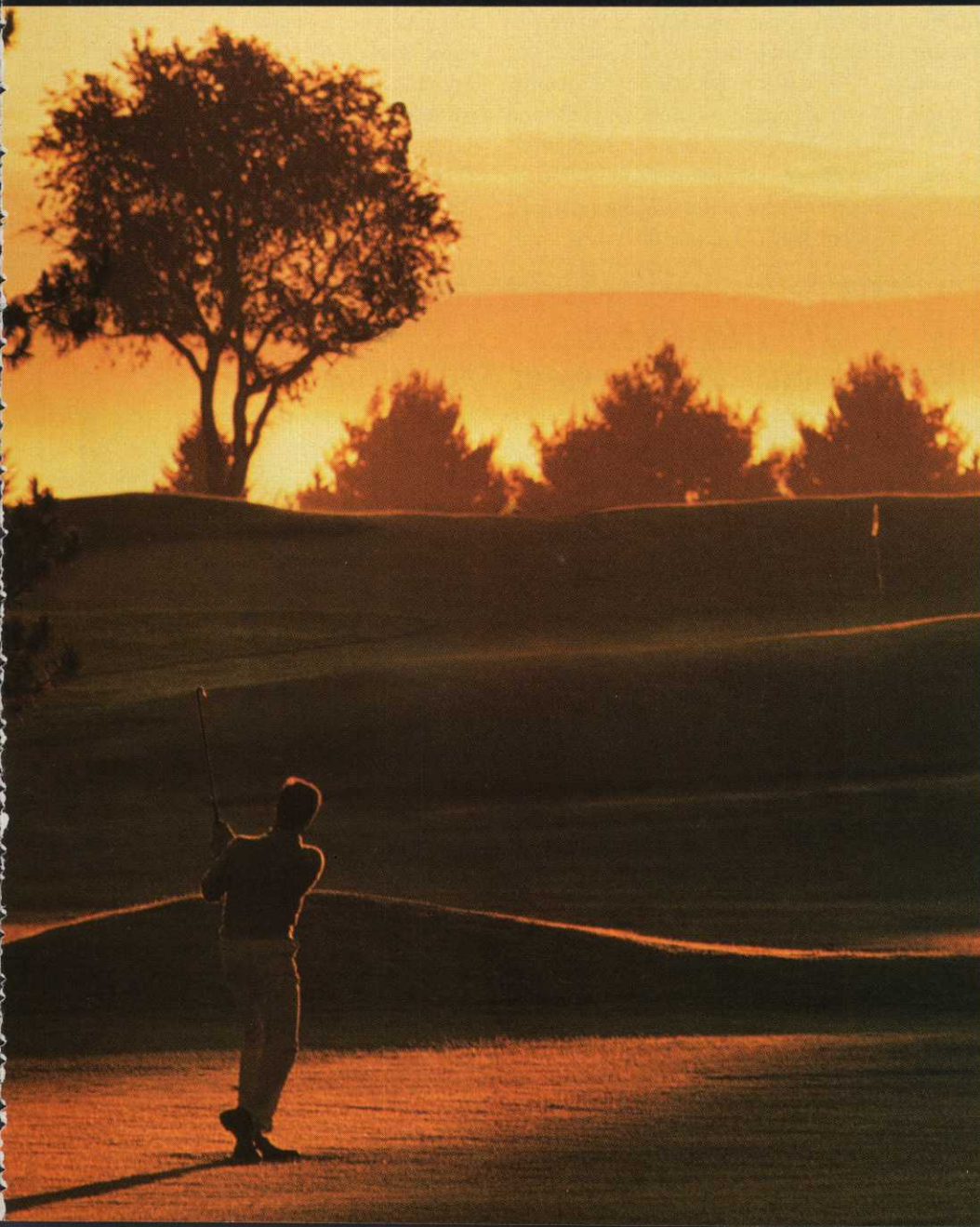


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Circle No. 140

Hold Water

Continued from page 60

Foy says it's best to hire outside irrigation consultants.

"They are professionals," he stresses. "Irrigation systems have gotten so sophisticated, I would never feel comfortable designing a new system."

Whether an irrigation consultant or a local distributor designs the system, the superintendent should work closely with the designer on the fine points.

Selling the idea

Erik Christiansen, president of EC Design Group Ltd., an irrigation consultant located in West Des Moines, Iowa, is a former irrigation supplies distributor and superintendent who says it isn't unusual for 70 percent of a green committee to initially oppose the idea of upgrading an irrigation system.

"Many think a superintendent asking for a new irrigation system is similar to his asking for a new truck with a

CD player," Christiansen explains. "[Members] believe the superintendent simply wants the best for himself. Having an independent consultant make a similar request takes the superintendent out of the firing line."

Horton, who was superintendent at Winged Foot GC and Westchester CC in New York in addition to his management position at Pebble Beach, says he never inherited an up-to-date irrigation system at any of his courses, but he was successful at convincing ownership to install them. Horton laid the groundwork at Winged Foot and Westchester, which installed updated systems shortly after his departure. He upgraded the system at Pebble Beach Golf Links.

"The way to sell it is on the fact that water is a precious commodity," Horton says. "You need to demonstrate that you can manage your water in a more efficient manner with a newer irrigation system."

Foy says a superintendent rarely con-

vinces ownership to install a new system overnight, except under extreme conditions.

"The drought this spring and early summer highlighted deficiencies quickly," he adds. "In a few cases, superintendents quickly convince ownership of the need. But it's generally a one- or two-year process."

What's the key to convincing members and owners to spend the money?

"For courses that are still dragging hoses, the owner can probably pay back his investment in labor savings in a relatively short time," Armstrong says. "Course conditioning is almost always a primary factor in a client's decision for bringing us in for renovations. Nine times out of 10, irrigation improvements are an important part of the changes we make." ■

Peter Blais, a free-lance writer from North Yarmouth, Maine, can be reached at pblais@maine.rr.com.

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These days, saying the golf industry has become a business is like observing that the sky is blue or the grass is green. It's a self-evident truth, on its way to becoming a cliché.

If you can attend an industry conference without hearing it, let me know when and where. The game of birdies and bogies now focuses instead on bottom lines and balance sheets. To meet the new challenges presented by this brave new world, superintendents must expand their knowledge of the business side of golf.

Superintendents can no longer operate in a vacuum isolated from the stock market and other business influences. But time is precious, and most superintendents don't have the luxury of paging through *The Wall Street Journal* each morning to discover how companies in the industry are performing.

Superintendents might argue that the Internet will help them stay abreast of the latest developments, but it can be difficult to find precisely what you need on the Web. Instead, users conduct time-consuming searches that frequently lead to dead ends. Although the Internet democratizes the flow of information, the amount of data it provides can overwhelm even the most intrepid Web surfers.

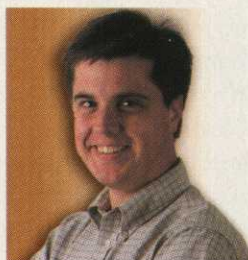
Publications that separate the news from the noise still play a vital role as gatekeepers, even during the Information Revolution. Raw data without analysis is like herbicides without clinical study on their effectiveness — they're useless. So the industry needed a publication devoted to the business side of golf tailored to the time-crunched schedules of industry insiders. Terry McAndrew finally answered the call.

An innovative e-newsletter, started by editor McAndrew in 1998, can fill the business news void for superintendents. *The Web Street Golf Report* (www.golfbiz.net) evolved out of his desire to share golf industry business news with members of the industry as well as avid golfers.

McAndrew, a nationally recognized expert on golf stocks, saw other golf publications fail to address the business side of the industry adequately. He decided that a quick-hitting, industry-specific electronic newsletter would be the perfect vehicle to fill that niche.

E-Report Separates News from Noise

BY FRANK H. ANDORKA JR.



**SUPERINTENDENTS
DON'T HAVE THE
LUXURY OF
READING *THE WALL
STREET JOURNAL* TO
DISCOVER WHAT'S
HAPPENING IN THE
INDUSTRY**

"There's a lot of information out there, but information isn't the same as news," McAndrew says. "There needs to be some mechanism to evaluate what readers need so they don't end up swamped with items they don't care about."

The companies that exercise the greatest effect on superintendents' livelihoods — chemical, equipment and turf-seed suppliers — experienced a flurry of merger and acquisition activity this year, and there's no clear end in sight.

It's important that superintendents understand the full impact of those transactions on what they do, and McAndrew feels his newsletter can foster that understanding.

McAndrew emphasizes that *The Web Street Golf Report* is a *news* letter. Superintendents looking for information on controlling grubs shouldn't look to McAndrew's publication for help. But if it's timely, breaking news you want, McAndrew will put his newsletter up against any other publication.

Superintendents can subscribe for three months (\$15.99), six months (\$29.99) or 12 months (\$49.99). The newsletter is delivered to your e-mail address each Monday.

"Getting your news late serves nobody," McAndrew says. "As with most businesses, if you can't get information before you *need* to know it, it's pointless."

By now, superintendents understand that golf has changed from a game to a business. The news they gather about the industry can enable them do their jobs more effectively.

But if superintendents don't adjust to golf's latest evolution, the phrase "job security for superintendents" could quickly become just another meaningless cliché.

Frank H. Andorka Jr., associate editor of *Goldfdom*, can be reached at 440-891-2708 or fandorka@advanstar.com.

Green Stamp of Approval

BY M.A. BAUMANN

While the International Standards Organization (ISO) 14001 standard isn't

catching on quickly in the United States, some superintendents in Canada have embraced the environmental management system.

So what is the ISO and who is it to set standards for anything? Formed in Amsterdam in 1947, the ISO sets standards for an array of products, services and management operations that contain precise criteria to be used to ensure that materials, products, processes and services are fit for their purpose. There are standardization bodies in 130 countries to help certify companies who adhere to ISO standards.

After consultation with business and environmental groups, it created a new standard called ISO 14001 in 1996. This standard deals with environmental management issues. Sounds like a good green thing, but does it make sense for golf?

Only a handful of clubs in North America (mostly in Canada) are implementing ISO 14001, but that may change as word of the standard spreads. Canadian environmental consultant Craig Camplong says that while there are no governing bodies like the EPA, trade organizations or special interest groups in the United States enforcing ISO certification, he believes the golf sector is ripe for ISO 14001. "It has been slow to catch on around the planet, but it's in the planet's best interest to have international standards," he says.

ISO 14001 provides superintendents with tools to evaluate whether they have a good management system. ISO 14001

provides the following steps to evaluate your environmental program:

- Identify issues that directly affect operations.
- Determine the risk.
- Craft a plan of action to correct risks and deal with issues.
- Evaluate how you have performed.

Courses may likely attain financial benefits after adopting the system, Camplong says.

"It will improve their bottom lines because they'll be more efficient and productive," Camplong adds. "The expense of implementing ISO 14001 is inconsequential compared to the cost of an accident in real dollars, not to mention a potential loss of customers."

Camplong says that while many U.S. courses have environmental programs in place, they are slow to comply with ISO standards. He says the U.S. legal system may hinder implementation.

"The lawyers are probably saying not to implement a system," Camplong says. "It's better not to know you have a problem." Camplong says such thinking is counterproductive for the long-term health of the industry.

Robert Burrows, course manager of Toronto's Rosedale GC, says the system has benefits such as efficient operations to potential reductions in environmental-impairment liability insurance. He and five other course managers in Toronto gathered with Camplong to discuss the implications of ISO 14001. No one came away with a plan to use it in marketing packages.

In places where the environmental movement is strong, however, ISO 14001 could be a godsend.

"In Vermont, we are forced to file a detailed management plan with the state Department of Agriculture for its review



Robert Burrows, course manager of Rosedale GC in Toronto, has implemented ISO 14001 at his course.

PHOTO COURTESY OF ROSEDALE GC

and comment," says Ken Lallier, superintendent of The Quechee Club in Quechee, Vt. "We also have to demonstrate how our management programs will not impact the environment." Lallier says standards like ISO 14001 could make that reporting easier.

Camplong says ISO 14001 can prove a sound marketing tool in the future as more people become aware of what it's about.

"It doesn't mean you can't sell it on the pretense that you care about the planet and you're doing something to preserve it," he said. "If you are operating in an area that is environmentally sensitive, you'll get a bang for your buck if you tell them you're ISO 14001." ■

M.A. Baumann is a free-lance writer in Orlando, Fla.

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Circle No. 134

Dealing with Desiccation

Superintendent applies antitranspirant to protect turf from winter woes

**BY LARRY AYLWARD,
EDITOR**

Problem

Winter desiccation, or drying out of turf, occurs when turfgrass is left unprotected from the cold, dry wind and develops poor soil moisture. It was a threat at Dakota Dunes CC.

Solution

Superintendent Doug Hausman implemented the use of an antitranspirant into his winter maintenance program. The product coats turfgrass with a glossy film that decreases the rate of transpiration.

In the midst of the heartland, where Doug Hausman's golf course is located, there's nothing as wavering as the weather. "Around here, it can go from 50 degrees to 40 below in 12 hours," says Hausman, certified superintendent of Dakota Dunes CC in Dakota Dunes, S.D.

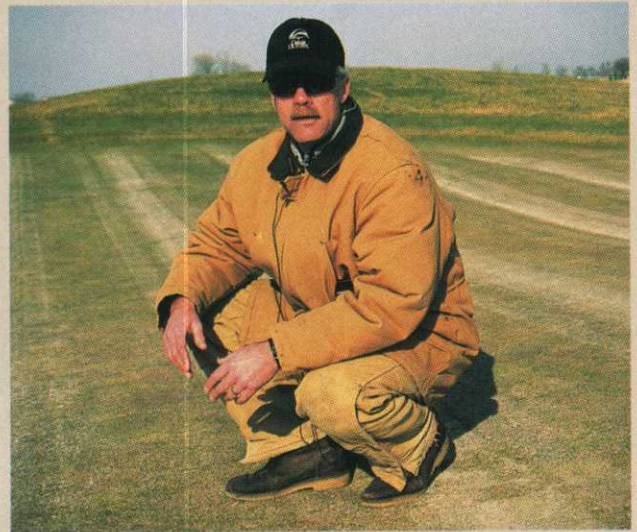
Hausman is exaggerating — but only slightly. The bottom line is he's always battling the elements to keep his course in top shape. And because of Dakota Dunes' unique location — it's built on a sandy river delta — maintaining the course is especially difficult.

"Since we don't have any soil, we don't have any margin for error," Hausman says. "So I'm always fiddling around like a mad scientist to give us one."

The problem

The biggest challenge Hausman faces in the winter is dealing with desiccation, a common low-temperature turfgrass condition caused by high winds and low humidity. Winter desiccation, or drying out of turf, occurs when turfgrass is left unprotected from the cold, dry wind and develops poor soil moisture.

The winters can be harsh in Dakota Dunes, but they are also fickle, which frustrates Hausman and other area superintendents. The



unpredictable winters make it hard for them know when it's a good time to blow out their irrigation systems and pack it in for the winter.

Take last winter, for instance.

"We had snow cover, but it didn't last long," Hausman says. "The ground was basically uncovered all winter."

The weather was warm and dry in January and February, which sounds great if you're a golfer but not if you're a superintendent. While players were able to try out the new irons they received for Christmas, Hausman and his crew prepared for the weather to change on a dime. It did, and without proper planning, that can mean big trouble.

When an Alberta clipper swooped through from Canada, there was nothing on Hausman's course to protect it from the bitter cold. Because the clipper

"It's below zero, the wind howls, and we get whaled on," says Doug Hausman. "That kind of weather will kill a lot of turf."

also brought dry air and hefty winds, the turfgrass could have suffered from transpiration — the movement of water vapor out of it through leaf openings. When the turf's water absorption rate of the roots can't match the transpiration rate, desiccation sets in.

"It's below zero, the wind howls, and we get whaled on," Hausman says. "We have bentgrass from tee to green, and that kind of weather will kill a lot of turf."

To make matters worse, Hausman blew out his irrigation system during the second week of November. In hindsight, he wished he would've waited a month to

Continued on page 70

Golfdom

December 2000

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- 09 90 Golf Course Builder
- 10 105 University/College
- 11 100 Others Allied to the Field (please specify) _____

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- 12 10 Golf Course Superintendent
- 13 15 Assistant Superintendent
- 14 20 Owner or Management Company Executive
- 15 30 General Manager
- 16 35 Director of Golf
- 17 70 Green Chairman
- 18 45 Club President
- 19 75 Builder/Developer
- 20 55 Architect/Engineer
- 21 60 Research Professional
- 22 65 Other Titled Personnel (please specify) _____

3. What is your facility's annual maintenance budget?

- 23 A More than \$2 Million
- 24 B \$1,000,001-\$2 Million
- 25 C \$750,001-\$1 Million
- 26 D \$500,001-\$750,000
- 27 E \$300,001-\$500,000
- 28 F \$150,001-\$300,000
- 29 G Less than \$150,000

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- 31 B 18
- 32 C 27
- 33 D 36+
- 34 E Other (please specify) _____

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105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
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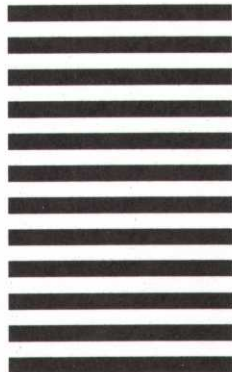
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Real-Life Solutions

Continued from page 66
keep the turf more moist to combat the dry winter.

The problem

Hausman didn't invest in a snowmaking machine to help keep his course covered during the winter, but he did implement the use of an antitranspirant into his winter maintenance program.

Hausman covered the course with Transfilm, manufactured by Kansas City, Mo.-based PBI/Gordon Corp. Antitranspirants, such as Transfilm, coat turfgrass with a clear, glossy film that decreases the rate of transpiration. The film provides a water-impermeable layer to reduce the process.



Outcome

The turf survived the wacky maiden winter of the new millennium, and Hausman's betting it will survive

more such winters if he keeps applying an antitranspirant to the turf in the fall.

The product has become

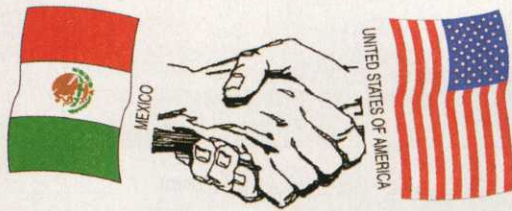
Dakota Dunes didn't lose any turf last winter, thanks in part to an antitranspirant that was applied to protect bentgrass.

one of the major weapons in his arsenal to combat desiccation and transpiration. In addition, Hausman and crew members haul water in spray tanks and apply it to dry areas on the course when the weather warms during the winter.

"I know the conditions were right to lose grass," Hausman says of last winter, "but we didn't. I know the antitranspirant helped protect the bentgrass."

It didn't turn out to be Hausman's winter of discontent. ■

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