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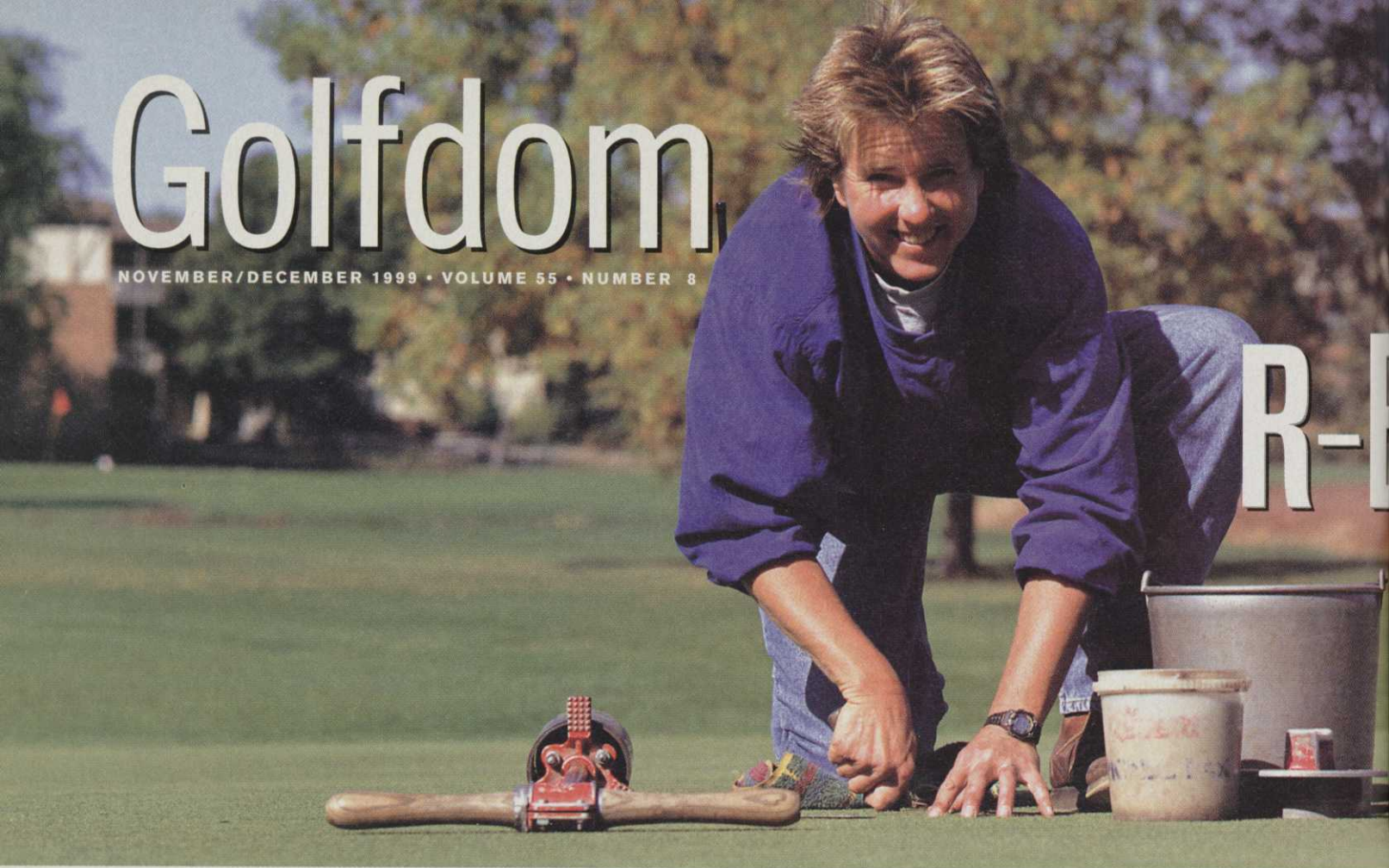
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# Golfdom

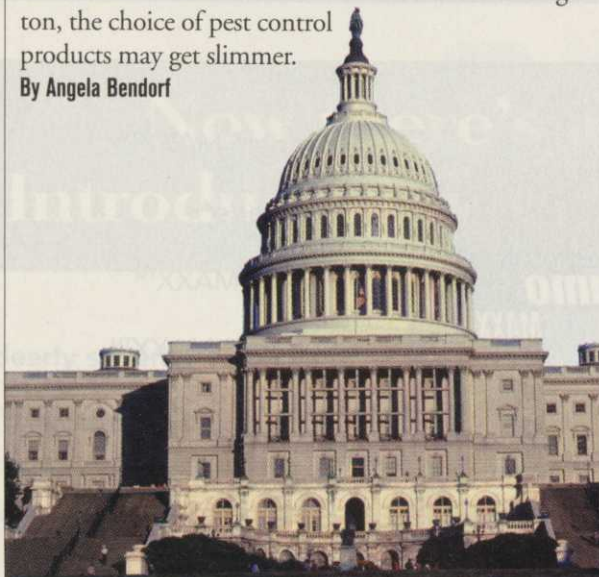
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Unless end-users let their voices be heard in Washington, the choice of pest control products may get slimmer.

By Angela Bendorf



## 38 Water Power

Despite the hefty investment, a new irrigation system could pay dividends like a blue-chip stock.

By Larry Aylward



# S-P-E-C-T!

JASON WACHTER

## cover story

BY BRIDGET FALBO

Thanks to trailblazers like Lynn Richert, women superintendents are getting the respect they richly deserve.

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## The Tree Doctor Is In

And in this case study, you'll find out how he saved the famous and frightening 100-year-old oak tree on the 13th hole at Firestone CC.

By Larry Aylward



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## The Trials & Tribulations

... of tending turf in the transition zone

By Bruce Allar



### About the cover

Rogers, Minn.-based photographer Jason Wachter snapped our cover photo of the calm, confident and collective Lynn Richert on a crisp, clear North country day.

### News with a hook

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A Texas course needed a new pump system to beat the summer heat – and fit into an existing pump house.

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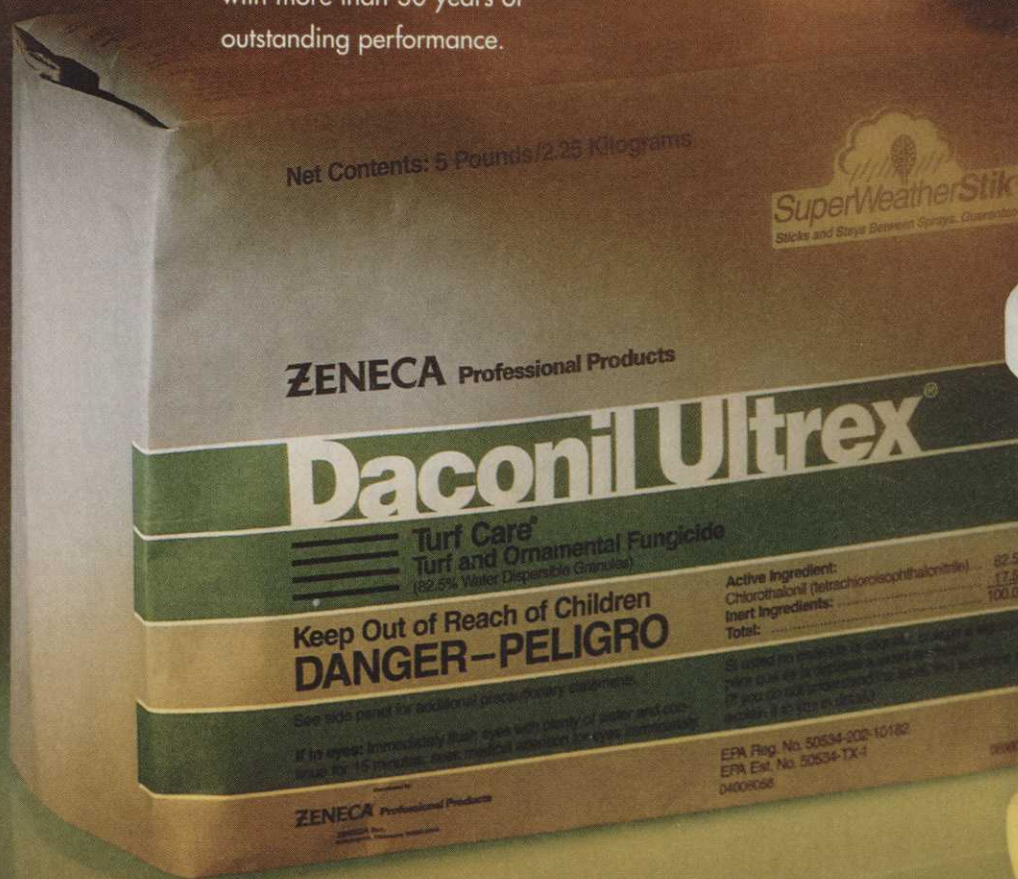
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# Going Postal

■ WE'VE GOT MAIL

## Playing by the Rules

I want to comment on your articles concerning management companies in the October issue. Greg Plotner (vice president of Florida operations for International Golf Maintenance and author of "Superintendents can benefit from the way management companies do business") didn't tell the entire story when he talked about IGM's method of soliciting business. He failed to mention IGM uses direct mailings to club presidents in an effort to procure business. My club has received two such mailings in the past three years.

This is in direct contrast to the code of ethics that most in our profession aspire to. I respect IGM's right to do business, but it's disappointing the company chooses to not play by the rules.

**William Shirley, CGCS**  
Peachtree GC, Atlanta

## A Ben-evolent Guy

I just read the September issue featuring the interview with Ben Crenshaw ("Ben Around"), and it reminds me that he might be one of the greatest gentlemen in golf — and all of sports.

I've had the pleasure of meeting Crenshaw several times over the years, both as a former head professional at TPC Sawgrass and later at several corporate outings. I can assure you I have never met a finer ambassador for the game and our business. His dedication to the historical aspects of golf, his feelings of "playing for pride" in the Ryder Cup, and his stellar career make him a perfect spokesman to all golfers.

In 1987, I was approached by a gentleman at TPC Sawgrass during the Tournament Players Championship (now Players Championship). This man had found a scrapbook with old newspaper articles in an attic about Sam Snead, Ben Hogan, Byron Nelson and others from decades earlier. He wanted Crenshaw to have it, knowing his interest in golf history. Crenshaw was very excited about the scrapbook.

Unlike some spoiled players today, who may have snatched it up with an

obligatory "thank you," Crenshaw invited the man into the locker room for lunch. It was evident Crenshaw had created a memory for him in thanks for the present offered. This class act proved that Crenshaw not only understands the game and the business, but, more importantly, he understands people. It is my hope that some of his philosophies will rub off on some of the younger PGA Tour players.

**Bob Swezey**  
VP/Club Operations, Fawn Lake CC  
Spotsylvania, Va.

## Panning the Pros

I take issue with your article, "Dumb And Dumber, Superintendent Style," in the May/June issue. I've been waiting for dumb and dumber, golf pro style.

Golf pros, for some reason, think they can do no wrong. They have their hands into everything. These backyard agronomists think they can grow it, mow it, keep it and cut it. I know mow and cut are the same, but they think the greens are mowed and the fairways are cut. With that in mind, here is my list for dumb and dumber, golf pro style:

- They increase the tire pressure on golf cars for better battery life and increased fuel.
- They say you must have golf cars because my son needs his tuition.
- They send people to the range when it's being mowed.
- They say, "Don't cut the range balls. They cost me a fortune." Then pick them up!
- There's a two-hole gap where the maintenance crew is working, so they send two foursomes to the gap.

**Bruce Rickert, CGCS**  
Medford Village GC, Medford Lakes, N.J.

Feel like going postal? We want to hear from you. You can e-mail your letters to Pat Jones at [patrick.jones@advanstar.com](mailto: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.

# Golfdom

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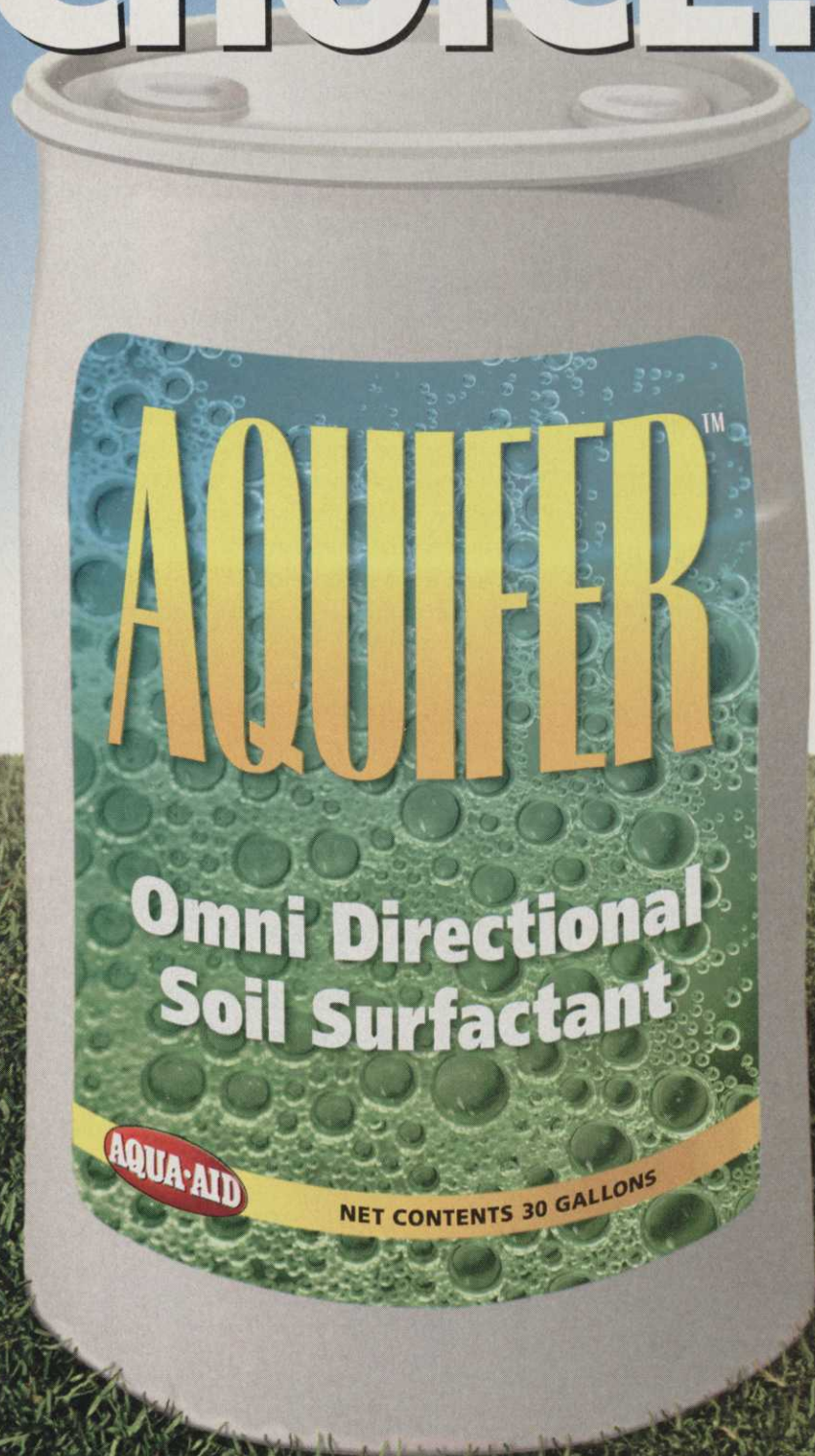
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Circle No 105

**I** only have a few minutes to write this month because I've been busy assembling my Y2K survival kit. It's not that I'm scared of anything (except "The Blair Witch Project," which totally creeped me out), but it's only common sense to put away a few key supplies for the big day. Since you and I are pals, I'll give you an exclusive inside tour of my personal survival kit:

- One gallon of fresh water, a can of Spam and a bag of Doritos.
- Six cases of Bud and a carton of Marlboros.
- My laptop computer (which will make a nice paperweight after the "millennium bug" is done with it).
- My crystal ball.

Ah yes, the old Golfdom crystal ball. As the clock ticks toward '00, this seems like a good time to shine her up and get a sneak preview of the next decade. So, with apologies to our good friend Dave Letterman, here's our Top 10 list of "Things that might happen in the next decade but we're not holding our breath about":

10. President "Dubyah" Bush appoints Newt Gingrich to run the EPA. *Increased* pesticide use now required by law.
  9. PGA Tour is renamed "Tiger & Friends," as pros gather weekly to battle for second place.
  8. Johnny Miller finally stops yammering about "grain" — a national holiday is declared.
  7. Tour Pros required to spend a month working with superintendents before getting their cards — another national holiday is declared.
  6. Robotic mowers guided by GPS systems replace crew members ... until numerous green chairman are mysteriously "mulched" and the concept is scrapped.
  5. Anti-pesticide efforts are dealt a serious blow when Meryl Streep is viciously attacked by giant mutant nematodes and screams, "Somebody just needs to nuke these things!"
  4. A new bio-engineered bentgrass is developed that requires no inputs except water and a topdressing mix consisting of bushel baskets of shredded \$100 bills.
  3. USGA discards blue blazers for loud Hawaiian shirts, Bermuda shorts and sandals.
  2. GCSAA wins lottery and eliminates dues.
- And (a drum roll please) our number one prediction for the next decade ...

## Gazing Into Our Y2K Crystal Ball

BY PAT JONES



EPA ADMINISTRATOR

GINGRICH WILL

REQUIRE MORE

PESTICIDE USE

1. Golfers nationwide hold a "Thank You" day for superintendents ... but you're too damn busy to attend!

Hmmm ... on second thought, maybe we should leave the crystal ball out of the survival kit and pack another case of beer.

### Golfdom 2K

Y2K is small potatoes compared to the news that Golfdom will be back next year with 12 issues of ideas, solutions and opinions. For business reasons, we produced just eight issues during our first year. Apparently, we didn't screw up because you're asking for more. What will 2000 bring?

First and foremost, we're not changing the layout or the feel of the magazine. The two comments we hear most often are: "I like it because it's fresh and challenging," and "I read it cover-to-cover every issue." We pledge not to mess with success in terms of readability and tone.

We're also not backing off of Golfdom's "attitude." We're going to continue to provoke, stimulate, delight, irritate and amuse. If that means you use us to line the parrot cage, so be it.

We do plan to put more meat on the bone in terms of our major feature stories, including in-depth pieces on compensation issues, labor shortfalls and workplace ethics.

Finally, we're definitely not planning to tinker with the design. Why? Because Golfdom recently was named one of the best designed new magazines in the nation by *Folio Magazine*. Congrats go to our design team, Lisa Lehman and Lisa Bodnar, who work hard to give you a magazine that looks as good as the courses you maintain.

So as you pack your Y2K survival kit, don't forget your award-winning issues of Golfdom. It's a great read by candlelight.

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