel with the Earth. To me, trees are such an integral piece of this kinship, so it does pain my soul when I hear a felled tree pummeling the ground. I understand it's part of my job, but for the 20 years I've been doing this and all the trees I've seen cut down, I can honestly say, not once has it ever felt right.

**Joe Gulotti** is the superintendent at Newark (Del.) CC. To read his blog, visit [thewalkinggreenkeeper.com](http://thewalkinggreenkeeper.com).





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# Golfdom Gallery

ANNIVERSARY  
EDITION



**1 Family affair** (L to R) Ben Chevlin, Herb Graffis, Joe Graffis and then-*Golfdom* Publisher Bob Abramson attend the 1969 GCSAA Father and Son Luncheon. This annual event was sponsored by *Golfdom* for years and at its height would see close to 100 father and son superintendents in attendance.



**2 Think we could take this off-roadin'?** (L to R) Dave Marmelstein, Indian Hills C.C., Ft. Salonga, N.Y., and Joe Alozzi, Huntington (N.Y.) Crescent Club, check out one of Toro Co.'s latest and greatest pieces of equipment at the 1976 GCSAA show in Minneapolis.



**3 "It's really him!"** We can't tell if (left) Joe Oppenheimer, the AMF Ben Hogan Co.'s southern California territory district manager, was more excited about receiving the company's 1975 Master Salesman Award or getting his picture taken with nine-time major champion Ben Hogan.



**4 Educational vacation** Five years after retiring, turfgrass industry pioneer O.J. Noer traveled to Hawaii, the Philippines, Hong Kong and Japan to see how golf courses were maintained on the islands. He wrote about his trip in the April 1965 edition of *Golfdom*. Noer poses for a photo at Kasumigaseki Golf Course with a female caddy and the course superintendent, Mr. Shiokawa.



**5 Stand by your man** In a tradition that continues today, a group of superintendent wives — (L to R) Mrs. Harold Stodola, Mrs. Stan Graves, Mrs. Charley Burns, Mrs. Don Boyd and Mrs. Edith Butler — joined their husbands at the 1941 Greenkeeping Superintendents Association's annual conference in Detroit.



PHOTOS BY: GOLFDOM ARCHIVE (1-5); PETE SELTZER (6); COURTESY OF OAKMONT (7); SEAN LIPFORD (8); SETH JONES (9, 10); COURTESY OF BOB COOK (11)





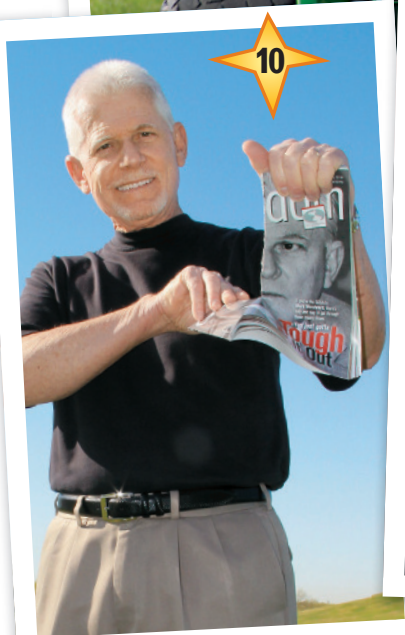
**6 Ms. 59 and the Atlanta Athletic Club crew** Taken at the 2015 *Golfdom* Summit, former AAC assistants Kasey Kauff (now superintendent at Trinity Forest GC, Dallas), Tyler Andersen (now superintendent at University of Texas GC, Austin) and Kyle Johnson (now superintendent at Carolina CC, Raleigh, N.C.) pose for a photo with Annika Sorenstam.



**7 The day the Stanley Cup came to work** In 2009, the Stanley Cup — won by the Pittsburgh Penguins — visited the maintenance facility at Oakmont (Pa.) CC. Oakmont's then-superintendent, John Zimmers (now superintendent at Inverness Club, Toledo, Ohio), is to the right of the cup, and current Oakmont Superintendent Dave Delsandro sits to the left.



**8 Jonesy and Feherty** *Golfdom* EIC Seth Jones (left) caught up with David Feherty at the 2012 AT&T Pebble Beach Pro-Am, where the two talked about Feherty's short-lived career working on a golf maintenance crew in Ireland (he left a tractor in neutral; it rolled off a cliff).



**9 One heck of a hayride** At the 2015 PGA Championship, Wisconsin State Troopers stopped traffic to allow this flatbed full of maintenance workers to move to the south end of the Straits Course at Whistling Straits.



**10 Grip it and rip it** For our April 2011 cover, a fitter, happier Mark Woodward took great delight in ripping in half the January 2010 issue of *Golfdom*, which featured a somber photo of him during his tenure as GCSAA CEO. Woodward is now the director of agronomy at Whisper Rock GC in Scottsdale, Ariz.

**11 Put 'er there, Mr. Palmer** Long-time Superintendent Bob Cook appeared in the December 2014 issue of *Golfdom* with our favorite reader (and longtime friend of Herb Graffis), the one and only Arnold Palmer.



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"If we do not address the major challenges facing the turf industry right now, it won't matter how many golfers we attract. They may not like the product they are getting."

**JARED NEMITZ**, superintendent, *The Peninsula Club, Cornelius, N.C.*

## The ongoing effort of retaining new golfers

**A**nother year has come to a close, and my thoughts turn to winter projects, early-order programs and a little more time with the family. When things slow down, I also have time to reflect on the past year, analyze my failures and successes at the golf course, and create a plan for the new year.

We have a team that does an excellent job for our members. In order to maintain that level of excellence, we have to pinpoint where improvement is needed. Like the golf industry, the team is strong overall but still faces many obstacles.

Simple measurements point to a growing industry, with rounds increasing and more golf courses spending money to improve their product. But broad metrics are not the only measurement tools available.

In my weekly staff meetings, I like to discuss how important it is to acquire new golfers and retain those golfers. The club consistently spends time and resources reaching out to potential members. However, the work does not stop there. Once we

get those new members, it's even more important to make sure we keep them. Retaining members is how we grow our club and put it on a solid financial footing.

There are common themes in making the golf industry more successful: Attract more women, kids and millennials to the game. Offer a variety of different ways to play. Change the rules and tools to make it more fun.

Sometimes, concentrating on the larger metrics of the golf industry causes us to overlook what is happening in the trenches — the day-to-day operations of the golf course. It is like a restaurant. If the back of the house is falling behind, the front of the house will too.

Consequently, decisions by superintendents and clubs

have direct implications for the overall success of the industry. If we do not address the major challenges facing the turf industry right now, it won't matter how many golfers we attract. They may not like the product they are getting.

The overall goal of every superintendent on their golf course is to meet or exceed expectations. Clubs are reaching a point where tough decisions must be made that will make meeting those expectations more and more difficult.

Challenges such as community noise ordinances, dealing with Washington political issues such as immigration policy and WOTUS and regulatory restrictions on new herbicide chemistries all have direct implications on the ability of the superintendent

to offer a product that will be accepted and enjoyed. Issues of how and when the course is maintained will either make golf more accessible and more affordable or less accessible and more costly.

Labor shortages and a lack of new assistant superintendents and trained mechanics will have an impact on the bottom line of budgets. Assistants are fleeing to jobs that offer 40-hour work weeks, weekends off and pay more than \$40,000 per year. Most clubs cannot just raise budgets to accommodate such drastic pay increases. The successful operation will be able to find a way to meet expectations without reducing quality.

If we are not working to find solutions to these ever-mounting challenges, maintenance standards will be negatively affected and we will be unable to keep the golfers we are working so hard to attract.

Without focusing equally on acquiring new golfers and retaining them, the golf industry faces a vicious cycle. However, the turf industry is doing well. It is strong because we have great people working together — salespeople, course managers, associations and government agencies. But as the golf course industry continues to adapt, it is important to remember, identify and correct the everyday challenges facing superintendents in the trenches.

Jared Nemitz is superintendent at The Peninsula Club, Cornelius, N.C. He can be reached at [jared.nemitz@thepeninsulaclub.com](mailto:jared.nemitz@thepeninsulaclub.com) or followed at [@jarednemitz](https://twitter.com/jarednemitz).



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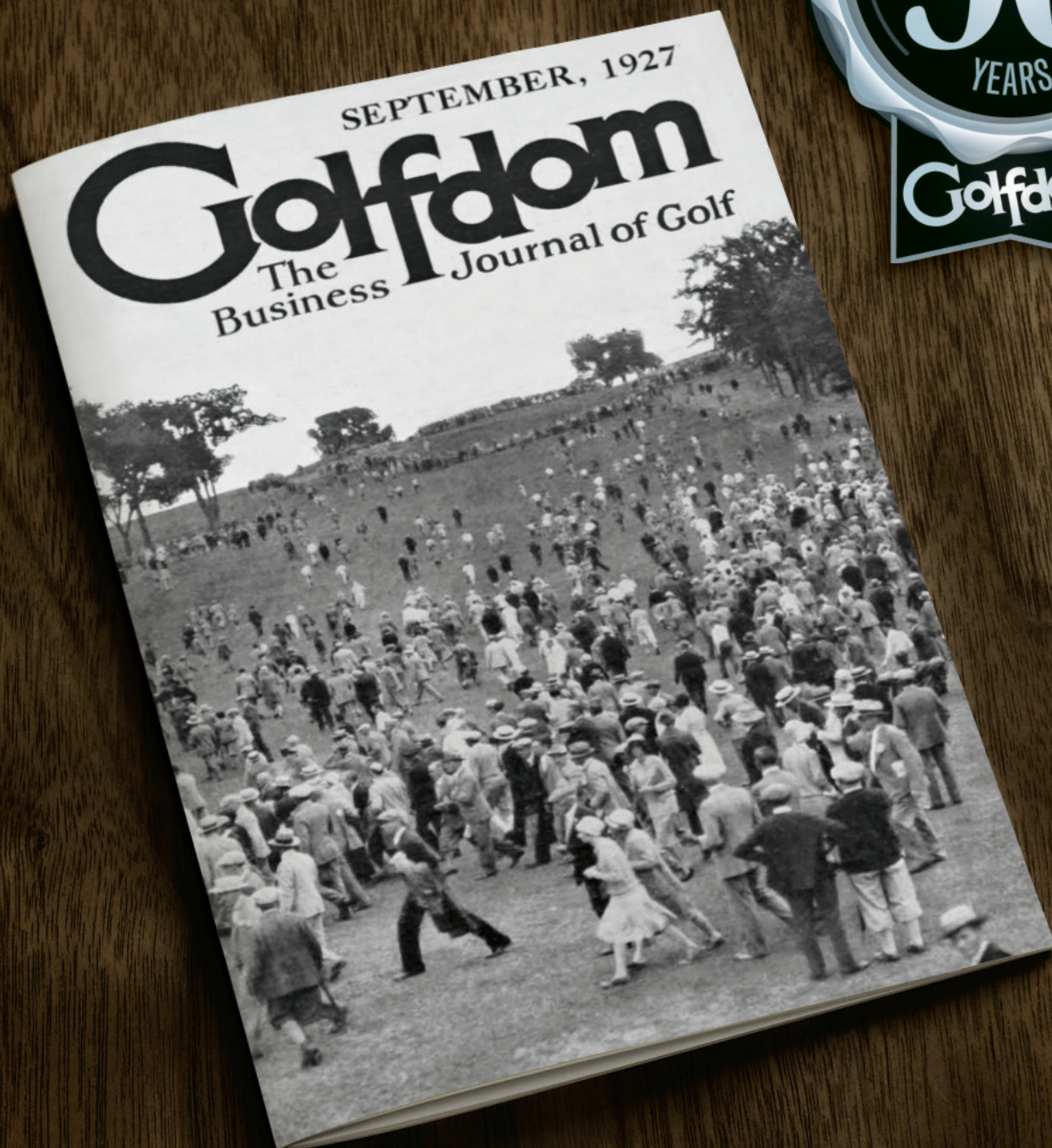
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Though he's been gone for decades, those who knew Herb Graffis well have lasting memories of the man known as "Mr. Golf."







# *Memories* of Mr. Golf

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BY SETH JONES AND GRANT B. GANNON

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**R**ees Jones likes to recall the good humor of Herb Graffis by looking back at one of the hilarious letters Graffis wrote to his father, Robert Trent Jones Sr. (see page 22 for the letter).

"This was Herb Graffis," chuckles Jones, "The Open Doctor," when speaking of *Golfdom's* founder, the same man who founded the National Golf Foundation, the Club Managers Association of America and the Golf Writers Association of America. "He always had a twinkle in his eye. He loved life, he loved his friends, he loved to be funny and he loved to write."

## **Keeping up with Jones**

Graffis was born in 1893, a native of Logansport, Ind. He and his brother Joe founded *Chicago Golfer* in 1927, *Golfdom* in 1927 and

*Golfing* in 1933. According to the World Golf Hall of Fame, the Graffis brothers almost went broke in 1936 while creating the National Golf Foundation. But that didn't stop Herb from experiencing a lifetime in golf, including being honored in 1977 as the first journalist inducted into the World Golf Hall of Fame, which noted, "His greatest contributions to the game came not from what he wrote, but through the conception of his ideas."

Robert Trent Jones Sr. and Herb Graffis were lifelong friends, and Rees Jones to this day believes his father would not have been as successful were it not for the help of Graffis and *Golfdom*.

"*Golfdom* and my father go back to the 1930s, Rees Jones says. "*Golfdom* was the magazine

*Continued on page 22*





*Continued from page 21*

that tells you the nuts and bolts of the industry. Herb Graffis always knew where all the projects were, he always knew what was going on, and he would relay that to my dad. And *Golfdom* is still that today... I'm very proud to be associated with the magazine."

James R. Hansen, Ph.D., author of the book, "A Difficult Par," about the life of RTJ Sr., agrees with Rees Jones' assessment.

"(Jones') communication with the Graffis brothers really opened the window on golf and what was going on in other parts of the country, especially in the Midwest," Hansen told *Golfdom*.

"Jones was a regular advertiser and a regular letter writer

(to) the Graffis brothers,

and in turn, they sort of scratched each other's backs. Jones' first course in the Midwest was a connection the Graffises gave him. The relationship with Jones and the Graffis brothers was very important to Jones, especially early in his career."

The last time Rees Jones saw Graffis was at the American Society of Golf Course Architects meeting in 1977, the same year Graffis was inducted into the World Golf Hall of Fame. Jones says that despite ailing health, Graffis never changed, even in his later years.

"He never lost his spirit, no matter that he was losing his eyesight or his mobility," Jones says. "He never won a single tournament, but he won a lot of hearts. He left a phenomenal legacy for the game of golf."

### A golf prophet

Gary Wiren, Ph.D., is a member of the PGA Hall of Fame and World Golf Teachers Hall of Fame. Regularly recognized in *Golf* magazine

as one of America's top 100 teachers, Wiren is senior director of instruction for all Trump golf properties, teaching out of Trump International Golf Club in West Palm Beach, Fla. He has authored 14 golf books, including 1990's "The PGA Teaching Manual: The Art and Science of Golf Instruction."

Wiren still has some of the letters Graffis wrote to him, and says that even though Graffis has been gone for almost 30 years, he still considers himself a friend and fan of the man.

*Continued on page 24*

## Golfdom

*Excerpt from a letter from Herb Graffis to Robert Trent Jones Sr., written Aug. 17, 1970.*

Dear Trent:

Soon there may be a new award in golf, The Scum Trophy, to be awarded annually to the tournament professional with the worst manners. And at the presentation, the ill-bred winner will show his appreciation by returning all the prize checks he got during the year.

The old poet (who) wrote you couldn't make a velvet purse of a sow's ear might be amazed to see how you can make a golf tournament star of a pig's ass; in fact the uncouth bum will do the job without any help.

I cannot say much for the job by golf writers during this development of destructive stupidity. The smart old golf writers who weren't handcuffed by dependency on pro stars saved golf from ignorant pros' offenses.

Those writers did the pros a lot of good. I remember how Sarazen used to criticize National Open courses just to get his name in the papers... and our Gene was hungry for that. But Westbrook Pegler wrote a column saying, in effect, if that caddie doesn't like the course on which he is being allowed to play for a chance at far more money than he's worth in honest labor, why doesn't he stay out of the tournament, join the club, pay dues and have the course built the way he wants it? Or shut up. Who sent a cab for him?...

And that was a fortunate change of life for our Gene. He began to get good manners and show some of the polish to which he was exposed. I admire Gene one hell of a lot. He had the brains enough to see the difference between class and sewage and go for class...

*Herb Graffis*





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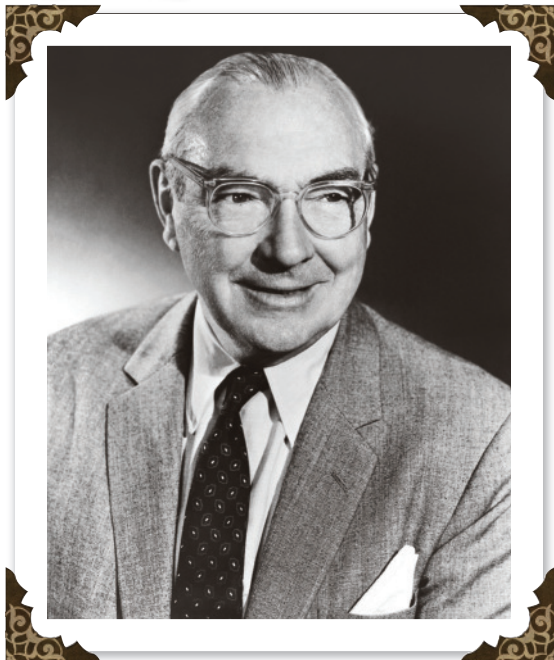
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“Graffis was a sports writer, an editor, a newspaper and magazine columnist, he wrote for *Esquire*, he was a war correspondent, a television personality, an advertising executive, an idea man, a publisher, a promoter. He was an entrepreneur.”

**JERRY TARDE**  
*Golf Digest*

*Continued from page 22*

“He loved to have fun, he understood that golf needed to be more fun, more enjoyable, and that’s why he wanted to have driving ranges with beer gardens,” Wiren laughs. “It has come true now in the last 10 years, where we have the triple-decker ranges where people can drink and eat and hit balls at the range.”

Wiren calls Graffis a “prophet” for such ideas as the driving range with the beer garden, but also for founding the National Golf Foundation with his brother Joe, for starting various publications like *Golfdom*, *Golfing* and *Chicago Golfer*, and the idea of promoting the game to the masses.

“Herb wasn’t interested in grip, stance and swing. He was interested in having the game be more attractive to all types of people,” Wiren says. “(Herb and Joe) were not just pandering to the moneyed and private golf world. They were very much into public golf and promoting golf to municipalities and places where public golfers could play. The idea that golf was for all people, it wasn’t just for the elite — that was pretty strong with Herb.”

### **Insightful, funny and salty**

Jerry Tarde, chairman and editor-in-chief of *Golf Digest*, has been with the magazine since 1977. He first met Graffis during his days as a student at Northwestern University in Chicago in the early 1970s.

There are three American journalists in the World Golf Hall of

Fame, and Tarde had the honor of inducting two of them: Herbert Warren Wind (2008) and Dan Jenkins (2012). He was just getting his start at *Golf Digest* when Graffis was inducted in 1977. But last year at the National Golf Foundation’s Golf Business meeting, Tarde was asked to speak about Graffis on the NGF’s 80th anniversary. Tarde was happy to recall the man whom he first met at a Chicago trade magazine cocktail hour.

“That night in Chicago when I was a kid without a job, Herb Graffis took me under his wing and became my great encourager,” Tarde told the group. “He was born in 1893, so I met him when he was about 83. He lived to 95. It was one of my first lessons: Always find the oldest guy in the room and go talk to him.”

Tarde said that Graffis was the best storyteller he ever heard, even if he was sometimes... blue.

“He was insightful, funny and salty. His vocabulary was an education in backstreet biology,” Tarde laughed. “He was the consummate after-dinner speaker in golf, in a different time... women and children had to be cleared from the room before he spoke.”

Tarde went on to tell several stories of Graffis, read excerpts of his writings and honor his mentor with a final toast. “I only knew (Graffis) when he was legally blind, for the last dozen years of his life,” Tarde concluded. “He could make out only basic shapes. He followed golf in the end by watching it on television. He saw more as a blind man than most of us see with our sight.”

*Continued on page 26*



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{ Originally published in the January 1999 issue that re-launched Golfdom. }

# Mr. Golf's magazine

From the Roaring '20s through the Age of Aquarius, Herb Graffis' *Golfdom* was the source

BY JIM BROOKS AND GOLFDOM STAFF

**"When *Golfdom's* first issue appeared in February 1927, Charles Lindbergh had taken his big chance, Calvin Coolidge was settling into the president's chair and Americans were taking long shots on the market and prohibition booze. Nearly 4,000 golf courses existed in 1927, the majority of which were nine holes. Looking at those courses as a potential market as well as a playground, *Golfdom* started as the first golf business journal."**

**HERB GRAFFIS**  
Co-founder of *Golfdom*

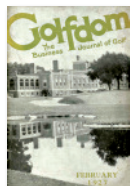
**T**hey called him "Mr. Golf." No name could be more fitting for Herbert Butler Graffis. His achievements — often accomplished in partnership with his younger brother Joe — speak volumes about his impact on the game:

- Launched *Golfing*, the predecessor to *Golf* magazine, in 1933.
- Created the National Golf Foundation in 1936.
- Joined up with Grantland Rice to found the Golf Writers Association of America.
- Ghost-wrote Tommy Armour's classic instruction book, "How to Play Your Best Golf All the Time."
- Helped organize the first GCSAA Conference in 1928.
- Spearheaded the first PGA Show.
- And 72 years ago this month, he and his brother began publishing a modest, digest-sized magazine called *Golfdom*.

## The Industry's Bible

Designed to serve superintendents, professionals and club managers, *Golfdom* was the industry's first business journal. It fea-

*Continued on page 28*



**February 1927**  
The first issue of *Golfdom*, *The Business Journal of Golf*, is published in Chicago by Editor Herb Graffis and his brother, Advertising Manager Joe Graffis.

**1936**  
*Golfdom* founder Herb Graffis founds the National Golf Foundation, whose mission is "To Keep Golf Businesses Ahead of the Game."



**January 1942**  
Graffis writes "There is a firm and calculating determination to make the game a substantial (wartime) contributor to the strength and morale of the nation."



**February 1960**  
*Golfdom* reviews "the trying and horrible year of 1959," when heat and drought "brought forth tales of woe from everyone..."

**November 1928**  
The magazine mentions Greenkeeper John MacNamara's belief that "every time a greenkeeper saves a dime, the standards of maintenance advance and there goes the dime — and some more."



**May 1936**  
An ad suggests to *Golfdom* readers that, "If at first you didn't try Pabst — try again!" The new TAPaCAN "seals in brewery goodness" and "stacks easily."



**January 1956**  
In its "Turf Round-Up," the magazine notes that "Polycross, now named Penncross... seems to have great possibilities and is deserving of further testing..."



**April 1968**  
In "Confessions of a Superintendent," an anonymous writer states that "any super... could find another job (say milk truck driver) and make more money."







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Continued from page 26

tured articles on everything from turfgrass diseases to table settings. It was a smorgasbord of content that educated, inspired, compelled and even preached.

Looking back at *Golfdom* is like taking a trip through the history of American golf. Alistair MacKenzie wrote on design. Sam Snead and Gene Sarazen were contributors. Legendary researchers like O.J. Noer, Joe Duich and Jim Beard used the pages of *Golfdom* to raise the standard of turfgrass science. *Golfdom*'s content helped to introduce and shape the practices that every superintendent, professional and manager use today. It was, quite simply, the industry's bible.

## The Agenda

Perhaps more important than the articles was the agenda. Graffis used *Golfdom* as a bully pulpit to prod the industry into the modern era. He believed that the growth of golf was inextricably linked to the professionalism of the people who managed the clubs, taught the game and managed the playing field.

Above all, he was a tireless advocate of superintendents. He used the pages of *Golfdom* to crusade for things taken for granted today: collegiate turf programs, continuing education, research, better compensation and benefits, improved maintenance facilities and, most of all, professional recognition. Graffis is credited with popularizing the title "golf course superintendent."

"Sooner or later, clubs have to face up to the fact that it takes more than a man with a strong back and a green thumb to handle

Herb Graffis had a pulse on the golf industry for almost 50 years. Before there was social media, *Golfdom* kept its readers updated on events from coast to coast.

the job," he wrote. "Lack of good planning and failure to make intelligent use of modern materials and equipment can easily

Continued on page 30



### January 1974

*Golfdom* research reveals that golfers have become "active sportswear enthusiasts" and that "fashion appetites of today's golfer were the most capricious."



### January 1999

*Golfdom* re-emerges after 23 years as a monthly publication for superintendents, promising it will "always be relevant" and "will focus on solutions."



### January 2011

*Golfdom* names Seth Jones as the magazine's editor-in-chief. Photos of Jones — seemingly endless photos — become a magazine staple.

### January 2018

*Golfdom* celebrates the 90th anniversary of the magazine's 1927 introduction.



### August 1976

After brother Joe's death, Herb Graffis sells *Golfdom*. It becomes *Golf Business*, and after going through several ownership and name changes, publication ceases in 1981.

### February 1989

*Golfdom* founder Herb Graffis dies at the age of 95, still believing that golf course superintendents are the "unsung heroes" of the game.

### March 2006

A *Golfdom* survey reveals that 71 percent of superintendents believe their pay is "OK." The 2005 base salary rose to \$68,914.



### June 2012

North Coast Media splits off from Questex and becomes the publisher of *Golfdom*.





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*The following — written and signed by the magazine's then editor-in-chief — was the original four-page media planner for advertisers, introducing them to the relaunch of the magazine in 1999.*

# A remarkable past... a vision for the future

## *Golfdom* yesterday...

### **What was *Golfdom*?**

It was the business journal for the golf industry for more than half of a century. Superintendents, golf professionals and club leaders all turned to *Golfdom* for expert advice on topics ranging from topdressing to table settings. Under the inspired leadership of the legendary “Mr. Golf,” Herb Graffis, *Golfdom* was also a place for hard-hitting opinions, insider news and analysis of the trends and topics that shaped the business.

### ***Golfdom* led.**

Founded in 1927 by Herb and his brother Joe, *Golfdom* was among the first to recognize that golf was very much a business and that “greenkeepers” were the unsung heroes that kept the business humming. In fact, Herb, Joe and *Golfdom* were one of the driving forces behind the early years of the National Greenkeepers Association — a group known today as GCSAA. In their spare time, Herb and Joe also founded the National Golf Foundation.

### ***Golfdom* pioneered.**

The introduction of planned drainage, fairway irrigation, improved “maintenance barns” and even synthetic pesticides were all sped along by the strong editorial efforts of *Golfdom*.

### ***Golfdom* campaigned.**

The magazine’s agenda included better clubhouse designs, scholarships for caddies, course landscaping and beautification, collegiate education for superintendents and better business skills for golf professionals.

### ***Golfdom* contributed.**

In the words of Herb Graffis on the 50th anniversary of the magazine in 1977, the stories in *Golfdom* were “informative, necessary and resourceful. They worked because they focused on the business. It was fun, getting *Golfdom* to work for golf business and all the great people it fit.”

Thanks, Herb. We hope to live up to your words.

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*Continued from page 28*

cost clubs more than the extra salary they would pay for a good superintendent.”

Although he believed that superintendents were the game’s “unsung heroes,” he took umbrage at the notion that they were the “forgotten men” of golf. “The forgotten man business can be ruled out,” he wrote. “There is that old Shakespearean line, ‘The fault, dear Brutus, is not in our stars but in ourselves.’ If any superintendent is forgotten (now), he better examine himself. Maybe he just doesn’t look and act as though he is worth a higher salary.”

Although Graffis felt the superintendent had to pull himself up by his own bootstraps, he also understood the harsh realities of the profession. “The club manager is around where he can hear and handle any complaints involving his operation. The pro hears what is wrong with his department and he can settle the problems. But the superintendent is far away behind the grass curtain, and he can’t tell his story, especially when his is handling the grave emergencies that seem to be fairly frequent in the nature

of the golf course operation.” And he always saw the bottom line. “If everything is going along in great shape, anybody can run a golf course. But when there’s heck to pay, the emergency requires a first-class superintendent.”

### **Piss and vinegar**

Under Graffis’ hand, *Golfdom* thrived for half a century. But Herb’s ability to keep *Golfdom* moving forward declined as he reached his 70s. In 1976, after the death of his brother, he sold the publication. After several changes of ownership and names, *Golfdom* ceased publication in 1981.

*Golfdom* passed, but Herb lived on as the grand old man of the game. There isn’t an industry honor he didn’t receive: distinguished service awards from GCSAA and PGA; induction in the Hall of Fame; even one named for him, the NGF Graffis Award. He died in 1989. He was 95 years old and, as an industry historian says with a smile, “Full of piss and vinegar to the end.”



## Golfdom today...

### Why bring back Golfdom?

My answer is, "Why not?" It was arguably the most influential publication in the game's history. It was trendsetting, muck-raking, idealistic and fun. It had personality.

How can we improve on that? We can't. We can do no better than to bring the same spirit and commitment to the industry as Mr. Graffis and his colleagues did 70 years ago.

But, we can narrow our focus just to the complex and often unrecognized issues that affect today's superintendents, architects and other on-course professionals. And, thanks to great technology and world-class photography, we can produce a magazine that looks as fabulous as the industry we serve. Finally, we can fill an important gap by providing more of the challenging editorial content that meets the sophisticated needs of the top people in our industry.

With that in mind, here's our promise. *Golfdom* will:

- Always be relevant
- Assume our readers are smart people
- Focus on innovation
- Be designed for busy professionals

- Act on behalf of its readers
- Look great and be fun to read
- Have an attitude

Frankly, we think readers will relish being treated as intelligent consumers who deserve easy-to-digest, practical, "how-to" stories on the products, services and topics that mean the most to them. We also think the technical coverage of golf course design, renovation and construction will be of tremendous interest to those superintendents with the most purchasing power and most word-of-mouth influence. Finally, we think the readers should truly enjoy our magazine for its opinions, its attractive presentation and its willingness to address issues head on.

For those reasons and more, I hope you'll choose to join us in the pages of *Golfdom* in 1999 and beyond. **G**

## A Remarkable Past... A Vision for the Future

### Golfdom Yesterday...

#### What was Golfdom?

It was the business journal for the golf industry for more than half a century. Superintendents, golf professionals and club leaders all turned to *Golfdom* for expert advice on topics ranging from topdressing to table settings. Under the inspired leadership of the legendary "Mister Golf," Herb Graffis, *Golfdom* was also a place for hard-hitting opinions, insider news and analysis of the trends and topics that shaped the business.

#### Golfdom led.

Founded in 1927 by Herb and his brother Joe, *Golfdom* was among the first to recognize that golf was very much a business and that "greenkeepers" were the unsung heroes that kept the business humming. In fact, Herb, Joe and *Golfdom* were one of the driving forces behind the early years of the National Greenkeepers Association – a group known today as GCSAA. In their spare time, Herb and Joe also founded the National Golf Foundation.

#### Golfdom pioneered.

The introduction of planned drainage, fairway irrigation, improved "maintenance barns" and even synthetic pesticides were all sped along by the strong editorial efforts of *Golfdom*.

#### Golfdom campaigned.

The magazine's agenda included better clubhouse designs, scholarships for caddies, course landscaping and beautification, collegiate education for superintendents and better business skills for golf professionals.

#### Golfdom contributed.

In the words of Herb Graffis on the 50th anniversary of the magazine in 1977, the stories in *Golfdom* were "informative, necessary and resourceful. They worked because they focused on the business. It was fun, getting *Golfdom* to work for golf business and all the great people in it."

Thanks Herb. We hope to live up to your words.

### Golfdom Today...

#### Why bring back Golfdom?

My answer is, "Why not?" It was arguably the most influential publication in the game's history. It was trendsetting, muck-raking, idealistic and fun. It had personality.

How can we improve on that? We can't. We can do no better than to bring the same spirit and commitment to the industry as Mr. Graffis and his colleagues did 70 years ago.

But, we can narrow our focus just to the complex and often unrecognized issues that affect today's superintendents, architects and other on-course professionals. And, thanks to great technology and world-class photography, we can produce a magazine that looks as fabulous as the industry we serve. Finally, we can fill an important gap by providing more of the challenging editorial content that meets the sophisticated needs of the top people in our industry.

With that in mind, here's our promise.

#### GOLFDOM WILL:

- Always be relevant
- Assume our readers are smart people
- Focus on innovation
- Be designed for busy professionals
- Act on behalf of its readers
- Look great and be fun to read
- Have an attitude



Golfdom 1999 Media Planner



# Great *Golfdom* collections

Some people collect baseball cards, others comic books. These men collect our magazine — and their collections are impressive.

BY GRANT B. GANNON

**B**y the end of 2017, *Golfdom* had been published 770 times since it was first introduced by the Graffis brothers 90 years ago. Over the years, we have learned of three collections that are close to bringing together a complete run. These are the stories of those collections.

## The Lucas collection

Atlantic City, N.J., played host to the 1953 GCSAA Conference and Show, and Mel Lucas Sr., a golf course superintendent at nearby Homestead Golf & Country Club, Spring Lake, N.J., decided to pull his son Mel Jr. out of school for a couple of days so he could attend with him. Mel Sr. had no way of knowing that his son would not only join the family business, but also become president of the association 25 years later. But this story isn't about that journey. It's about the start of one of the largest collections of *Golfdom* magazines we know about today.

"That was my first show that I attended," says Mel Lucas Jr., now retired. "I can remember the show floor, and it was a convention hall of the hotel that was used, so it was not a large-capacity (venue) like we see today. The New Jersey association was the host, and the hospitality booth at the hotel was hosted by Frank Svehla, superintendent at Colonia (N.J.) Country Club. He would eventually be the NJGCSA president in 1958 and 1959."

As Lucas tells it, Svehla brought with him his entire collection of *Golfdom* magazines, which dated back to the publication's earliest issues, and left them out in the hospitality booth so visiting superintendents could thumb through them. At the end of the conference, Svehla gathered up his collection and saw, to his dismay, that three or four years of magazines were missing.

"In his basic disappointment, Mr. Svehla wanted no more to do with the collection, and told my dad, 'Mel, they're all yours. Take them,'" recalls Lucas. "So, all of a sudden, there my dad was sitting with all of these magazines. (He) brought them back to our home, and



Mel Lucas Jr.



*Continued on page 34*





Mel Lucas Jr.'s *Golfdom* collection was started by former NJGCSA President Frank Svehla before being given to his father. It was passed on to him in the 1970s and Lucas continues collecting to this day.

PHOTO BY MEL LUCAS JR.



*Continued from page 32*

then he started building on that, saving everything he was getting.”

When Lucas Jr. entered the industry in the 1960s, he started his own collection and became known in the industry as a collector. Older superintendents often would offer their old editions, and Lucas readily accepted everything, even issues he already owned.

“I was getting a lot of duplicates of the magazines, as well as starting to fill in the holes that were created from the loss of those other years,” says Lucas, who received the collection when his father passed away in 1978. “When I became a member of the Golf Collectors Society in 1973... I really started finding more magazines.”

The Golf Collectors Society (GCS) is a group of about 2,000 golf fanatics from around the world who collect mainly pre-1930s golf memorabilia. Thanks to his membership with the society, Lucas’ collection is missing just 23 editions of *Golfdom*. He was also able to amass old greensmowers, tee markers and cups that date to the turn of the last century, as well as numerous books on golf. Many of those books were acquired in trades for duplicate editions of *Golfdom* that he made with a fellow GCS member who also joined in the 1970s.

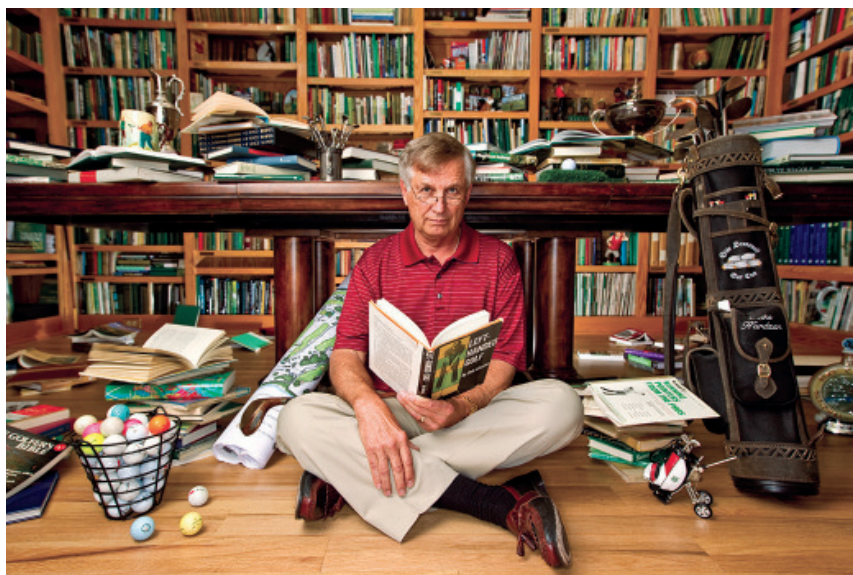
“Mike Hurdzan became a member of that group around the same time, and we started commiserating about what we had, and I realized I had a lot of magazines that he needed, and he had a lot of books that I wanted to acquire,” says Lucas. “So, I would swap him a number of magazines and I’d end up with a book. That’s how our collections grew.”

### **The Hurdzan collection**

Col. Mike Hurdzan, Ph.D., ASGCA, is best known as a golf course architect. He’s a winner of the Old Tom Morris Award, the Donald Ross Award and the Don A. Rossi award.

He’s also a proud collector of *Golfdom*.

“All the things that the Graffis brothers did, I thought it was fabulous,” Hurdzan says. “Incidentally, I always consider *Golfdom* the very first magazine that I ever



Mike Hurdzan’s golf collection goes well beyond his editions of *Golfdom*. He has thousands of magazines, books, clubs and art stored at his office and his home.

read that really had information related to golf course design.”

Hurdzan started his collection of *Golfdom* magazines in the 1960s as well, and credits his mentor, Jack Kidwell, as the reason why. Kidwell owned the golf course where Hurdzan’s father worked as a teaching pro, and Kidwell’s family had saved various golf magazines, including *Golfdom*, going back to the 1930s, when they got into golf course ownership.

“I spent an awful lot of time at that golf course, and probably the earliest *Golfdoms* I remember looking at were when I was 12 or 13,” remembers Hurdzan. “So many of them had golf architecture-related articles. The ones with Robert Trent Jones, in particular. Mr. Kidwell was into golf course architecture, and he had rebuilt his own golf course at the time.”

Hurdzan’s *Golfdom* collection started with magazines he had received from Kidwell, but it was those trades with Mel Lucas Jr. for golf books that filled out Hurdzan’s collection. And Hurdzan’s golf collection goes well beyond maga-



**Mike Hurdzan**

zines. What started as a gift of two golf architecture books on Christmas morning 1968 has grown to more than 6,000 books, 6,000 individual magazines, 7,000 wood-shaft golf clubs, golf art, golf pictures and golf statues stored between the 5,000-square-foot office of Hurdzan Golf Design and at his home in a specially designed basement space.

“Mel and I have been friends for 40 some years, and we have shared a lot of things, and that’s one of the things that golf collectors do,” says Hurdzan. “When you know somebody else has the same interest as you, you try to make available the things that are of interest.”

Lucas says few of the old *Golfdom* magazines pop up anymore, especially from the few years that he is missing. He is likely to pass on his *Golfdoms* rather than try to complete the entire run, he notes. Well, unless he is offered the right price.

“At my stage of the game — I’m now 75 — I’m starting to dismantle my golf collection. Am I wanting to buy more things? Probably not,” says Lucas. “There’s a guy on the West Coast who sells golf books online, but he doesn’t have the *Golfdoms* I’m looking for. He’s trying to sell them for \$25 each. If the ones I’m missing came up at that price, I could probably pay that.”





Turf-related materials at Michigan State could only be seen while at the library. That changed when the USGA and MSU partnered on the Turfgrass Information File (TGIF).

### The TIC collection

Both Lucas and Hurdzan have impressive personal collections of *Golfdom*, but they are not the most complete collections. That honor belongs to the Michigan State University library's Turfgrass Information Center (TIC), a collection that is on the verge of completion.

"Michigan State University began collecting turf materials in the early 1960s, but the major donation was from the personal collection of the pioneering turf agronomist O.J. Noer," says Mike Schury, manager of the TIC. "That was donated to the library in 1968 after his death and

really got the collection going."

The university's library kept adding turf-related material to the O.J. Noer Memorial Turfgrass Collection, but only visitors to the library



Mike Schury

could access the information. That changed in 1983 when the United States Golf Association and Michigan State's library agreed to team up on the development of a computer database known as the Turfgrass Information File (TGIF), which would house all published materials about turfgrass

and turfgrass maintenance. The database (located at [tic.msu.edu](http://tic.msu.edu)) now contains more than 250,000 records, including *Golfdom*.

The effort to digitize all the records started in the mid-2000s. It got to the *Golfdom* collection a couple years into the project, once the library received approval from magazine publisher North Coast Media, owner of the copyright.

"To get *Golfdom* digitized on the system, we had to use physical (magazines) we had and we had to put them on a flat-bed scanner and then crop the image and straighten it," says Schury. "We had to have student employees here at the library scan over 60,000 pages of *Golfdom* from the spring of 2011 until the project was completed in 2013."

Thanks to the student staff's labor, everyone can access almost every edition of *Golfdom* from the TGIF's website, as well as via a link from [Golfdom.com](http://Golfdom.com). There, the creation of Herb and Joe Graffis will continue to exist for future generations of superintendents, researchers and turf professionals. **G**

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# Thanks for the Memories

BY THE GOLFDOM STAFF

A look back at advertising over the years shows how some things have changed and some have stayed the same.

It's not easy being free.

In 1927, Herb and Joe Graffis knew there were many golf companies around the country eager to inform the industry about their products. They made the leap of faith to create a magazine that would be distributed to golf courses around the country — free of charge to readers — that would be the vehicle to share those messages.

Placing those advertisements would not be free. Those advertisements, to this day, generate the revenue that makes *Golfdom* possible.

Over the years, *Golfdom* has been fortunate to see a wide variety of products advertised in its pages. The most common ads were from companies with various equipment or chemicals to improve the golf course itself. Along the way, there also were products to improve the reader — his or her style, golf swing or beverage of choice.

These ads have made *Golfdom* possible over the years... so to the advertisers of yesterday, today and tomorrow... we say thank you.

**RIGHT** Jacobsen has appeared in *Golfdom* since the publication's infancy, including this ad from the February 1928 issue. We estimate this ad features the great-great-grandfather of the company's walk-behind reel mower, the Eclipse2.



**TOP** Even back in the 1930s, George A. Davis Inc. was trying to help superintendents ease the pain of ball marks with this "ball bruise repairer," while Winco was eager to help save man-hours.

**RIGHT** Gear- and cam-driven rotor sprinklers were a thing of the past, and this January 1967 ad from Rain Bird promoted the benefits of the company's rotor-impact drive sprinkler, the Pop-Up Sandpiper.

*Continued on page 38*





**DEL MONTE GREENS RAKE**  
For removing runners and dead grass from greens. Rake has fine, stiff wire tines. Available with or without dolly.  
**\$28.50**

**ALL BRUISE REPAIRER**  
An ingenious device for repairing ball bruises on putting greens. Easy to use, it does a swift repair job during tournaments.  
**\$70.50**

Write us today  
**George A. Davis Inc.**  
5440 Northwest Highway, Chicago 30, Illinois

**CUT Your COSTS with "On the Spot" Portable Power!**  
Economy-Engineered **WINCO** GENERATORS

**SAVE UP TO 4 out of 5 MAN HOURS**

Cut grass and weeds, trim hedges, prune and saw trees, dig and tamp electrically. WINCO Portable Economy-Engineered Generators provide plug-in power for labor-saving electric tools. Speedy-Shift base for easy portability.

Pictured above is MODEL 1800 — 1000 to 1350 watts, 60 cycles, A.C., mounted on Speedy-Shift Portable Base. Other models from 500 watts to 10 KW. Write for free details. Prices start at \$142.50 (less engine).

**WINCHARGER CORP., 2141 E. 7th St., Sioux City, Iowa**  
A wholly owned subsidiary of Zenith Radio Corp.

**THE POP-UP SANDPIPER**

Like the gear in cam-down valves, Rain-Bird's Pop-Up Sandpiper sprinkler heads are designed to pop up and stay up during watering. They are made of tough, impact-resistant plastic. They are also designed to pop up and stay up during watering. They are made of tough, impact-resistant plastic. They are also designed to pop up and stay up during watering. They are made of tough, impact-resistant plastic.

For more information circle number 121 on card

# IN 1910, WE BEGAN TO SET THE STANDARD IN GOLF COURSE ACCESSORIES. LOOK HOW FAR WE'VE COME.



INTRODUCING THE  
2018 NEW PRODUCT  
LINE UP



**STANDARD  
GOLF COMPANY**

Setting the standard in golf accessories since 1910.  
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Visit us at Booth 13067  
at the 2018 GIS Show!





## MEMORIES

Continued from page 37

**RIGHT** In this April 1981 advertisement, PBI-Gordon promoted Trimec as “the keystone of immaculate turf,” whether at your home, business, golf course or busy interstate highway.

**BELOW** From 1969, Smithco's Ranger-23 made moving people and equipment easier with its 23-cubic-foot bed.

**LOWER RIGHT** We bet the superintendent quoted in this 1944 Toro ad would give more than his shirt for a modern Toro mower.

1944 Toro ad would give more than his shirt for a modern Toro mower.

ALL THIS

23  
CUBIC  
FEET

**Ranger-23**

COSTS LESS THAN \$1000

see your equipment dealer or write to:

**SMITHCO Inc.**  
11 WEST AVENUE, WAYNE, PA. 19087

For more information circle number 235 on card

46 • GOLF COURSE 11/16/81

[illegible]

*"I'd give my shirt  
for one of those!"*

THAT's what a well-known Golf Superintendent said when he dropped in and looked over our shoulder as this was being written.

A lot of Superintendents would give their shirt, and without batting an eye would probably strip right down to their B.V.D.'s just for the privilege of getting their hands on one of the late model Generals with a seven unit Trojan.

But why speak of love when there's

work to do? The main job now is to lick the Germans and then the Japs, and when that job is done to everybody's satisfaction, we will get back in the groove again and go to town.

But it's a pretty sight boys, isn't it? That soft purr in the motor—the big new Goodyear tires—the shiny blue Duco paint—the sharp slick-running mowers.

Gosh! — how we'd like to build them!

**TORO** MANUFACTURING CORPORATION  
MINNEAPOLIS, MINNESOTA

**MOWING MACHINERY SPECIALISTS FOR OVER 20 YEARS**

March, 1944

37



**ECOLAWN APPLICATOR**

**Turf Pros® #1 Top Dresser**  
Since 1994

**TOP DRESSERS  
STARTING AT  
2984\$**

**ECO50**  
Compost  
Spreader

**Grow your business not your crew!**

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**LEFT** This August 1976 Standard Golf ad let superintendents know that all they had to do to mark out-of-bounds and hazards was to “put their foot down.” **RIGHT** We’re tempted to name Pabst Blue Ribbon Golfdom’s official beer after finding this ad from 1941.

Continued on page 40



## INTRODUCING THE TURFCO® TRIWAVE™ 45

How your course looks and plays is what keeps golfers coming back. With the TriWave™ 45 you can repair, renovate, improve or enhance every part of your course with speed and precision.

- **NOW** with **more capacity** and **easier vehicle hook-up**
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- TriWave technology optimizes seed-to-soil contact with minimal turf disruption
- Pat seed delivery system reduces waste and increases germination rates by 30%
- Pat floating heads follow the contours, keeping seed depth consistent
- Seed while you turn so you can follow greens, collars and contours



**CALL 800-679-8201**  
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**VISIT [WWW.TURFCO.COM](http://WWW.TURFCO.COM)**  
to see the **TRIWAVE™ 45** in action.



THE LEADER. SINCE 1961.





## MEMORIES

Continued from  
page 39

**LEFT** Then going by the name Sod Master — now known as Turfco — the 1964 Mete-R-Matic promised to get topdressing down to the base of the turf, something “no other spreading machine does!”

**new for '64**

**SOD MASTER**

**METE-R-MATIC**

*The Original*  
**POWERED TOP DRESSER**

*...assures positively uniform top dressing with only one-third the labor cost!*

*The only machine of its kind that drives top dressing materials down to the base of the turf... where it belongs.*

Merely laying a blanket of top dressing isn't enough. Materials must penetrate down to the base of the turf. That's why you formerly had to rake and drag top dressing the complete job... not only distributing the top dressing evenly at the desired depth, but, with the exclusive down-spoon rotating brush at the rear of the machine, materials are driven downward with a force sufficient to penetrate CHINEE DOES THIS!

**Big savings in labor!**

Only one man is required to operate the METE-R-MATIC top dresser. Because this modern machine is completely mechanical and self-propelled, the operator merely guides it over the area to be top dressed. This is the work which normally requires a crew of three men, top dressing by hand. Since raking and dragging is normally eliminated, golf course greens are almost immediately playable.

**FOR LITTLE TRACTORS, THEY CAN HANDLE A LOT OF BIG JOBS.**

A tractor that's too big for the jobs you do is an unnecessary waste of capital and operating costs. While one that's too small ends up wasting your time. That's why so many parks, nurseries, golf courses, landscapers, schools, and others are turning to the John Deere 850 and 950 tractors.

At 22 and 27-PTO-hp, they have all the power you need to handle just about any kind of job.

Yet they're still small enough so they don't cost a lot of money.

Look at all these big tractor features. Liquid-cooled diesel engines, 8-speed transmissions. Differential lock. 3-point hitch (Category I). 540-rpm PTO. Adjustable wheel tread.

And you can choose from more than 20 John Deere tractor-matched implements including 4 different kinds of mowers, front loader, box scraper, planters, cultivators, plows, tiller, rear blade, posthole digger and more.

We also offer a choice of tire sizes and styles to fit your specific needs. And your John Deere dealer is a man you can count on for parts, service and good advice.

So if you're looking for a real workhorse that's just right for the jobs you do, see the 850 and 950 at your nearby John Deere dealer. Or, for a free brochure, write: John Deere, Dept. 63, Moline, Illinois 61265.

**THE JOHN DEERE "LITTLE-BIG" TRACTORS.**  
Nothing runs like a Deere.

**ABOVE** John Deere's most famous slogan originally was created for its line of snowmobiles, but it eventually was used for commercial products, too. This ad from February 1979 is one of the first appearances of “Nothing runs like a Deere” in *Golfdom*.

## Spray Only Where You Should!

Experiencing GPS Spray Control is Amazing!  
Our experience sets us apart from anyone else.



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Todd Stephens, CGCS  
Tour 18 Houston Superintendent

“Here at Tour 18 Houston, our new bunkers with ZLINE Bunker Systems handled Hurricane Harvey's 42" of rainfall and flooding with no issues. We have gone from spending hours to spending minutes repairing bunkers and has proven itself to be very cost effective reducing labor and material costs.”



Call to arrange a product consultation.

**800-369-8451**  
**WWW.ZLINEPRODUCTS.COM**





MEMORIES



**Penncross.**  
the final touch

BYRON NELSON

MT. MITCHELL GOLF COURSE  
Burnsville, North Carolina

It takes a great deal of time and money to build a golf green. Irrigation, drainage and contour are some of the considerations of a great putting surface. The final touch is the type of grass selected for that the world as a superior grass for golf course use. Penncross is more genetically uniform, disease resistant and it establishes quicker than conventional bents. From Palm Desert, California to Anchorage, Alaska, Penncross has proven its climatic adaptability. For that final touch to a great golf green, look to Penncross!

**PENNCROSS BENT GRASS**

**TEE • 2 • GREEN CORP.**  
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1212 West Eighth Street Kansas City, Missouri 64101  
(816) 842-7825

**FREE USE OF FILM**  
Write to:  
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1349 Capital St., N.E.  
Salem, Oregon 97303  
to request the use of USGA's film:  
"ABC's of Putting Green Construction"  
and for your copy of your new green  
maintenance booklet:  
Problems or Progress.

Circle 115 on free information card



STAN,  
WE NEED  
MORE PUTTING  
PRACTICE!

YES  
GEORGE-

1 of 63 PAR AIDE PRODUCTS for 1963  
**PAR AIDE PRODUCTS CO.**  
296 NORTH PASCAL ST. ST. PAUL 4, MINN.  
FOR DETAILED INFORMATION WRITE FOR CATALOG

**ABOVE** Tee-2-Green nabbed a celebrity testimonial for Penncross in this March 1978 ad from none other than Lord Byron Nelson himself. **RIGHT** Founded in 1955, Par Aide was still in its first decade as a golf course accessory company when they ran this ad in 1963, touting one of the company's 63 products.

# ACCURACY ISN'T JUST FOR GOLFERS

Grounds professionals don't get mulligans. You need equipment that gets it right the first time. Little Beaver's Kwik-Trench helps cut through the toughest jobs with minimal disruption to your course.

Discover how Little Beaver can help you stay on par and trenching with precision.

800-227-7515 | [littlebeaver.com/kwik](http://littlebeaver.com/kwik)



**ROOT PRUNING**



**DRAIN TILE**



**IRRIGATION**



# RENOVATION TO

**Eagle Creek Golf & Country Club's course renovation project was forced into a total team cleanup effort after Irma struck the Naples, Fla., course.**

**BY THE GOLFDOM STAFF**

*Continued on page 44*





# RESTORATION

A large, ancient banyan tree is the central focus of the image. Its massive, gnarled trunk and a dense network of aerial roots are prominent on the left side. Several large branches have snapped and are lying on the ground in the foreground, indicating significant damage. The background is filled with lush green foliage, suggesting a healthy forest environment. The overall scene conveys a sense of natural decay and the need for restoration.

Superintendent Jimmy Alston surveys the damage to a banyan tree on the Eagle Creek Golf & Country Club property.





**N**

ew turf. New bunkers. Normal things for a course renovation. Now, throw in almost 100-mph winds and record-breaking rainfall and then there's nature's version of a renovation.

This was the scene set in southern Florida at Eagle Creek Golf & Country Club.

Back in May 2016, Eagle Creek began a major course enhancement project, which came with a projected opening date sometime in the middle of October. However, when Hurricane Irma hit, plans had to be changed.

"We started the summer in renovation mode, then a few months later we were in full recovery mode once Irma hit," said Eagle Creek Superintendent Jimmy Alston.

Eagle Creek, whose previous renovation in 1990 was completed by 1964 U.S. Open Champion Ken Venturi, sits within 300 wooded acres of cypress, pine and palm trees. The course was going to sustain damage from Irma, but to what extent was unclear.

"We had our contractor GCID (Golf Course Irrigation and Drainage) onsite during the renovation, and with their expertise they immediately went from golf course construction to major disaster

cleanup and recovery mode. Because of their expertise, headed by Project Manager Dave Carter, we were able to recover faster than most courses, bringing Eagle Creek back to top-level conditions," Alston explained.

In addition to GCID, dedicated Eagle Creek staff members from other departments, including food and beverage, joined in the disaster cleanup, making it a true team effort to get the course reopened.

"In the worst of times, everyone came together to help on the course. It is a true testament to the culture of being an Eagle Creek employee. Just looking at the greens and fairways now, you'd never know a high Category 3 came through," said Alston.

As part of the project, led by notable Naples Golf Course Architect Gordy Lewis, major drainage systems were installed and bunkers renovated. The project also focused on high-impact areas, including reshaping landing areas on the fairways and approaches before the greens. Renovations used multiple turfgrass species, and more than 50 acres of rough were replaced using Celebration bermudagrass in addition to cart path work and pitched bunkers.

"For the national attention and destruction brought on by Irma, you would think interest in

*Continued on page 46*



// **BACK FROM IRMA**



## The Progressive Turf Equipment Advantage: We have a rough mower for you!

**TDR-12B:** a 12 foot roller mower with independent deck float and the exclusive Pro Lift-NTurn™ system



**Pro-Flex 120B (10 foot):** the most popular contour rough mower, thanks to its cut quality, reliability & value



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It is all about added value, both at time of purchase and over the long term. The simplicity and low operating cost of a multi-use utility tractor and a **TDR-12B** or a **Pro-Flex 120B** is your advantage. Requiring about half the horsepower of a similar width Tier 4 self-contained ride-on, directly translates to significant savings in fuel year-after year. You'll love your roughs all over again!

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**PROGRESSIVE**  
TURF EQUIPMENT INC.  
*The Better Built Choice.™*



*Continued from page 44*

joining a private golf club would have slowed,” said Laura Hill, marketing director for Eagle Creek. “We are gearing into high season with three properties and one non-resident membership sold this month and a waitlist of 22 renters for this season. What buyers and renters are seeing here has not stopped them from making financial decisions requiring them to commit months ahead for a rental. In fact, they appreciate the unique atmosphere that Eagle Creek offers along with Ken Venturi’s legacy and our famous four finishing holes. You can’t replicate our unique environment anywhere else.”

Eagle Creek has an estab-



With the help of their contractor, GCID, as well as the food and beverage staff, Eagle Creek was able to quickly recover from Irma.

lished history, and staying true to the original 1984 design of architect Larry Packard is of upmost importance when integrating design features.

“It was our goal when making the enhancements that we stayed true to Packard’s original design,” said Alston. “The gradual approach to the reno-

vation process ensured that we kept the integrity and maturity of the original design.”

Last summer’s completed renovation is in addition to gradual work done in 2015 and 2016, resulting in \$2 million in course enhancements over a 3-year period.

“It’s been a summer we will

never forget, but what is rewarding is finally hearing our members say how they can’t believe how good the course is looking and playing,” said Alston. **©**

*Parts of this story were contributed by the Eagle Creek Golf & Country Club marketing department.*

PHOTO BY: ISAIAH IRELAND, CLUB CARE OF FLORIDA

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# SuperScience

## // BURNING THE MIDNIGHT OIL

### DOES TEMPERATURE INFLUENCE HYDRAULIC OIL INJURY?

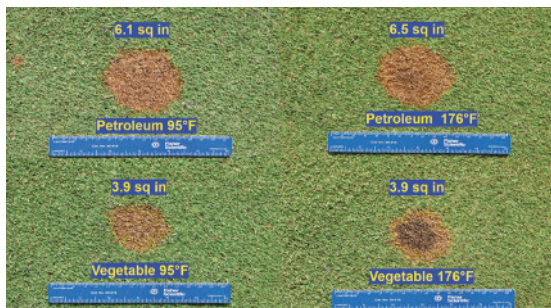
By William L. Berndt, Ph.D.

**H**yddraulic equipment is vital to turfgrass management. Hydraulic oil leaks occur because of equipment malfunction and/or human error. The leaks injure putting green turf and cause loss of turf quality because the oil kills turfgrass shoots.

Most hydraulic oil leaks occur during the operation of equipment, and it's been assumed by many people that the heat of the fluid leaking from equipment kills the turf. There are numerous references to this in the literature. If the heat associated with the hydraulic oil causes turfgrass injury, then spills of hydraulic oils at ambient outdoor temperature should result in less turfgrass injury.

To test this hypothesis, research was conducted in North Fort Myers, Fla. in September 2014 to determine the effect of temperature on hydraulic oil injury. Two hydraulic oils, petroleum hydraulic oil and vegetable hydraulic oil, were applied to a TifEagle hybrid bermudagrass (*Cynodon dactylon* x *C. tranvaalensis*) green at two temperatures, 95 degrees F and 176 degrees F. The 95 degrees F was ambient outdoor temperature, and 176 degrees F was the estimated temperature of hydraulic

oil in running equipment. Three milliliters of each oil at each temperature were applied to turf, and the injury area was evaluated daily for seven days using digital image analysis. There were four replications of each treatment in a two-factor, completely randomized experimental design, and the experiment was repeated.



**Figure 1.** Injury to TifEagle bermudagrass following a simulated hydraulic oil leak.

Temperature did not influence injury area, but hydraulic oil type did (Figure 1). Spills of petroleum hydraulic oil consistently resulted in a larger injury area compared with vegetable hydraulic oil, but both oils killed turf. However, there were no significant differences in injury area between temperatures for either oil type. Hot oil will kill turf. But the notion that it is the heat that kills the turf is a myth. Hydraulic oil at ambient outdoor temperature kills turf just as dead.

William L. Berndt, Ph.D. is president of Environmental Turf, Inc., Fort Myers, Fla. Lee can be reached at [leeberndt@aol.com](mailto:leeberndt@aol.com) for more information.

## NEWS UPDATES

### INDEMNIFY NEMATICIDE NOW REGISTERED IN CALIFORNIA

Indemnify nematocide is now registered in California. Indemnify delivers control of nematodes in turf while improving root health. Without the need for course closure or undesirable application methods, Indemnify offers improved application flexibility and can be used on both warm- and cool-season turf in all areas of the golf course.

The active ingredient in Indemnify, fluopyram, offers strong curative and preventative nematode control to help improve root formation.

Effective on sting, root-knot, *Anguina pacificae* and many other species of nematodes, Indemnify is optimized for flexible application anytime nematodes are active. With its highly concentrated active ingredient, Indemnify is designed to penetrate the soil profile wherever nematodes are present.

"Until the launch of Indemnify, superintendents — particularly those in nematode-affected areas such as California — didn't have a convenient, fast-acting, long-lasting nematocide option," said Derek Settle, Ph.D., Bayer Green Solutions Team specialist. "With Indemnify, superintendents can see positive results in as little as one application and still have the flexibility to apply up to four times per year. It's a game-changer."

At a rate range of 0.195-0.39 fl. oz. per 1,000 sq. ft., each 17.1 oz. bottle of Indemnify treats 1-2 acres.

THE RESULTS OF THE SECOND STUDY SHOWED THAT BRUSHING INCREASED THE OVERALL QUALITY OF THE TURF."

Gail Gu

(see story on page 48)



// **A DENTIST CAN'T HELP WITH THIS**

# Brushing stress away, or causing it?

By Gail Gu, David Gardner, Ph.D., and Karl Danneberger, Ph.D.

**W**e have conducted a series of putting green-brushing studies over the last few years, spearheaded by one of our former graduate students, Gail Gu, for her Master's degree thesis. In that time, technical advances in brushing attachments/units have changed how superintendents look at this technique.

We used brushing units located immediately in front of the cutting unit. What these units do is referred to by several names, including precision brushing. The initial premise of the study was to determine if continual brushing results in visual decline of turf or physiological injury, and if injury occurs, how long it takes turf to recover. If injury occurred in the study, our purpose was to determine the appropriate timing and frequency for brushing.



The studies were conducted at the Ohio Turfgrass Foundation Research and Education Center at The Ohio State University, Columbus, Ohio, from May 2014 through October 2015. The turfgrass was Pennncross creeping bentgrass (*Agrostis stolonifera* L.) established on a native soil mix (Figure 1). Creeping bentgrass is a stoloniferous turfgrass with a prostrate growth. Prostrate growth often is associated with grain. Brushing is a means for reducing grain by "standing up" the plants (Figure 2).

We maintained the creeping bentgrass turf at 0.125 inch, mowed six days a week. We applied Primo (trinexapac-ethyl, Syngenta) weekly at 0.125 ounce per 1,000 square feet, and the turf was sand topdressed weekly. We also applied nitrogen every other week at 0.25 pound per 1,000 square feet, and irrigated the turf to prevent wilt.

## THREE TREATMENTS

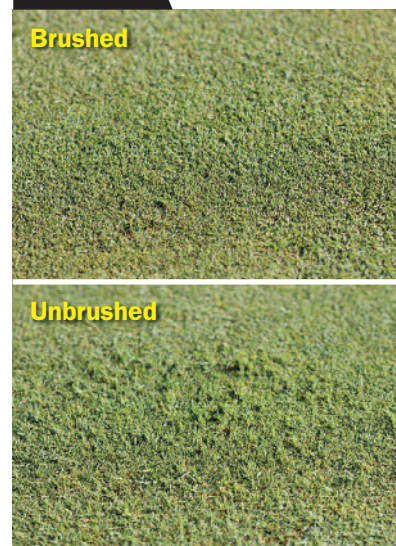
We applied three treatments, consisting of a single mowing (one per day), a single mowing per day and brushing once a week in conjunction with mowing, and a single mowing per day and brushing three times a week in conjunction with mowing. We used Jacobsen Eclipse 2 mowers (Figure 3). We used a medium brush set at the height of cut (Figure 4). The study was conducted from May 2014 through the

**FIGURE 1**



Overview of one of the test areas at the Ohio Turfgrass Foundation Research and Education Center, Columbus, Ohio.

**FIGURE 2**



Comparison between the brushed and non-brushed treatments.

PHOTOS BY: KARL DANNEBERGER (FIG.1); DOMINIC PETRELLA (FIG.2)



FIGURE 3



Brushing treatment being applied.

FIGURE 4



Close-up of the brushing unit used in the studies.

middle of August 2014. During that time, we made observations on visual quality, density and growth habit. Physiologically, we measured malondialdehyde (MDA) production, which is an indicator of cell membrane damage to the plant, and chlorophyll fluorescence, which measures photosynthetic efficiency (if stress is occurring, a reduction in efficiency would occur).

During this three-and-a-half-month period, we found no difference in turf quality and density among the non-brushed and brushed treatments, and no physiological injury as measured by MDA and chlorophyll fluorescence. Visual observations indicated a reduction in grain with brushing.

### ADDING MORE TIME

In response to the lack of difference among our treatments, in mid-August 2014 we increased brushing to three and five times a week, and continued the treatments until October 2015. We adjusted the brushing unit to 0.0 inch for the duration of the study. In addition, we added a double-cut (without brushing) treatment.

The results of the second study showed that brushing increased the overall quality of the turf without causing visual or physiological injury as measured throughout the study. The brushed treatments had a more upright, tight turf than the non-brushed treatments.

Comparing the double-cut treatment

with the double-cut and brushing treatments, we found there was no difference in green speed (Stimpmeter readings). We did find a reduction in the cuticular layer (as measured by amount of cuticle wax) of turfgrass plants subjected to our treatments. However, comparing the double-cut and double-cut and brushed treatments again, we found the loss of cuticle wax was caused by the double-cutting, not brushing. Interestingly, two weeks after the termination of the study, we detected no difference in the amount of cuticle wax among the treatments, implying that the loss is temporary.

### BETTER QUALITY, NO INJURY

In conclusion, we found that brushing improved the overall quality of the turf without causing visual injury, even when brushing five times a week with the brushing unit set to 0.00 height for the summer growing season. Additionally, we found no physiological damage to the plant as measured by MDA levels or photochemical efficiency. We did see differences in photochemical efficiency late into the growing season (October) when air temperatures were below 59 degrees F. With optimum temperature growth for creeping bentgrass between 59 degrees and 75 degrees F, this may explain the differences in photochemical efficiency.

There was no difference in green speed ( $P = 0.05$ ) between double-cut and double-cut with brushing three or five times a week. From this we

can conclude that brushing does not decrease green speed.

We did find in 2014 that the brushing treatments resulted in finer leaf blades that appeared to have less leaf moisture. We measured the amount of cuticle wax to determine if moisture loss occurred because of a loss in cuticle wax. We found a reduction in the amount of cuticle wax among treatments. However, the reduction was caused by the double-cut instead of brushing, because there was no difference between double-cut and double-cut with brushing three or five times a week. We measured cuticle wax two weeks after we terminated the study and found no difference among treatments, implying that the loss of cuticle wax is short-lived once double-cutting and brushing cease.

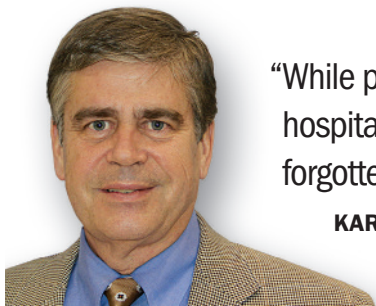
Our results suggest that under the conditions of the study, brushing results in improved turfgrass quality and does not cause morphological or physiological injury or affect ball roll.

### Acknowledgements

*Appreciation to Matt Williams, Arly Drake and Dominic Petrella, Department of Horticulture, The Ohio State University. This study was funded by the United States Golf Association and the Jacobsen Co.*

Gail Gu is assistant superintendent at The Club at Ruby Hill, Pleasanton, Calif., and a former graduate student. Dave Gardner, Ph.D., and Karl Danneberger, Ph.D., are turfgrass scientists at The Ohio State University. You may reach Karl Danneberger at [danneberger.1@osu.edu](mailto:danneberger.1@osu.edu) for more information.





“While places are forgotten over time, hospitality shown to others never is forgotten...”

**KARL DANNEBERGER, PH.D.,** *Science Editor*

## Wisdom from the unforgettable

**I** am not someone who makes New Year’s resolutions. They are easily broken and easily forgotten. However, at the New Year, I daily remember comments from colleagues in the turf industry. I hope some of the names ring a bell, or at least give you a brief appreciation of “turf history.”

**1** “It’s who picks you up.” — As an undergraduate at Purdue University, I asked my advisor, William (Bill) Daniel, Ph.D., who spoke extensively throughout the country, about his favorite place to travel. He replied, “It’s not the place, but who picks you up.” I didn’t understand what he meant until I became a faculty member. I have been extremely fortunate to be able to travel the world and see places that I could only imagine when I was a kid. But given all the travel, I realized rather quickly it’s not so much the place that makes it a favorite, but literally the person who greets you at the airport and spends time showing you around and taking care of you. While places are forgotten over time, hospitality shown to others never is forgotten by those on the receiving end.

**2** “Enough science for one day.” — Joseph (Joe) M. Vargass, Jr., Ph.D.,

professor of turfgrass pathology at Michigan State University, would walk out of his office into the lab every Friday afternoon and proclaim, “Enough science for one day.” As a graduate student in Joe’s lab, this meant only one thing: We would all head out for happy hour. I remember how cool it was to get to hang out with fellow students, and especially Joe. Now, as a faculty member, I realize how important it is to be interested and get to know people who work with you, and that it builds camaraderie and loyalty.

**3** “At the end of the day...” — Prior to arriving at Ohio State, Alfred (Al) Turgeon, Ph.D., who later became professor and head of the department of agronomy at Penn State, told me, “At the end of the day, take a moment and lean back in your chair and think of what you accomplished that day... and if you can’t think of anything, it’s not

time to go home.” In my profession, you are judged by your creativity and productivity. No one knows or cares how busy you are, they care only about your productivity. I’ve never accepted “busy” as a synonym for “productivity.”

**4** “... that does not mean being No. 1 all the time.” — Patricia (Pat) Sanders was the turfgrass pathologist at Penn State decades ago. She was an iconic figure in this industry. I remember Pat telling me, “You know, everyone should try to be the best they can or strive to be No. 1, but that does not mean being No. 1 all the time.” That saying reminds me why I don’t live in a box in an alley somewhere. We all have goals and dreams, but you can’t be so rigid or unchanging that you forget to step back at the appropriate time and rearrange your priorities.

**5** “... a grin on your face.” — When Paul Latshaw was superintendent at Muirfield Village Golf Club (now at Merion Golf Club), I conducted studies on his course. Our conversations eventually would evolve to discussing cars, specifically BMWs. At the time, I had a 2000 BMW 323i, and I would complain about it getting old, and that I probably should get something new. Paul said, “When you start the engine, if it still puts a grin on your face, it is not time to get rid of it.” I took his advice and had the car for 16 years. When I now think about retirement, I’m reminded of that saying. Each day that I come to my office, a grin always appears on my face. I guess I’ll contemplate retirement when that no longer occurs.

Karl Danneberger, Ph.D., *Golfdom’s* science editor and a professor at The Ohio State University, can be reached at [danneberger.1@osu.edu](mailto:danneberger.1@osu.edu).



# Golfdom Summit

2017  
Highlights



## Thank You to Our Partners



"The Golfdom Summit is the best event I have ever attended. Everything about it felt right, from the one-on-one's to the number of attendees to the organization of the event."

— CONNOR HEALY, CONWAY FARMS GOLF CLUB, LAKE FOREST, IL



"The Golfdom Summit was first class and run flawlessly. You have created the perfect way to meet and discuss products with vendors one on one without the pressure."

— JASON BRADLEY, MEMPHIS COUNTRY CLUB, MEMPHIS, TN

Superintendents can apply to attend the 2018 Golfdom Summit at:  
***GolfdomSummit.com***



# Don't miss the next *Golfdom* Summit

**T**he 7th annual *Golfdom* Summit was a smashing success, and I had the good fortune to be there for the 2017 event, Nov. 28 through Dec. 1 at the Reunion Resort in Orlando, Fla.

It's a unique event, unlike any professional conference or meeting that I have attended. A friend of mine who is a superintendent was getting ready to attend the event for the first time, and he asked me what took place at the Summit. I explained that it's an opportunity to learn and spend time with many talented superintendents from around the country, plus a chance for a little relaxation.

The best thing about the *Golfdom* Summit, though, is talking one-on-one with industry representatives in a structured yet relaxed environment. What is the most valuable thing any of us has? The answer for me is time. The event provides the most value for your time through these one-on-one meetings. You get the undivided attention of these golf industry professionals to learn about the products and services that are most important to you. You also can ask the questions you have always wanted to ask about specific products without putting someone on the spot in front of an audience. Meeting with these professionals also gives

**“... it's an opportunity to learn one-on-one and spend time with many talented superintendents from around the country...”**

you the opportunity to describe the problems you face and help the industry find solutions to those problems.

The superintendents who attend the *Golfdom* Summit are at the top of the profession. There is ample time to meet fellow superintendents and learn about their programs, tricks and tips. I spend most of my time at the Summit talking to superintendents and learning about their challenges. It helps me determine the topics for future research articles and other information that is published in *Golfdom*.

The relaxation element of the event includes good food in casual settings, an occasional adult beverage and a round of golf under the warm Florida sun. For

those of us from northern locations, a little Florida sunshine in late November or early December is hard to beat. Meals are a great time to meet new people and learn about golf course management in other parts of the country. I never cease to be surprised by how different golf course management is — and the number of challenges that superintendents face — depending on the location of the golf course.

There is no cost to superintendents who attend the *Golfdom* Summit. All the industry partners involved in the Summit sponsor the superintendents who attend. This allows superintendents to meet with industry representatives for 15-minute one-on-one sessions to learn about their products and services — the products and services in which superintendents have the most interest.

So how can you attend the Summit? You can apply by completing a brief form at [GolfdomSummit.com](http://GolfdomSummit.com) expressing your interest in attending. You'll also be asked to provide a few details about your golf course and your background. *Golfdom* Editor-in-Chief Seth Jones and Publisher Craig MacGregor will review the applications and make the selections. The event is limited to 50 superintendents each year, and it can be a tough invite to get, so consider dropping by the *Golfdom* booth at GIS in San Antonio and telling Seth or Craig in person that you are interested in the 2018 Summit.

It's not too early to start thinking about attending the 2018 edition of this valuable annual event.

*Editor's note: Next month we'll have a complete rundown of the new products showcased at the 2017 Golfdom Summit.*



Mike Lytle of Lebanon Turf; Pat Gradoville, Palos Verdes (Calif.) GC; Clark Throssell; and Robert Hertzling, Lakeside (Calif.) GC enjoy a round of golf at the 2017 Summit.



Clark Throssell, Ph.D., loves to talk turf. Contact him at [clarkthrossell@bresnan.net](mailto:clarkthrossell@bresnan.net).

PHOTO BY: ABBY HART



# Defending Our Turf

Congratulations to the *Golfdom* editorial and design teams on another haul of TOCA Awards!

## Golfdom

The *Golfdom* team once again led all golf market publications with 16 total Turf & Ornamental Communicators Association (TOCA) awards — matching the number won by *GCI*, *GCM* and *Superintendent* combined!



## TOCA First Place Awards

- » **Design**  
Printed magazine/two-plus page design, advertising: “Hole of the month”  
Grant B. Gannon, Pete Seltzer
- » **Photography, Video And Multimedia**  
Best single photo – Use of stock art “The sky is the limit” Pete Seltzer
- » **Photography, Video And Multimedia**  
Best single photo – created by a TOCA member or freelancer commissioned by a TOCA member “Pay up or go home,”  
Seth Jones
- » **Photography, Video And Multimedia**  
Best print magazine cover (stock photos, commissioned art, illustrations, typography, etc.) “So you’re considering the dark side,” James Bennett, Seth Jones, Pete Seltzer
- » **Special Projects**  
Writing for special projects “A tribute to the king” Seth Jones, Pete Seltzer, Grant B. Gannon, Mark Woodward, Joel Jackson, Steve Wright, Karl Danneberger
- » **Special Projects**  
Miscellaneous special publishing project “The Fall Classic, Early Order Program special” Seth Jones, Pete Seltzer, Grant B. Gannon, Jared Nemitz
- » **Special Projects**  
Special Event – Publishing “The Golfdom Summit” Kevin Stoltman, Pat Roberts, Seth Jones, Bill Roddy, Craig MacGregor
- » **Writing**  
Turf feature article – commercial publications “The admiral of ultradwarf,”  
Seth Jones
- » **Writing**  
Product information article – commercial publications “Hidden beneath the GIS waves,” Ed Hiscock, Grant B. Gannon
- » **Writing**  
Headline writing – commercial publications “In-tents course management,” Curt Harler



## TOCA Merit Awards

- » **Design**  
Cover page design – printed magazines  
Page 15 – “The sky is the limit,” Pete Seltzer
- » **Photography, Video And Multimedia**  
Portrait/Personality (photo of individual or group of individuals) “Game on!,” Pete Seltzer, Matt Hawthorne
- » **Writing**  
Series of columns by regular department columnist – commercial publications  
“Keeping up with the Jones,” Seth Jones
- » **Writing**  
Product information article – commercial publications “What’s new at GIE+Expo,”  
Seth Jones
- » **Writing**  
Operations profile – commercial publications  
“Reverse the Course,” Chris Lewis



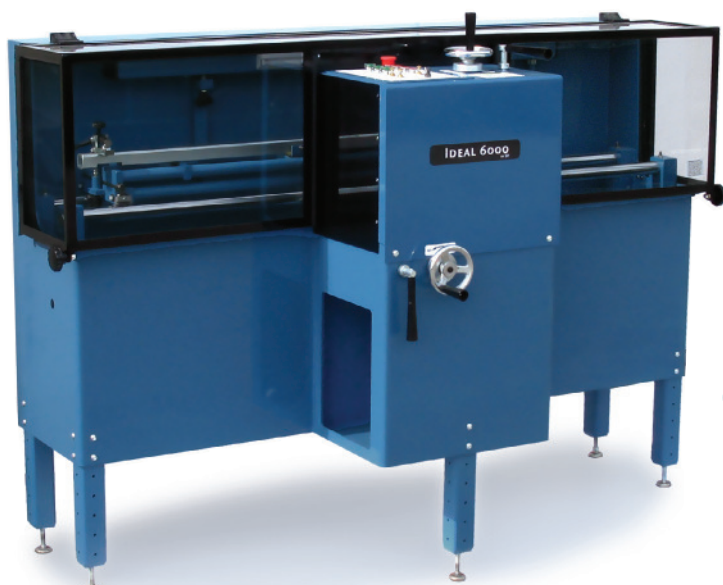
## Gardner Award – “Best of Show”

Photography, Video and Multimedia – Publishing  
“So You’re Considering the Dark Side” *Golfdom*, North Coast Media, James Bennett, Seth Jones, Pete Seltzer



# The Shop

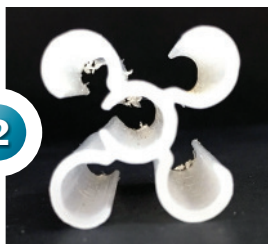
// MUST-HAVE NEW EQUIPMENT



1



2



3

## 1 | Peerless 7000 automatic reelgrinder

The Peerless 7000 from **SIP** can grind straight to within .001 inch, and grind cylindrical and parallel within .002 inch by using the Total Parallel Grinding and Pi Tape measuring system, according to the company. The TorqueControl Automatic Relief Grinding system is designed to get the job done more quickly. The Peerless 7000 features adjustable legs that allow the operator to set the grinder to a comfortable operating height. It also features an automatic front door that opens and closes with the flip of a switch.

[Sipgrinder.com](http://Sipgrinder.com)

## 2 | Energy-Passive Groundwater Recharge Product (EGRP)

The EGRP from **PARJANA** is a patented, sustainable water infiltration and drainage method that manages surface and underground water, according to the company. Installation involves augering multiple five-chamber, extruded hydrophobic polyethylene plastic tubes with a diameter of 1.25 inches and lengths of 5 in., 10 in., 20 in. and 40 in. Once installed, it's designed to promote surface water infiltration and increase the volume of stormwater that can be dispersed and stored underground. It requires no maintenance, and comes with a 25-year guarantee.

[Parjanadistribution.com](http://Parjanadistribution.com)

## 3 | Soil Injector Lite

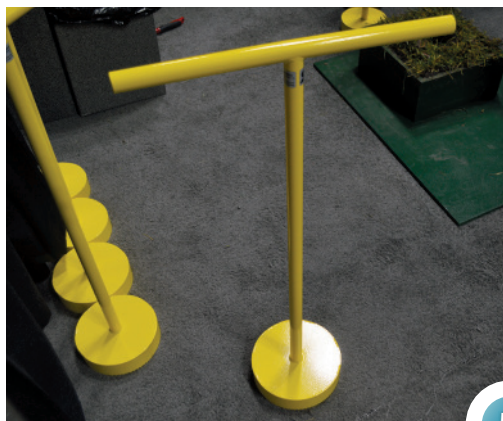
Soil Injector Lite, the latest product from **EZ-JECT**, is a method for tree and shrub pesticide and fertilizer applications under the soil surface. The product weighs 8.5 pounds, compared with the 14-pound Soil Injector Standard. Both soil injectors have a pumping system that delivers a half ounce (15 milliliters) per stroke, and the option of a quarter ounce (7.5 milliliters) per stroke. The one-gallon chemical tank is semi-transparent for viewing product and has a wide-mouth screw cap for filling. Both offer an adjustable injection depth from 2 to 8 inches, an adjustable foot plate and probe depth control.

[EZJect.com](http://EZJect.com)





4



5



6

### CHECK OUT MORE NEW EQUIPMENT ONLINE

To stay up to date on all the latest products and services, visit [golfdom.com/category/products](http://golfdom.com/category/products)

#### 4 Reliant AGM and Ranger 160 batteries

Reliant AGM with C-Max Technology features a non-spillable design and an advanced feature set that provides sustained performance and total energy output, according to the company.

**TROJAN's** S Ranger 160 is rated at 160 minutes when discharged at 56 amps, and incorporates technology features optimized for excursions that require significantly more range than a typical 8-volt deep-cycle battery can manage. Ranger 160 is also compatible with Trojan's HydroLink single-point watering system.

[Trojanbattery.com](http://Trojanbattery.com)

#### 5 T-Series sprinkler head trimmer

The flagship product from **SABRETOOTH INNOVATIONS**, the T-Series sprinkler head trimmer is designed to remove the grass around sprinkler heads. The recently founded company says that the T-Series will be custom manufactured to fit any sprinkler head size. The trimmer is made from steel and comes in sizes from 2 inches to 20 inches in circumference.

[Stitool.com](http://Stitool.com)

#### 6 Turfco Spreader

**TURFCO's** WideSpin 1550 topdressers are available in truck-mounted and tow-behind models, with engine or hydraulic power options. Superintendents can choose manual controls or new electronic controls, which give the widest range of rates and can lock in up to four presets. The hopper has a 20-percent greater capacity, and the hydraulic system and spinner design allow applications to go from super light to heavy and everything in between. Turfco offers a three-year warranty.

[Turfco.com](http://Turfco.com)



# The 19<sup>th</sup> Hole



## Justin Sudo

**SUPERINTENDENT** // Kahkwa Club, Erie, Pa.



**So, what's the best microbrew here in Cleveland?** Hands down, it's Fat Head's. Try their Head Hunter.

**Tell me about your family.** My wife, Jessica, and I have been together 21 years — married for 14. Our son Caleb is 12, our daughter Aubrey is 8. And we have a Shiba Inu named Mr. Miyagi.



**How did you meet Jessica?** When we were kids growing up in Cleveland, we lived just a few blocks away from each other. She would walk by our house with her brother all the time — she called it “the cute boy house.” Eventually, her brother and I became best friends. I had to beg him to let me ask his sister out — eventually he did — and we started

dating as teenagers. I'm still best friends with her brother, too, which makes family get-togethers fun.

**What teams do you root for?** All things Penn State, especially wrestling. All the Cleveland teams. And whoever is playing Ohio State — their fans are so obnoxious!

**What's the most dependable item of clothing you own for getting the job done?** I wish I could say my boots, but I still can't find any that hold up to wetting agents. My Carhartt bib overalls are dependable.

**Who is the most interesting character on your crew?** Dan Daub, who is one of our two assistants, along with James Hayes. Dan has been at the club since 1981. He went to Cornell for turf, but before that he studied to be an airplane mechanic. He's got a borderline genius IQ — he can fix anything. We have equipment still running that should have been dead a long time ago.

**What posters did you have on your walls when you were a kid?**

I haven't thought of that in years (laughs). I never had the Alyssa Milano poster. The one I most remember is Don Majkowski, the quarterback for the Packers before Brett Favre. Remember him? They called him “the Magic Man.” I also had a Spud Webb poster. And an NWA poster...



**NWA?** Yeah, my friends and I thought NWA was the coolest thing. We listened to a lot of rap — my brother was into old-school rap, like Spoonie Gee.

**N.W.A**

**This Head Hunter is solid. I've had it before, but I never knew Fat Head's called Cleveland home.** The old standby in Cleveland is Great Lakes Brewery — it's great too. Now there is a brewery on every corner. It was hip to like Fat Head's before this microbrew scene was popular. Sort of like those people who say they liked Johnny Cash before it was hip to like Johnny Cash. As interviewed by Seth Jones, Jan. 2, 2018.

**“KAHKWA CLUB IS A COOL OLD DONALD ROSS DESIGN WITH AN AVID GOLFING MEMBERSHIP... THE TEE SHEET IS FULL MOST MORNINGS. WE GET A LOT OF ROUNDS IN. IT'S GOOD FOR BUSINESS.”**







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