

If You Ain't Got Game, Then Read This Book

By Mark Luce

If you're tired of local sharks (like club pros) lining their pockets with your money every time you play a round of golf, don't get mad or make excuses — just get sneaky.

Those without the smarts or wit to participate in the mental side of the game will bark that gamesmanship, or in this case golfmanship, is ungracious, uncouth and uncool.

We hackers beg to differ. Golfmanship is an integral part of the game. Any yuckster with a club can swing it well with some practice, but it takes years of practice, discipline and a gentle honing to perfect the art of screwing with your opponent.

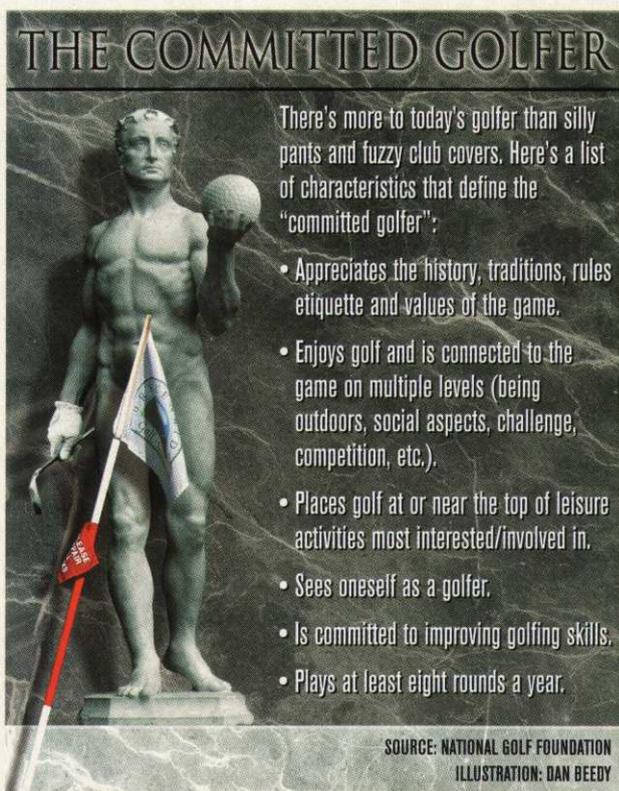
The original gamesman, droll Brit Stephen Potter, who unfortunately died 31 years ago, penned a nice series of books in the middle of the last century — *Gamesmanship*, *One-Upmanship* and *Golfmanship* — all aimed at winning without cheating with various “ploys,” “hampers” and “gambits.”

His indomitable, crafty spirit lives on in Jon Winokur's delightful new book, *How to Win at Golf Without Actually Playing Well*. From old standbys — like covering the club-head when pulling it from your bag, dressing shabbily (black socks ARE OK) against a Jesper Parnevik-type fashion maven, and telling your magnet-wearing opponent about the report linking copper bracelets and impotence — Winokur reaches deep and far to come up with his nuggets of wisdom.

No chapter is finer than “Conversation: The Fifteenth Club.” The key is to “keep your opponent mired in irrelevancies,” Winokur writes. What can you do? Sarcasm, false humbleness, loaded questions and non-sequiturs all come into play. Better yet, Winokur says, you could affect a foreign accent; refer to your clubs by their traditional Scottish

names (Winokur includes a glossary so you can remember them); tip your hat to an imaginary gallery after a fine shot; blatantly self-promote on less-than-spectacular shots (I'm

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Quotable

“I'm kind of embarrassed finishing 15 shots behind the guy.”

— Ernie Els, who tied for a distant second place in the U.S. Open, behind that guy.

“There was no such thing as a signature hole or signature course until dad ran an ad in (the old) *Golfdom*. He thought his signature

was neat-looking. That's where the term ‘signature’ course came about.”

— Rees Jones, son of the late Robert Trent Jones, explaining how the term “signature course” came about. (Source: *Links*)

“If you're trying to map something with a GPS and the United States is trying to blow someone up, you might have to wait a day.”

— Terence McNabb, national sales manager of Tumwater, Wash.-based ReMetrix, drawing laughs from superintendents during a golf course mapping seminar.

Off The Fringe

They Clean Up Real Nice

You have to hand it to Hubbard, Ore.-based Turf-Seed — the company put its best face forward at its annual field day in June despite being the victim of an eco-terrorist attack 10 days before that caused between \$300,000 and \$500,000 in damage.



The “GE” stands for “genetically engineered” — and vandalism.

As journalists and distributors from around the country descended on the company’s Pure Seed Testing research farm — where the Anarchist Golfing Association struck — to sneak a peek at new grass varieties and party the night away at Turf-Seed’s barbecue, there was little evidence that there had ever been an attack.

“We didn’t want them to have the satisfaction of ruining our chance to show off the work we’re doing,” says Crystal Rose-Fricker, president of the company. “We cleaned up as fast as we could and got down to the business of rebuilding.”

The grass fields looked lush, and although there were a few spots that had obviously once been inhabited by the plants destroyed in the attack, the presentation went off without a hitch. Well, other than the giant “GE” (standing for “genetically engineered”) that the AGA spray painted across the company’s sign that marks the entrance to the company’s fields. The AGA targeted Turf-Seed because it claims the company is growing genetically engineered grass in its fields — a claim Turf-Seed vehemently denies.

Scanning the Web

Frank Andorka reviews **language translation sites**

People called me insane when I took French instead of Spanish in high school. Was I? Mais oui! But it turns out I didn’t need to learn Spanish because there are Web sites that will now translate anything I need. If you have workers who speak different languages, here are some sites that might help you communicate better with them (all sites start with <http://> unless otherwise noted):

(**** – Bookmark it and return frequently; * – Look at only if absolutely necessary)

******translator.go.com** – The site gives you the opportunity to translate English into Spanish, French, German, Italian or Portuguese and vice versa. Its almost instantaneous conversion makes it an easy-to-use site, and it doesn’t stumble over phrases such as “sprinkler heads” and “3/16 of an inch.” It offers visitors the opportunity to buy a complete software package for their computers (geared to PCs) and offers the option of translating entire Web sites by typing in the URL. You can add the link to your Web site as well.



******babelfish.altavista.digital.com/translate.dyn** – This translator speedily takes your English phrases and translates them into Spanish, French, German, Italian or Portuguese. It has an easy user interface and leaves your English words up on the screen so you can remember what you wrote. It warns that the translations are approximations and should not be taken as literal trans-

lations — a point proven when you take the translated text and put it back into English. Still, it’s far better to have an approximate translation than none at all.

INCOMPLETE **www.freetranslation.com** – Since I’d heard good things about this site from superintendents, I was psyched to try it. Unfortunately, the program didn’t adapt itself to my computer system (a MacIntosh G3 with Internet Explorer 5.0). I’d hate to pan a site just because my computer wouldn’t let me access it, so I suggest you try the site yourself and see how it works for you. Just be prepared that you might be frustrated by the results.

Scanning the Web is compiled by Frank H. Andorka Jr., Golfdom’s associate editor, whose multilingual skills also include Pig Latin. You can reach him at andorka@advanstar.com with future column suggestions.

Read This Book

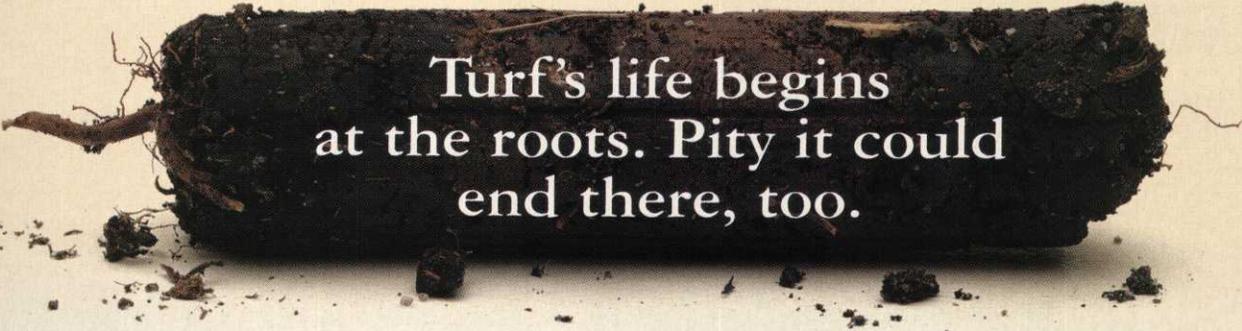
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the man!); ask your opponent if he has heard the rumors about poor quality control at the factory that manufactures the brand he’s playing; and, one of my favorites, tell your opponent, “Well, sir, all you have to do is clear the pond (bunker, waste area, quarry, bar-

ranca) and you’ve got it made.”

A fiendish pleasure to read, “*How to Win at Golf Without Actually Playing Well*” won’t help improve your hitch-laden swing, but when properly executed it will drive your better-skilled opponent absolutely bonkers — thus ensuring your victory.

Let the games begin.



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Tempting Two

If you can drive the ball straight and hit the perfect tee shot, feel free to go for the green in two on the par 5, 535-yard second hole at Valhalla GC in Louisville, Ky.

Professional golfers, who will visit Valhalla on Aug. 17-20 to play in the PGA Championship, can hit that ideal drive fairly frequently. For the average golfer, however, the smart play is to lay up on the second shot and hit a wedge to the green, says Mark Wilson, superintendent of the course.

"About 5 percent of your average golfers will be able to hit the drive to the perfect place on the fairway," Wilson says. "There's no shame in taking a par on this hole. If you try to be too bold, you can end up in trouble."

A creek meanders down the left side of the hole and an open, marshy space guards the right. The fairway is narrow until 250 yards out, and then it opens considerably.

The hole is built in a flood plain, and that creates maintenance headaches for Wilson when it rains heavily. Combined with its elevated fairway – 30 feet above the creek on the left – the moisture-retaining fairway can be difficult to mow.

"To take care of those steep slopes, you have to wait until the grass is dry, and that sometimes creates delays," Wilson says. "Flood debris also requires an investment of extra labor hours to clean up."



**Superintendent
Mark Wilson**

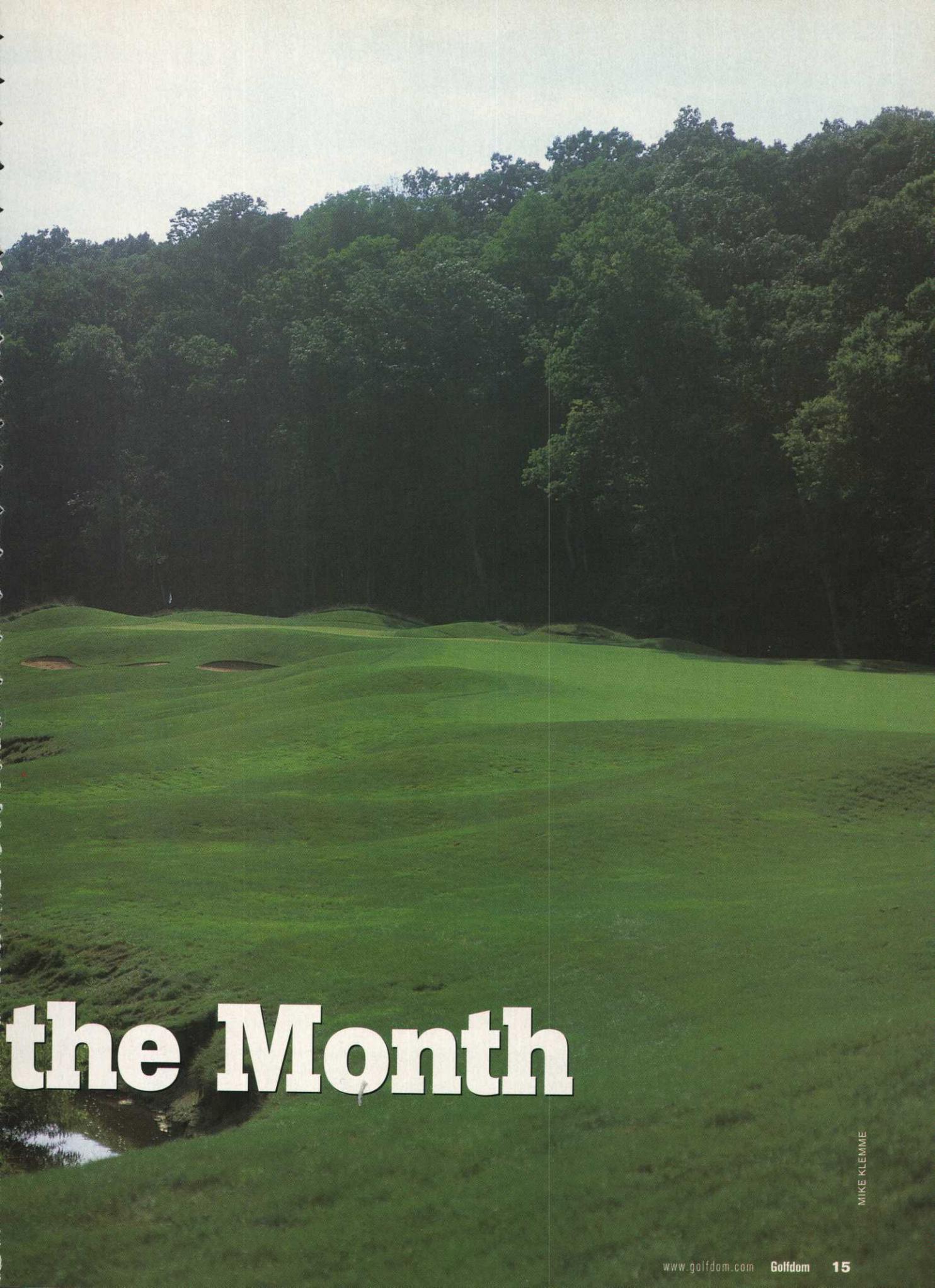
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the Month

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Circle No. 110



Dress codes requiring mandatory coats and ties or jackets for local chapter meetings still have value for image enhancement of the modern superintendent. However, there seems to be a ripple of resistance to this long-standing tradition that's spreading across the land.

There's no doubt that casual dress is gaining a foothold in the business and social world in which we live. Casual Fridays are popular at many companies nationwide.

So does wearing a jacket and slacks instead of jeans and taking off a hat indoors have any impact on a superintendent's image? The answer is still yes.

In this age of declining participation at local chapter meetings, the dress code is often not enforced. Chapters need to either enforce the dress code, modify it or abolish it.

No matter what dress code a chapter has adopted — jackets or no jackets — it seems some superintendents and suppliers still don't get it. Even if jackets aren't required, people keep showing up in jeans, sneakers and hats.

Some people refuse to wear ties, and others claim they don't own suits or jackets. Some wear their hats indoors, outdoors, upside down and backwards.

Some folks are just plain mavericks, while others seem to have simply never been taught the basics of etiquette and manners.

As much as associations want to be inclusive, maybe some of these folks need to stay home until they can learn to sacrifice a little individualism for the good of the group. You don't have to be a clone to wear a jacket and leave your hat in the truck.

These folks put chapter leaders in a tough situation. Nobody wants to tell a fellow superintendent that he or she needs to leave a meeting because he or she is not in compliance with the dress code.

I've never seen someone asked to leave a meeting because of that, but some of the older Northern chapters don't have any

Time to Put on a Coat of Class

BY JOEL JACKSON



YOU DON'T HAVE
TO BE A CLONE
TO WEAR A JACKET
AND LEAVE YOUR
HAT IN THE TRUCK

qualms about telling a violator to scram until he or she can dig up the proper clothing and stay for the mandatory dinner.

I agree with the old adage, "You can't judge a book by its cover." However, there are certainly some book covers that turn me off or give me an indication that I'm probably not interested in the content.

Maybe that could be considered superficial. When I walk down the bookstore aisle and see the book covers, however, I get preliminary messages about their content.

It's not a fair evaluation of the plot or the writing, but I do get a sense about the book — a first impression. That's all a book cover can give me — an instantaneous image of what might be inside — and the message is sent immediately.

What message do you and your chapter send? It's likely that a group of professionals wearing jackets in a public setting sends the message that:

- They are a group of people to be taken seriously.
- They are a group of people meeting with a purpose in mind.
- They are a group of people showing respect for the host, the profession and its history.

Not wearing a jacket doesn't necessarily mean disrespect, but wearing one does elevate and promote an onlooker's perception by the very nature of the mode of dress.

It's a small price to pay for projecting a positive image about superintendents as professionals.

Joel Jackson, CGCS, retired from Disney's golf division in 1997 and is director of communications for the Florida GCSA. He owns a variety of sport coats for myriad occasions.

Winds *of* Change

Golf is trying to shed its white image. What will it take — and how can you help?

BY FRANK H. ANDORKA JR., ASSOCIATE EDITOR

LARRY POWELL, SUPERINTENDENT OF Clearview GC in East Canton, Ohio, understands the hardship that golf's legacy of racism can inflict. His father, William, was forced to fund Clearview's construction privately when white banks wouldn't loan him the money because he was black.

Larry's pride in the beautiful course his father struggled so hard to build rings clear as he discusses the course's history, its present and its future. From the start, there's no mistaking that Clearview formed the core of his being.

He speaks excitedly for more than an hour about how he uses the course as a testing ground for new ideas that will benefit the entire industry, including water conservation practices, experimental grass varieties and even hydroponic technology from NASA. His vi-

sion of the course clearly focuses on the future. But when Larry reflects on the difficulties minorities, including his father, have faced in the golf industry, he turns sober.

"I know there were people in my father's day who wanted to keep blacks out of golf," he says. "But I wasn't going to let that stand in the way of doing something I always wanted to do. It's not about black and white at this course. It's about green. It's about caring for the course."

The Powells have succeeded against what



Larry Powell, superintendent of Clearview GC in East Canton, Ohio, watched his father build the course he now cares for, despite facing racism within the industry.



appears to be overwhelming odds, if you believe the statistics. To say the ranks of minority superintendents are thin would understate the case. According to a 1998 GCSAA membership survey of 15,310 Class A, B and C members, only 406 identified themselves as minorities — less than 3 percent. Blacks — just 29 in all — make up two-tenths of 1 percent of the membership. While that doesn't include more than 3,000 members who chose not to answer the question, the numbers show

an industry still grappling with the changing demographic of the American work force.

As superintendents struggle to find workers, minority communities offer the golf industry a golden opportunity to change those numbers. But since they'll have to discard traditional notions of recruitment and put in extra work to reach out, superintendents might wonder what the payoff is for them. The payoff, says Mike Hughes, executive director of the National Golf

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JERRY MANN

Winds of Change

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Course Owners Association, is that changing the face of the business side of golf will help attract new golfers to the game.

"If you're going to attract golfers from communities who haven't traditionally been involved in the game, it makes sense that golf courses should hire employees that reflect those constituencies," Hughes says. "That means putting people into leadership roles throughout the golf industry that will understand and relate to the markets you're trying to reach."

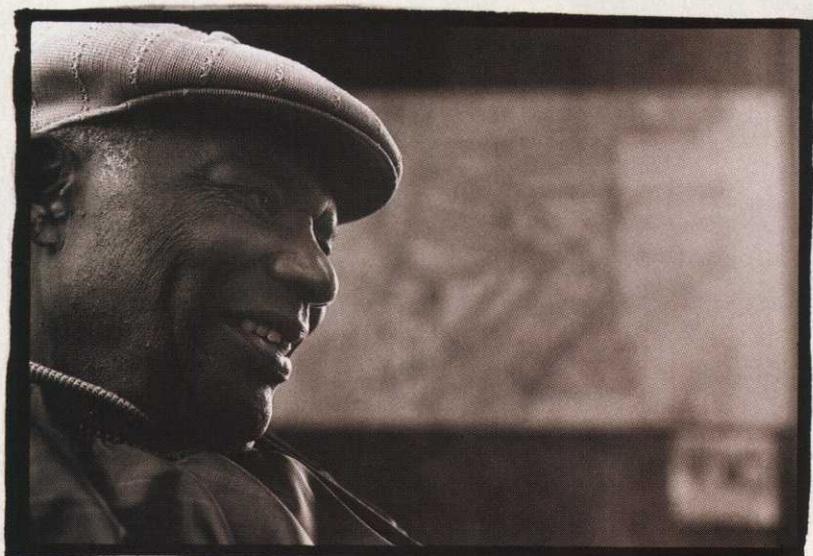
Past behavior discourages groups

Golf's history of overt racism has left many minorities wondering whether they'd be welcome to participate in any of the

industry's career tracks. Examples abound, from the clause in the PGA's charter preventing blacks from becoming professionals (a ban not lifted until 1961) to Shoal Creek owner Hall Thompson's comment before the 1990 PGA Championship that his club didn't discriminate against anyone "except blacks."

Given that legacy, minorities may be excused if they're not flocking to join the industry, says Ken Edwards, John Deere's business manager for its golf and turf products division.

"It's tougher for minorities to get involved in golf because of its history than it is to do something else, like get a job in computer science," Edwards says. "Many minorities who have been banging their heads against golf's walls for years feel it's time for them to give up."



JERRY MANN

He Had A Dream

ALL WILLIAM POWELL, A BLACK AMERICAN, wanted to do when he returned from defending his country — which at one time refused blacks the right to vote — was play golf. While in England during World War II, Powell played some of the world's most famous courses without his skin color being an issue for the British. So he hoped America had changed in his time away.

It had not. He found the courses he had scorched as a scratch golfer as captain of the Minerva (Ohio) High School golf team closed to him because of his race. No matter, Powell thought, "I'll just build my own course." But he says white-owned banks in Canton refused to loan him the money to buy a run-down dairy farm in East Canton, Ohio, and he says the government refused him a GI loan, despite the fact that he had risked his life — in a segregated Army — dur-

ing World War II. Powell's burning desire to play golf, however, would not be denied.

Powell eventually asked two black doctors to whom he was teaching golf to become his partners in the course. The three of them pooled their money to purchase the 78-acre dairy farm in 1946. Working the second shift as a security guard, he would sleep four hours at night, get up in the morning and build the course. He opened the first nine holes in 1948.

"It was a lot of work to build, but what choice did I have?" Powell, 83, says with a grin. "I wanted to play golf."

In 1959, Powell bought out his partners. He finally saved enough money to quit his second job in 1964 and devote all his energy to caring for the golf course. In 1978, he added nine more holes to the course. It remains one of the few black-owned, black-

built course in the United States and is in the process of being added to the National Register of Historic Places — and an unusual source has offered to help.

The PGA of America, which had a clause in its charter until 1961 that forbade blacks from becoming professional golfers ("I could have competed with Ben Hogan and Bobby Jones, had I been given the chance," Powell says), has joined the efforts to get the course designated as a national historic landmark.

The organization has also pledged to help renovate the course. The proposed changes will update the 130-acre property, enlarge the course from its current 5,800 yards to 6,300 yards, level the practice and teeing areas and create a 1.4-acre lake to support a new irrigation system. To offset construction costs, the PGA is negotiating with corporate partners in the golf industry to donate materials and services to the project. Architects Michael Hurdzan and Pete Dye are working closely with the Powell family to oversee the renovation.

"The PGA of America is pleased to be involved with Clearview GC because of the property's historical and cultural significance," says Will Mann, PGA president. "Clearview and the Powell family are inspirational examples of entrepreneurship in the golf business. We hope the perpetuation of the Clearview and Powell legacy will inspire future generations."

For Powell, the renovations allow him to complete his dream course.

"These renovations existed since I drew up the original plans back in 1946, but I never had enough money to do them the way I wanted to," Powell says. "Now with the help of the PGA, Clearview will become the golf course I'd always hoped it would be."

It's his dream come true.