

PDI's Potential Pitfalls

Continued from page 38

marketed by the GCSAA. These are not our words; these are in the words put forth in the PDI presentation and used by many PDI supporters in discussions on the GCSAA "Talking it Over" Web forum. (Note: The forum has been a great communication tool. We urge everyone who has access to a computer to visit this site.)

In short, it's clear that GCSAA intends to put even more of its resources and efforts behind these "branded" superintendents in the future. Is this the role we want our association to play?

Continuing education

If passed, everyone who wants to maintain Class A status will have to accumulate a certain amount of continuing education credits/professional development units and meet other educational criteria. This will cost both money and time. No one seems to know how much, but it's hard to conceive it will be cheap. In addition, those not grandfathered in will have to prove certain competencies that must be validated by a third party. Should we agree to something without knowing what it will cost us?

What's driving it?

The PDI was initially put forth under the premise that "this is what our employers want." Later, the message radically shifted to "this is what we, the members, wanted." Curiously, the great majority of members don't even seem to know this issue exists. How could it be what "we" wanted?

Ask yourself who's really driving this and why.

Get involved

Again, we invite you to please get actively involved with where the GCSAA is headed. The GCSAA isn't just an elite group of leaders or a building in Lawrence, Kan. The GCSAA is you, me and the rest of the membership. The debate surrounding this initiative will, in some way, directly effect your future as a superintendent. This is not about "politics," it's about your livelihood.

We assure you that those of us who question this initiative are proud to be GCSAA members. Because we have chosen to voice our concerns, we have been called whiners, complainers and extremists. We have been told we may even be jeopardizing ("splat") our future in golf course management.

But like those who support PDI, we are concerned about the future of our association and profession. We represent every region in the country, range from students to veteran certified superintendents, work at properties from nine holes to multicourse facilities, and hold positions from assistant greenkeeper to general manager.

Many of us have college degrees and some do not. We are not a vocal minority. We are simply people who care passionately about the future of our profession. But don't just

take our word for it. Get informed and get involved.

David Brandon is a Class A superintendent in Michigan who can be reached at 2buddha@mach7.com or 517-466-2653. He wrote this column cooperatively with Don Mahaffey, superintendent of Torres Blancas GC; Max



Bowden, CGCS of Cleveland CC; David Pulley, superintendent at Pine Valley CC; Sam Hocutt III, CGCS at Pawleys Plantation; Corey Eastwood, CGCS of Stockton Golf & CC; Rick Niemier, Class A superintendent and GCSAA member; Al Jansen, superintendent at Baraboo CC; and Andrew Gruse, superintendent at Monroe CC.

Positive About PDI

Continued from page 39

strong in technical training.

- Most seminar presentations didn't use the best methods or materials.
- We think of seminars as the primary way to improve skills.

Recommendations

This information led the MSRG to make the following recommendations that are the centerpieces of PDI:

- GCSAA should refine its education program to provide superintendents with the non-technical competencies employers demand.
- The association should provide a tool for members to identify those proficiencies that, if mastered, would bring additional value to their employers. This would improve tenure and compensation.
- GCSAA should teach superintendents to use the competencies in managing their relationships with their employers.
- Employers must be educated about the skills and abilities we possess.
- We should use our skills to influence employers to make hiring decisions based on their golf courses and their demands.
- GCSAA should adopt new membership standards based on what we do, instead of our title and years in service.

We did not make these recommendations without great thought. We spent considerable time working on the membership classifications. We found this to be a difficult subject on which to find agreement, but did compromise on the recommendations that you will find in the graphics in this section.

The MSRG established a one-year period to communicate the proposal to the membership through chapter presenta-

Continued on page 102

Positive About PDI

Continued from page 101

tions, information on the Web site, and a town hall meeting at the upcoming conference to get feedback from as many members as possible.

The group will meet again in April to assess what you, the members, told us and make adjustments to the proposal. The proposal, along with any revisions, will go to the Board of Directors for approval before the delegates meeting in September. A member vote on any changes to the bylaws required by the final proposal won't take place until the 2001 conference.

Concerns

Some of the concerns expressed relating to the new standards for Class A are the requirement of a degree, required continuing education and the mandatory use of the HR Web. Some would prefer that we simply leave the membership standards alone and focus only on revamping the educational program.

Golfdom publisher/editor Pat Jones asked me to write this article as part of a pro vs. con discussion on PDI. This suggests it is a black-and-white issue, but "Should we have change?" is not the appropriate question. The better question is: "What changes are appropriate to address employers' needs for non-technical skills and improve the perceived value of the su-

perintendent?"

The appropriate task is the continued development of this proposal into one that addresses the issues confronting our profession. We can't ignore what we learned from the research.

I know from our work on the MSRSG that aspects of this proposal are controversial, but that's the role of leadership. The MSRSG members welcome suggestions for improvement and will make a final proposal that takes into consideration all the comments and concerns of our members. It has been a great experience. I'm proud of my profession and especially proud of my association for taking a hard look at itself.

I invite you to find out more about the PDI and our reasons for recommending it. When you do, I believe you will come to the same conclusion: Change is demanded.



Ray Davies is CGCS at Crystal Springs GC in Burlingame, Calif., and a member of the GCSAA Membership Standards Resource Group. He can be reached at 650-342-4188 or rsd Davies@pacbell.net.

Want a new source for pest information?



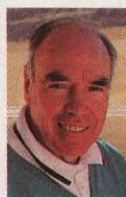
www.pestfacts.org

Termites, cockroaches, rodents, even poison ivy and other nasty weeds. They're all pests, which means they can cause real problems that pose health and safety risks to children and adults. The good news is now you've got the Pest Facts Information Center at www.pestfacts.org. It's a handy resource discussing the problems caused by pests, as well as the safe and responsible use of urban pesticides and related issues. So don't just sit there...log on.

Leaders

■ PEOPLE ON THE MOVE

USGA



The Far Hills, N.J.-based U.S. Golf Association named **Palmer Maples Jr.** its 2000 recipient of the Green Sec-

tion Award. Maples, 67, is a retired golf course superintendent from Summit Chase CC in Snellville, Ga. He was among the first to bring bentgrass greens to southern courses.

Tempe, Ariz.-based Pursell Technologies named **Tim Lacy** its director of customer and facility development. He was formerly director of sales with the company.

Don Ferreri, superintendent at Seven Bridges GC in Woodridge, Ill., was elected president of the Midwest Association of Golf Course Superintendents. Dayton, N.J.-based Cleary Chemi-

cal appointed **Dr. Paul Walgenbach** its technical sales representative for Southern California, Arizona and Nevada.

Bob Finkenbinder was promoted to marketing manager for golf in the irrigation division of Bloomington, Minn.-based The Toro Co.

CordeValle GC in San Jose, Calif., named **Joe Root** its director of golf.

Thomas L. Watschke, professor of turfgrass science at Penn State University, will receive the 2000 President's Award for Environmental Leadership from GCSAA.

David Ross was named national accounts manager for Wilmington, Del.-based Zeneca Professional Products. He will be responsible for coordinating all Zeneca activities with golf course management companies.

David Perkins was appointed director of U.S. power retailers and distributor sales for Charlotte, N.C.-based Husqvarna Forest & Garden Co. Husqvarna also appointed **Kim Liechty** as the director of the hand-held product business unit.



Azusa, Calif.-based Rain Bird's international division named **Dale Anne Davidson** its international golf sales manager. Rain Bird also named **Matthew Zirkle** as marketing manager in the golf division.

David Mutter joined Environmental Industries as vice president of sales and marketing. He is responsible for the overall sales and marketing programs for Environmental Industries, including Environmental Golf.

Joseph M. Hahn, CGCS, was elected president of the New York State Turfgrass Association. Hahn is superintendent at the Country Club of Rochester. The NYSTA also elected **John Rizza** of Turf Partners as vice president.

Tyler Enterprises of Elwood (Ill.) awarded **Blake Hoerr** the \$7,500 Ben Warren Scholarship at the North Central Turfgrass Exposition Awards Luncheon.

The Hyatt Bear Creek GC in Dallas named **Mike Bartlett** as superintendent.

Let us know about your people on the move. Send information/color photos to Golfdom's Frank Andorka at 7500 Old Oak Blvd., Cleveland, 44130. Fax information to 440/891-2675 or e-mail to franandorka@advanstar.com.

Get Off Your GRASS, And Get to This SHOW!

The New England Regional Turfgrass Conference & Show

March 6-9, R.I. Convention Center, Providence

TRADE SHOW HOURS:

Tues., March 7 • 6pm - 8pm
Wed., March 8 • 10am - 2pm / 4pm - 6pm
Thurs., March 9 • 9am - 2pm

EDUCATIONAL SESSION HOURS:

Tuesday, March 7 • 9am - 5:45pm
USGA and General Education Sessions & Keynote Speaker
Wed. & Thurs., Mar. 8 & 9 • 8am-11am / 2pm-4pm

GCSAA SEMINARS:

Monday, March 6 • 8am - 12pm / 1pm-5pm
Localized Dry Spots / Managing Turfgrass Root Systems

CERTIFICATION CREDITS: Pesticide Applicators Recertification Credits have been approved for all New England states.

Keynote Speaker • March 7th • Joe Theismann

Call for your registration form today

(401)848-0004 or visit us online at www.NERTE.org

The Company Line

PRODUCTS & SERVICES



▶ Sprayer

Earth & Turf's Spot Sprayer is designed to fit in the bed of utility and ground maintenance vehicles. The 25-gallon sprayer features a heavy-duty, 12-volt, 7-amp shurr Flo pump with on/off controls that easily connect to the transport vehicle. The non-corrosive handgun comes with a 12-foot hose.

For more information, contact 888-693-2638, www.earthandturf.com or

CIRCLE NO. 217

Soil surfactant

KALO introduces Duration, a high-performance soil surfactant for golf course management. It blends natural renewable resources with surfactant technology for long-lasting residual control and prevention of localized dry turf, according to the company.

Duration complements environmentally sensitive turf management programs, the company says. It features a new class of surfactant made from renewable resources.

For more information, contact 816-505-0737, www.kalo.com or

CIRCLE NO. 218

Information technology system

Epani offers its comprehensive information technology system, OnTee.com, which provides course owners and operators a range of Internet-based IT tools and solutions: a private golf media network, a worldwide family of Web sites, a multi-channel tee-time reservation system, a suite of course management software products and state-of-the-art messaging to communicate these offerings to golfers.

OnTee.com's comprehensive approach to IT also means providing course owners with a built-in multimedia marketing and promotional program, according to Epani. For less than the cost of a local newspaper ad, this program includes a prominent and professional pres-

ence on the Web; a direct-mail campaign to golf course users; the private TV network with programming slots dedicated to course promotion of facility offerings (food and beverage, retail); a direct connection to local hotels, travel agencies and tourist bureaus; and cross-selling of each facility nationally and internationally through the private TV network and the OnTee.com family of Web sites.

OnTee.com's software tools can serve every key individual in golf operations, including the superintendent, the pro, the accountant, the events coordinator and the retail buyers.

For more information, contact 970-963-7333, www.ontee.com or

CIRCLE NO. 221

Suppliers directory on CD-ROM

The **American Society of Golf Course Architects** is offering its suppliers directory on CD-ROM. By using the CD-ROM directory, superintendents, architects, course builders and course owners can quickly search and select information on more than 90 product and service providers, including contact information on the 139 member architects at ASGCA.

For more information, contact 312-372-7090, www.golfdesign.org or

CIRCLE NO. 219

Soil surfactant

KALO introduces Duration, a high-performance soil surfactant for golf course management. It blends natural renewable resources with surfactant technology for long-lasting residual control and prevention of localized dry turf, according to the company.

Duration complements environmentally sensitive turf management programs, the company says. It features a new class of surfactant made from renewable resources.

For more information, contact 816-505-0737, www.kalo.com, or

CIRCLE NO. 218

Ad Index

129	The Andersons	67
134	Aqua Aid	69
150	Ben Meadows Co.	6
110	Bush Hog	23
113	Covermaster Inc.	31
141	Epic of Wisconsin	76
118	First Products	42
104	Griffin Industries/Nature Safe	1
143	Griffin LLC	41
	John Deere Co.	9-12
126	Lesco	56-57
128	Monsanto	62-63(reg)
107	Novartis	4-5
133	Novartis	52-53
114	Novartis	82-83
123	Nu-Gro Technologies	59
109	Nutramax Laboratories	21
138	Oregon Fine Fescue	87
143	Otterbine Barebo	54
115	PBI Gordon	36-37
127	Pacific Sod	65
106	Plant Health Care	7
102	Precision Labs	CV3
130	Prodicta	77
135	Q Quest Software	78
124	Red Max	14
122	Roots	49
117	Safety Storage	34
105	Scotts	32-33
131	Seed Research	71
103	Tee-2-Green	CV4
112	Textron Turf Care	29
136	Textron Turf Care	28
111	Textron Turf Care	25
132	Top Pro	73
116	Toro Co.	43
137	Toro Co.	85
139	Turf Seed Inc.	89
140	Turnet Assoc.	96
142	Ty-Crop	79-80
119	U S Chemical Storage	42
108	Union Tools Irrigation	15&17
121	United Horticultural Supply	45-46
125	Van Waters & Rogers	55
101	West Coast Turf	CV2

GOLFDOM, Vol. 56 Issue 2. GOLFDOM is published 12 times per year by Advanstar Communications Inc. 131 W First St Duluth MN 55802-2065.

Subscription rates: one year \$25 (U.S. and possessions), \$35 (Canada and Mexico) and \$65 (all other countries). Air expedited service is available in countries outside U.S. and Canada at \$45.00 per year. Current issue single copies (prepaid only) \$5.00 (U.S. and possessions), \$7.00 (Canada and Mexico) and \$8.00 (all other countries). Back issues (if available, prepaid only) \$10.00 (U.S. and possessions), \$14.00 (Canada and Mexico) and \$16.00 (all other countries); add \$5.00 per order shipping and handling for both current and back issue purchases.

Application to Mail at Periodicals Postage Rates is Pending at Duluth MN 55806 and additional mailing offices. Postmaster: Send changes to Golfdom, 131 W First St Duluth MN 55802-2065.

Canadian G.S.T. number: R-124213133, Publications Mail Agreement number 1436694. Printed in the U.S.A.

Copyright © 2000 by Advanstar Communications Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Advanstar Communications for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr. Danvers, MA 01923, phone 978-750-8400, fax 978-750-4470. Call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law. For those not registered with the CCC, send permission request in writing to Advanstar Marketing Services, Attn: Permissions, 7500 Old Oak Blvd., Cleveland OH 44130 or fax to 440-891-2740.



Golfdom

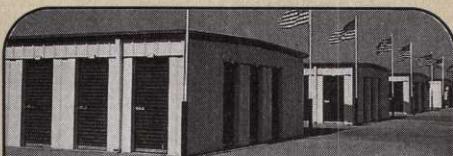
Every month, GOLFDOM Classifieds offers a concise, easy to read section of the products and services you're looking for. Check it out!

For all ads under \$250, payment must be received by the classified closing date. VISA, MASTERCARD, & AMERICAN EXPRESS accepted. Send to: Advanstar Marketing Services, 7500 Old Oak Blvd, Cleveland, OH 44130

BOX NUMBER REPLIES: GOLFDOM, Classified Dept., 131 W. First St., Duluth, MN 55802 (please include box number in address)

FOR ADVERTISING INFORMATION AND AD PLACEMENT, CONTACT: Leslie Zola, 1-800-225-4569 (ext. 2670), Fax 440-826-2865, Email lzola@advanstar.com

FOR SALE



HERITAGE BUILDING SYSTEMS

Established 1979

800-643-5555

BUILD IT YOURSELF AND SAVE

40' x 100' x 8'-6" \$10,265

Commercial all steel buildings and component parts from America's largest distributor since 1979. Any size is available featuring easy bolt up rigid frame design for industry, office, mini-storage, shop, farm and all steel homes. Call us today for a free information package and quote on the best buildings made.

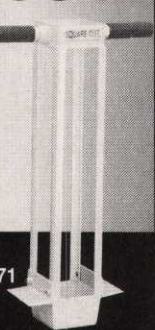
Mini Ware-house Sale
Any Shape Any Size
www.metalbldg.com

SQUARE-CUT™

TURF PATCHING TOOL

- Tubular design allows for stacking plugs
- New stainless steel construction
- Adjustable depth
- New tapered design for easier plug removal

Accu-Products Int'l
 (800) 253-2112 • (734) 429-9571
 or Fax (734) 429-3985
www.accuproducts.com



FOR SALE (CONT'D)

EXCEL BRIDGE MANUFACTURING CO.

For more information, call us at (800) 548-0054, or E-mail us at excelbdg@gte.net for your free consultation and catalog, or look us up on the web at www.excelbridge.com



Pictured above is the Excel Macho Combo bridge.

ProMark

Yardage Markers For:

- Fairways
- Tees
- Cart Paths
- Quick Couplers



4 year replacement warranty

No minimum purchase

Customized requests our specialty

Excellent

Customer Service and Satisfaction!

Since 1990

800-552-3485

Fax: 785-227-9998 www.yardagemarkers.com

ACCU-GAGE®

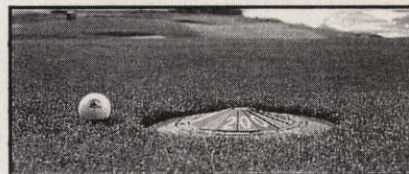
FOR PRECISION MOWING

BEST PRICE
 BEST QUALITY
 BEST WARRANTY

- AVAILABLE IN 15", 18", and 24" bars
- AVAILABLE IN English, Metric or Digital

Accu-Products Int'l
 (800) 253-2112 • (734) 429-9571
 or Fax: (734) 429-3985
www.accuproducts.com

Superintendents have to budget, buy, install and maintain the **Kirby Marker System**



So how come they make the purchasing decision 85% of the time? (Hint: it's not just because you can mow right over them.)

The quality distance marker popping up since 1991



The Kirby Marker System

Nobody Does It Better!

2731 Loker Avenue West • Carlsbad, CA 92008
 800.925.4729 • 760.931-2624 • fax 760.931.1753
www.kirbymarkers.com • e-mail: kirbymark@aol.com

Three DEDOES Aerators (TURFSTER) \$2,000 for all. For more information contact: 309-944-3640. 3/00

Customer Service: 1-888-527-7008

WEBSITES

Golf Course and Irrigation Supplies Your on-line connection to all the companies you need. Contact information including web-site links are provided. Look up a company you know or compare what is available. www.golfcoursesupplies.com, www.golfcourseequipment.com, www.golf-coursemanagement.com, www.golfcourseservices.com, www.irrigationsupplies.com 6/00

Show Your TRUE COLORS

Advertise in *Golfdom Classifieds!*
 Contact Leslie Zola 1-800-225-4569 ext. 2670
 or 1-440-891-2670 • Fax: 440-826-2865
 E-mail: lzola@advanstar.com

COLORS

classical music

It's not rock 'n' roll, but you may like it. While many don't give a second thought to classical music, they are missing something great.

Although we may have gleaned a few facts from movies such as *Amadeus* and from sitting through the kids' recitals, many of us believe classical music is difficult to comprehend. There are too many confusing numbers after titles.

But Ted Libbey, the host of NPR's *Performance Today*, is helping us better understand classical music. The second edition of his book, *The NPR Guide to Building a Classical Music Collection*, provides insight into what recordings are best for neophytes and what to listen to as you journey through this rich artistic form.

I know what you're thinking: "It's not my cup of tea," or "I just don't get it." Well, think about listening to classical in a different way. Think of those hard days at work, struggling to get the golf course ready for your members or a tournament. When dusk hits and it's time to go home, what music would you rather relax to — The Beastie Boys or Beethoven?

Classical music can soothe, as well as alternately challenge and inspire. Some recordings contain heartbreak and fear while others capture sheer joy. And best of all, with someone like Mozart, the music can be mischievous, cheeky and downright funny. But more than anything, the music is a welcome respite from our increasingly stressful world.

In the *NPR Guide's* introduction, Mstislav Rostropovich, music director of the National Symphony Orchestra



in Washington D.C., speaks passionately about classical music: "In order to feel its warmth and beauty, you have to shed your emotional insulation, just as if it were a coat, and prepare to listen with your heart."

While I have used Libbey's book to expand my musical horizons, I've also had the pleasure to make the acquaintance of Paul Horsley, program annotator and musicologist for the Philadelphia Orchestra and a contributing classical music writer to *The New York Times*. Horsley has a way of talking about classical music that is encouraging, not snooty. Here are his Top 10 selections for classical music novices:

1. Arvo Pärt: *Fratres* (version by I. Fiammighi) — Proof that the remix was not the invention of New York DJs.
2. Bruckner: *Symphony No. 9* (versions by Haitink, Walter, Wand, Skrowaczewski) — As background music for lovemaking, it rivals Sinatra.
3. Mikolay Górecki: *Symphony No. 3 (Symphony of Sorrowful Songs)* — This symphony is partly a memorial to World War II and the Holocaust.
4. Messiaen: *Quartet for the End of Time* (version by Tashi) — He often stated that the purpose of his art was to express faith. Yet the intense delight it

IT CAN SOOTHE WITH ITS GENTLE STRAINS AFTER A HARD DAY'S WORK. YOU JUST HAVE TO LEARN HOW TO LIKE IT

BY MARK LUCE

contains is both smaller and larger than mere religious experience.

5. Beethoven: *Symphony No. 7* (any version) — At times warmly cheerful, at times gravely serious, it is one of those works in which every detail seems exactly right.
6. Mozart: *The Four Horn Concertos* — Mozart at his coolest.
7. Schubert: *Die schöne Müllerin (The Lovely Milleress)* — It's not for sissies.
8. Bach: *Jauchzet Gott, Cantata No. 51* — There's almost no bad Bach, and this one advanced the idea of "prima donna."
9. Mahler: *Symphony No. 4* — Fifty years ago, no one's Top 10 list would have included a work by Mahler. Now anyone's collection is incomplete without it.
10. Copland: *Fanfare for the Common Man, Appalachian Spring, Rodeo, El Salon Mexico* (several discs contain all four pieces, or at least three) — Copland's music remains some of the most American-sounding of all.

Remember, it doesn't hurt to just listen, feel and relax when it comes to classical music.

Mark Luce, a freelance writer based in Lawrence, Kan., can play Chopsticks on the piano.

A SURE SIGN THAT CASCADE™ PLUS IS DOING ITS JOB.

The best choice for
firmer, faster greens.



Your course is more challenging when the greens play faster. Keep the challenge alive with new, improved Cascade Plus. You'll get faster, deeper water penetration throughout the root zone which means less hand watering. The result is firmer, more uniform greens that play faster. And because Cascade Plus provides proven performance over hydrophobic soil conditions and localized dry spots for 4-6 months, you'll see what superintendents and university researchers have discovered—that Cascade Plus delivers better drainage and deeper more even root growth with longer lasting improvements in turf color, quality and stress tolerance. Use Cascade Plus, now with an easier more convenient application technique, and give golfers the challenge they deserve.

Call 800-323-6280 for more information, or for a Cascade Plus distributor near you.



Cascade Plus
Longer Lasting
Water Infiltration


PRECISION
LABORATORIES, INCORPORATED
Performance Chemistry
for Aquatics and Turf

www.precisionlab.com

©1999 Precision Laboratories, Inc.
Cascade Plus is a trademark of Precision Laboratories, Inc.

Circle No 102