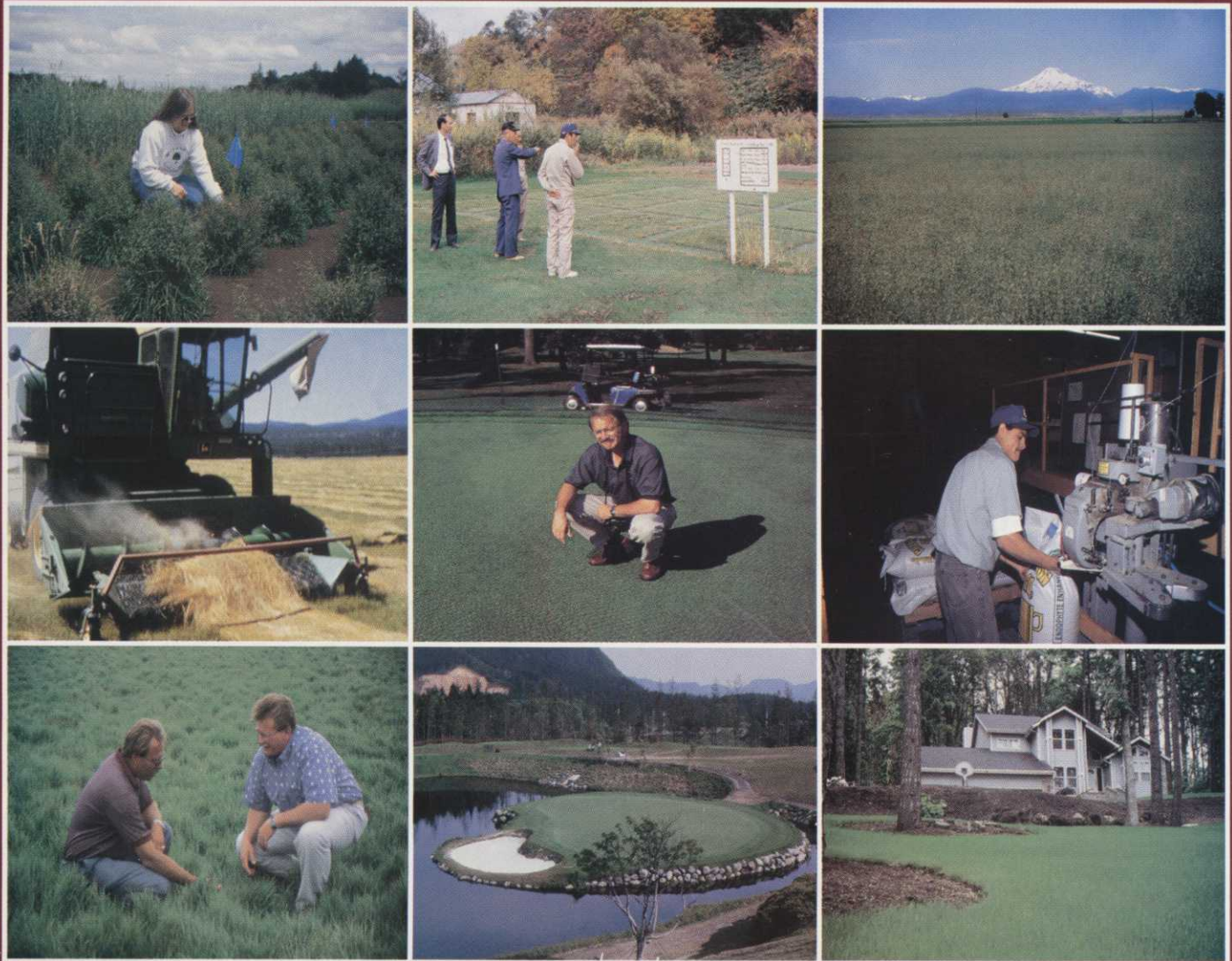


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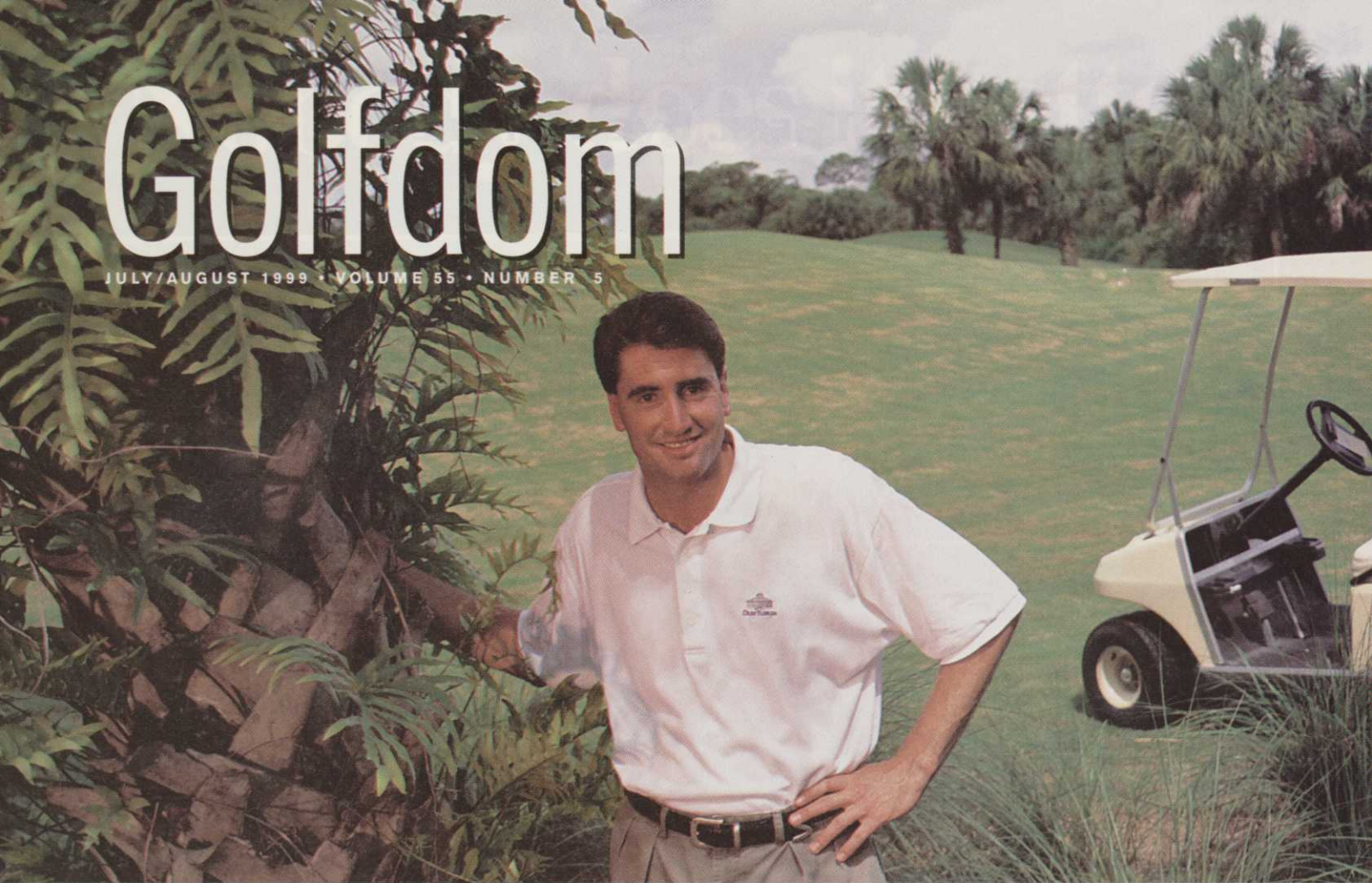
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Circle No 117

Golfdom

JULY/AUGUST 1999 • VOLUME 55 • NUMBER 5



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Inside Golf's Audubon Program

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About the cover

Naples, Fla.-based photographer Carl Thome coaxed superintendent Darren Davis into snuggling up to a tree for our cover. Some people will do anything for the environment.

Dave's Debut

Golfdom welcomes Dave Wilber to its gang of columnists. Wilber, a Sacramento, Calif.-based agronomist, is the author of *Dave's World*, a bi-monthly column focusing on various issues affecting your profession.

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Going Postal

WE'VE GOT MAIL

Shack Attack

(Editor's note: The following letters are in response to Geoff Shackelford's May/June *Golf By Design* column, which was headlined "Dumb and Dumber: Superintendent Style." Shackelford's response follows the letters.

Your article by Geoff Shackelford is a joke. He ought to try and do a superintendent's job for one day.

Name withheld

Via e-mail

How can anyone without a background in turf management be so outspoken. This idiot doesn't have a clue on what it takes to run a quality high-end golf maintenance facility. Why would superintendents want the greens so fast and cut so low to where it makes our job harder?

Maintaining fast greens is not easy, nor something I want to do all the time. The reason we do is because the members and guests want a course that looks like Augusta and plays like the U.S. Open.

The public makes the demands and we just do what they want.

Chris Norton
Superintendent
China

After reading your article, "Dumb and Dumber," you can save a tree and stop sending me your magazine. All I will do is throw it in the trash. Maybe Shackelford should get his head out of his (expletive) and spend a day or two with a superintendent to see what work is all about.

If anything, I and most of my fellow superintendents water to the correct depth to encourage deep root growth. Maybe if idiots like Mr. Shackelford didn't drive their carts so close to the green we could get some infiltration in those areas and they wouldn't seem so wet.

As far as "cart path only," again if golfers would use their heads when they are on the golf course, there would seldom be a need for this rule. But sit on the second tee of your local golf course after a rainstorm when it is cart path only, and how many carts go off the path as soon as they are out of range of the



clubhouse. Or how many carts will drive right through standing water in the middle of a fairway.

I and many of my fellow superintendents play the course as often as we can. I'm single and can play four to five times a week, but after a 12 to 14 hour day some superintendents would rather be with their wife and kids. Imagine that!

Most superintendents don't obsess about greens speeds. Green committee chairmen do! Maybe we do make changes with architects but maybe more architects should consult with more superintendents before designing their maintenance nightmare courses.

If you want smooth healthy greens there are some things that have to be done: aerification, verticutting, topdressing, etc.

Tell your wife about not putting flower beds on the golf course and understand that golf is more than putting the ball in the hole. It is also about a beautiful walk through nature.

We would probably write more notes in the pro shop and locker room but most members don't read the notes we put there now. We don't ignore constructive criticism, we follow our set management structure.

Most superintendents at private clubs report to the green committee and or board, not every single golfer on the course. If the members would follow the proper chain of command and talk to their chairman or president first there would be a lot less miscommunication.

And did I mention Mr. Shackelford, that you are an idiot!

Timothy L. Pratt
CGCS
Florida

I applaud you. Change nothing about your magazine to suit individuals who don't know what the word laugh means. I have been in the GCSAA forums since they started and have been amazed that so many of these people don't know how to laugh. Your article hit home, and I laughed my butt off.

Gary Chaney
Superintendent
Florida

(Shack Talks Back: While it is interesting that the humor in "Dumb" was not as well-received as it was in my earlier essay on green committees [January/February], I'm pleased that it has opened some eyes to an issue worthy of further discussion and debate: the opinions of customers.

It seems odd to suggest that any golfer with an opinion is an "idiot." Why? Because, fair or not, this is a customer-service industry. To dismiss customers and not search for creative ways to educate them — no matter how ridiculous some of their [or my] ideas may be — is a risky path for the industry to follow.)

Bring Back Hacks

I enjoyed your "Hack" article (Money Shot column, May/June), and I agree with you totally. We have just started to push "New Exposures to Golf." Four holes, six holes, eight holes, 11 holes ... whatever you can deliver designed for any type of development where land is at a premium or there's not enough available for a regulation nine. Lots of interest and two takers.

Ed Seay
Executive VP/Chief Operating Officer
Palmer Course Design Co.
Florida

Let's Go Surfin' Now

I just read the article by Joel Jackson — "A Computer Is A Terrible Thing To Waste" (Shades of Green column, May/June) — and he's right on track for all of us in this industry. We need to learn to use the Internet as a tool and not just react to it. We created our Web site this past winter (www.krigger.com) as a start.

Also, the point he made that caught my attention is that the new millennium doesn't start until 2001. I've argued that

point for years but the world seems determined to count 1/1/00 as the start of the new millennium. It must be new math for the end of the 20th century.

Tim Fitzgerald
President, Krigger & Company
Pennsylvania

Ego Boosters

I just wanted to say that I enjoy reading your magazine and I also like the new Web site. Very interesting and informative articles.

Barry Bollinger
Pennsylvania

Thanks for creating a very informative magazine that's not afraid to tackle tough questions.

Mike Salvio
Virginia

I just wanted to drop you a note and let you know that I really enjoy your magazine. I look forward to receiving it every month. Keep up the good work.

John Holmes
World Golf Construction
Florida

I have to say I have enjoyed the change of pace your publication gives to the industry. It's a welcome change from the boring bull I get from some of the other magazines I get across my desk.

For some of us, you knuckleheads are getting it right! I even got a fax of one of your articles from (someone) last week who I thought was a full-on squarehead, but if he's reading *Golfdom* I have to give him some credit.

I enjoy the information, and the more down-to-earth way of communicating it. If you clowns need some help with anything please let me know and I will help with any info I can.

D.B. Temple
Director of Golf
Heritage Palms/Western Golf Properties
California

Feel like going postal? We want to hear from you. You can e-mail your letters to Pat Jones at patrick.jones@advanstar.com, fax to 440/891-2675 or send them via snail-mail to: 7500 Old Oak Blvd., Cleveland, OH 44130. Make sure to include your name and phone number for verification. Letters may be edited for length or relevance.

The electronic mailbag was virtually bulging last month with e-mails from readers who weren't thrilled with Geoff Shackelford's column, "Dumb and Dumber, Superintendent Style" (May/June).

Those who took the time to write thought the column was an unfair and uneducated "Shack Attack" on their professional practices. Some were downright hot. Others offered reasoned rebuttals to Geoff's list of annoying practices. Conversely, on the GCSAA Web site and TurfNet, some superintendents fessed up and said, "guilty as charged" to at least some items on Geoff's list. Some suggested that their concerned colleagues should "lighten up."

We even caught flack from members of our own Golfdom Advisory Staff, which consists of a cross section of about 20 superintendents and architects who evaluate the magazine monthly.

Reviews of the column ranged from: "A must read for every superintendent" to "The truth hurts" to "Two thumbs down and a big middle finger." Kind of a mix of opinions, huh?

Well, folks, welcome to Golfdom.

Whiners as customers

It's important to note that Geoff did not invent his "dumb things" list out of thin air, nor were the items merely his personal observations.

He talked to a number of leading superintendents who described the typical gripes they hear from players. He then used humor and exaggeration to portray the world through the eyes of the average whiny golfer.

So — and we hoped this was obvious — "Dumb and Dumber" was not meant to be some kind of broad indictment of the profession. It was meant to be a funny but sobering reminder that the great majority of golfers remain blissfully ignorant about maintenance practices.

And, unfortunately, their ignorance is *your* problem. Why? Because — like it or not — those whiners are your *customers*. In simplest terms, they are the people who consume what you produce. If your product doesn't meet their unenlightened expectations, they will go someplace else. You don't need an MBA from Harvard to know that's a bad thing at a time when competition for players is heating up.

Enlightening the Whiners

BY PAT JONES



SOMETIMES, OUT
OF CONTROVERSY
COMES
UNDERSTANDING

The challenge is to enlighten the whiners and manage their expectations through regular and effective communications. It doesn't need to be fancy. You can use the club newsletter and calendar, bulletin boards, comment cards, signage, cart notices and face time in the pro shop to get your messages across. GCSAA, local chapters and the Green Section all provide posters, signs and other tools available to help you. But it's up to you to use them. In short, as a wise person once said: "Light a candle rather than curse the darkness."

The new gospel

In my first Flagstick column, I made a series of promises to our readers. Among them were that we wouldn't shy from controversy and we wouldn't always be politically correct.

Well, we knew Geoff's column would stir up some controversy, but we also knew that it would challenge readers to think about how their practices are perceived by golfers. Sometimes, out of controversy comes understanding.

We also knew that the column wasn't politically correct. The PC thing to do would have been to publish yet another teeth-gnashing account of how frustrating it is that golfers don't appreciate the efforts of superintendents. We could have even trotted out a famous PGA Tour player (ooh!) to pay tribute to "the unsung heroes of the game" and to tell you how important you are.

Well, as warm and fuzzy as that would be, the choir has already heard that sermon every Sunday for decades. So, we brought in a relief preacher from the bullpen to fire up the congregation. That's why Golfdom is different. We're not afraid to preach a new gospel.

Can I get an "Amen"?

Pat Jones is the publisher/editor of Golfdom. He can be reached at 440-891-3126 or patrick.jones@advanstar.com



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Circle No 135

Off The Fringe

NEWS WITH A HOOK

Business briefs

Arnold, Clint, others buy Pebble

Arnold Palmer, Clint Eastwood, Peter Ueberroth and Richard Ferris head a group of investors who purchased the Pebble Beach Co. from Taiheiyu Club Inc. for a reported \$820 million. The acquisition was to be completed by July 31, and

Bank of America will provide financing to the investor group.

Taiheiyu Club, a Japanese golf resort company, acquired Pebble Beach in March 1992. Taiheiyu Club will maintain a close relationship with Pebble Beach Co. and its new ownership, according to Pebble Beach.

Pebble Beach Co. is comprised of four golf courses: The Pebble Beach Golf Links, Spyglass Hill GC, The Links at Spanish Bay and Del Monte GC. It also includes two hotels, the famed 17-Mile Drive, and the soon-to-be completed 24-room Casa Palmero Inn and The Spa at Pebble Beach.

DuPont will cut 800 jobs

Wilmington, Del.-based DuPont will restructure its \$2 billion Crop Protection business "to address intensely competitive market conditions and position the business for future growth." About 800 jobs will be lost.

Deere income down

Moline, Ill.-based Deere & Co. reported net income of \$150.1 million for the second quarter — down about 56 percent from \$365.2 million in 1998's second quarter. Net income for the first six months of 1999 was \$199.8 million compared with \$568.5 million last

Briefs continue on page 13

Pesticide Purge?

ANTI-PESTICIDE GROUPS TARGET MUNICIPAL GOLF COURSES, WORK TO BUILD CLOUT

On April 21, the day before Earth Day, more than 100 environmentalists, cancer activists, politicians and organic landscapers gathered at the Timber Point CC in Great River, Long Island, N.Y., with an "Organic Golf" luncheon and golf outing.

The group was celebrating because Suffolk County officials in New York had agreed on a policy to dramatically cut pesticides by implementing an organic program at Timber Point's golf course. Future plans call for similar approaches at three other public courses and five yet-to-be-built

county courses on the drawing board. Reaction from superintendents has been mixed.

"I am happy to see the county experiment with low or no pesticide programs," says Mike Rewinski, superintendent at Westhampton CC in Westhampton Beach, N.Y. "Let the municipal courses be the guinea pigs."

Suffolk County is not alone. Since Huntington, N.Y., became the first municipality in the country to completely ban chemicals on its two public golf courses in 1997, pressure by environmental activists on city and county officials to slash pesticide use on public property has increased nationwide. The result is no pesticide or reduced pesticide programs from Canada to California.

On June 7, Toronto announced a pesticide reduction program in which chemical

Continue on page 14

Butt Ugly

We've seen some horrendous golf apparel but . . . oh, the humanity!

Jim Smith's trousers were so bad that they were good enough to win the top prize at the third annual Bad Pants Open at the Indian Lakes Resort in Bloomingdale, Ill., on May 31. Smith, of Ottawa, Ill., won the honor for his circa 1970s bell-bottom slacks that featured an outlandish and nightmarish psychedelic and geometric pattern of gold, orange and black colors. Other golfers said Smith's pants "hurt their eyes to look at."

More than 140 golfers from Illinois, Indiana and Missouri rummaged through the bowels of their closets and searched thrift shops to find an appalling pair of pants to wear in the tourney.



Will Pebble Beach make his day?



ILLUSTRATION: DAN BEEDEY

Performance Report

HERITAGE® fungicide was made available in 1997, after three years of extensive turf trials on more than 250 golf courses across the country.

Since its introduction, some 6,000 superintendents have made HERITAGE an integral part of their management programs. Recent label expansions have increased product uses to include ornamentals, lawn care and sports turf.

This report summarizes the overall high-level performance of this novel, new class of fungicide chemistry.

Product Overview: The Fungicide's Foundation

The growing popularity of HERITAGE across the golf course industry stems largely from its broad foundation of advantages. "The key to this fungicide is its flexibility," says David Ross, Technical Manager for Turf & Ornamentals at Zeneca Professional Products, the manufacturer of HERITAGE. "It acts both preventatively and curatively against a broad spectrum of turfgrass diseases. Currently, it is the only fungicide available to superintendents that controls brown patch, Pythium, gray leaf spot, fairy ring, take-all patch, summer patch, anthracnose, and snow mold as well as many other diseases.

"It's also the only strobilurin chemistry currently available to the golf course industry and will be the only systemic strobilurin now and in

the foreseeable future," explains Ross. Azoxystrobin, the active ingredient in HERITAGE, is synthetically derived from strobilurins, a group of naturally occurring fungicides produced by various species of wood-decaying mushrooms. "This novel mode of action, along with its extended application intervals and low use rates, really enhances the flexibility of HERITAGE in disease management programs.

"Add in the fact that it is low-risk both environmentally and toxicologically, and provides a positive impact on turf quality, and superintendents truly have a valuable disease control tool for their entire course."

The Significance of Systemic Activity

HERITAGE is systemic and moves both translaminarily and in the xylem after uptake, distributing fungicide throughout the turfgrass plant. Translaminar movement delivers fungicide from one surface of the leaf to the other while xylem, or acropetal, translocation carries HERITAGE upward throughout the plant.

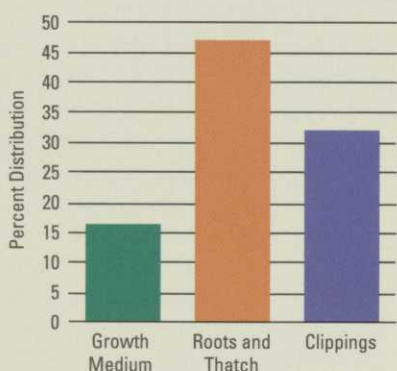
"The properties of HERITAGE, in conjunction with its systemic movement, help explain why it is so effective on a broad spectrum of diseases," says Dave Bartlett, Bioscience Project Leader for Zeneca Agrochemicals.

"In turfgrass, the placement and redistribution properties of HERITAGE eliminate diseases before they have a chance to establish.

"In addition, product uptake through the root and crown is highly desirable because the entire plant is then protected. Translaminar and systemic movement in the xylem transport HERITAGE to plant cells in old and new leaf tissue, ensuring protection throughout the plant."

Bartlett explains another important characteristic of HERITAGE: The xylem mobility of the product allows a significant concentration of fungicide to continually move into new leaf tissue as it grows between applications. According to Bartlett, "This characteristic allows for continuing disease protection, particularly when frequent mowing removes the foliage initially sprayed with HERITAGE."

Percent Azoxystrobin Distribution
21 Days After HERITAGE Application



Further, HERITAGE has the dual distinction of being the first fungicide introduced from the strobilurin class of chemistry as well as the first synthetic product registered by the EPA under its Reduced Risk and Safer Pesticide Program. "As the only xylem systemic strobilurin fungicide available," says Bartlett, "HERITAGE provides the superintendent with the added benefit of foliar and root disease control without the added cost of tankmixing."

Lower Rates, Longer Intervals in Disease Management

HERITAGE has one of the lowest use-rate ranges in the turfgrass fungicide market. And because it demonstrates high efficacy at low rates, HERITAGE has extended application intervals that span from 10 to 28 days, depending on the disease pressure present.

These two product features benefit the superintendent in several ways, according to Bruce Clarke, Director for the Center of Turfgrass Sciences at Rutgers University, who has been working with HERITAGE since 1992. "The material's low use rates are a real plus since only a small amount of active ingredient is released into the environment," says Clarke. "The product's rates and extended intervals also mean a reduction in time and in labor costs for the superintendent."

Performance Review

The Role of HERITAGE in Summer Disease Management

"Since its introduction in 1997, HERITAGE has become the centerpiece for *Poa annua* greens disease management in California," says Larry Stowell, Ph.D. of PACE Turfgrass Research Institute (PTRI) in San Diego. "Prior to this fungicide's availability, full-season control of ectotrophic root infecting fungi such as summer patch caused by *Magnaporthe poae*, was unsuccessful. Coupled with effective stress management programs,

Poa annua greens now survive the entire summer with the aid of HERITAGE.

"Without effective stress management," Stowell says, "the fungicides will not be able to do their job. Summer patch prevention begins when soil temperatures measured at 2 p.m. and a depth of 2 inches exceed 75°F on four consecutive days. This date falls within a couple of weeks of May 1st in many locations in California.

"The first summer patch preventative treatments are sterol synthesis inhibitors labeled for control of summer patch and are applied at [one-half] their high labeled rate on a 14-day interval.

"There's an increase in turf quality with HERITAGE..."

"Applications are made in high volumes of water—3 to 4 gallons per 1,000 square feet—and watered in using about 0.1 inches of irrigation or roughly three turns of the irrigation head. Beginning June 1st, HERITAGE is applied at 0.4 ounce per 1,000 square feet. Using the same volume as the sterol inhibitors and watered in, HERITAGE is applied monthly until soil temperatures drop below 75°F measured at 2 p.m. and a depth of 2 inches on four consecutive days."

Following the second application of HERITAGE, Stowell says to apply a Pythium active fungicide for resistance management. After the fourth application of HERITAGE, apply a benzimidazole for summer patch resistance management.

"If tournaments are scheduled for the peak heat months of the year or if high stress is anticipated," Dr. Stowell says, "consider a preventative application of a contact fungicide seven days prior to the tournament, or anticipated stress, to reduce the fungal colonization of foliage that will be damaged

Characteristics of HERITAGE (Azoxystrobin) versus Future Strobilurins

Characteristic	HERITAGE (Zeneca Professional Products)	Future Strobilurins (other companies)
Foliar uptake (24 hours)	20–30%	1–3%
Xylem systemic	Yes	No
Phloem mobile	No	No
Vapor active	No	Yes
Translaminar movement	Yes	Yes (vapor only)
Systemic movement to new growth	Yes	No (vapor only)
Systemic inhibition of spore germination	Yes	No