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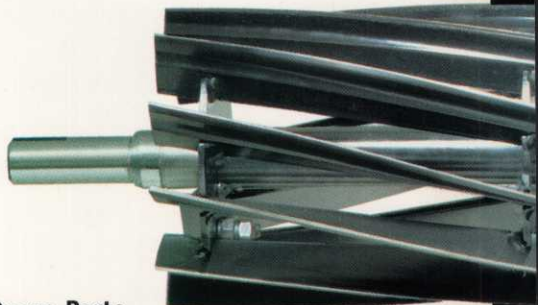
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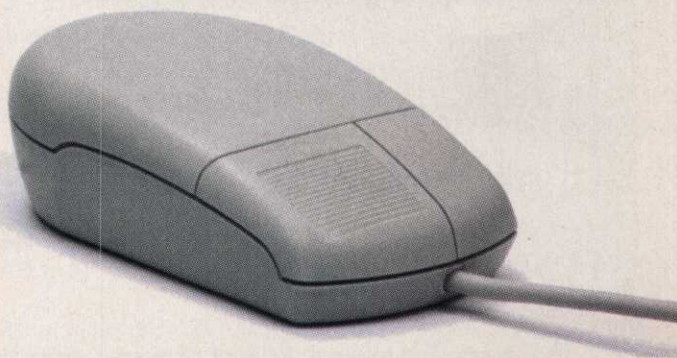
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Events

SEMINARS & CONFERENCES

FEBRUARY

22 Bentgrass and Turfgrass Maintenance Seminar
Albany, N.Y.
Contact 800-472-7878

28 New York State Turfgrass Association's Southeast Regional Conference
Suffern, N.Y.
Contact 800-873-8873

29 Southern Illinois Grounds Maintenance School
Collinsville, Ill.
Contact 618-692-9434

MARCH

1 2000 Turfgrass Clinic
Bloomington, Minn.
Contact 651-454-3106

6 Management of Localized

Dry Spots and Water Repellent Soils Seminar
Providence, R.I.
Contact 800-472-7878

6-9 New England Regional Turf Conference & Show
Providence, R.I.
Contact 401-848-0004

7-8 Golf Greens: History, Theory, Construction and Maintenance
St. Louis Park, Minn.
Contact 800-472-7878

9 New York State Western Regional Turfgrass Conference
Buffalo, N.Y.
Contact 518-783-1229

13 Soil Moisture Management in Turfgrass Maintenance
Bartlett, Ill.

Contact 856-751-0309

17 Remodeling University
Sponsored by the American Society of Golf Course Architects.
New York.
Contact 312-372-7090

21 Michigan Turfgrass Environmental Steward Workshop
Bellaire, Mich.
Contact 517-353-3208

23 Overseed Field Day
Gainesville, Fla.
Contact 352-392-7939

APRIL

4 Golf Course Safety, Security and Risk Management Seminar
Dallas.
Contact 800-472-7878

5 New York State Turfgrass Association Adirondack Regional Conference
Lake Placid, N.Y.
Contact 800-873-8873

MAY

4 Human Resources Seminar
Sacramento, Calif.
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JUNE

15-16 Warm Season Turfgrass Research Tour
Maricopa, Ariz.
Contact 520-783-2050

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IT'S **TOUGH** TO STAY **COMPETITIVE**
WHEN YOUR **TECHNOLOGY**
ISN'T KEEPING UP WITH THE TIMES.



If you're a typical, hard-working, nose-to-the-grindstone superintendent who always thinks carefully before sending that \$250 annual dues check to GCSAA, chances are good you've heard little or nothing about the Professional Development Initiative.

But if you're a GCSAA committee member, local chapter leader or a 'Net Head who frequents the association's Web site, chances are good you've heard plenty about PDI.

Whichever group you fall into, this month's *Golfdom* is a must read. PDI has the potential to reshape your career and change the destiny of this profession. It's up to you to decide the merits of the proposal, but it's a decision you must not take lightly. This is not a petty political squabble within a professional association — it's *your livelihood* they're arguing about.

Our cover story presents the issues surrounding PDI from a number of different viewpoints. This is not, as Ray Davies points out in his column in this issue, a black-and-white choice. It's a complex proposal that poses many questions. Some are practical — "How secure is my data on the HR Web?" Some are political — "Who stands to gain or lose?" And some are just plain philosophical — "What is the proper role for my professional association?"

But at the heart of it all is one very simple question: Should being a Class A superintendent mean more than merely having a job for three years and \$250 in your pocket? If your answer is yes, then you need to consider the merits of PDI.

You may think the initiative goes too far or you may think it doesn't go far enough. The main thing is that you take active steps to educate yourself about the proposal and make your voice heard.

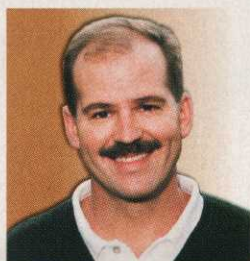
E-brawling

A small group of superintendents have been exchanging frequent electronic blows over PDI on the GCSAA "Talking it Over" Web forum. There has been grumbling about the lack of civility, and a few members stopped visiting the forums because of personal attacks.

It's just plain wrong to hammer someone

Passion, Debate and Intensity

BY PAT JONES



PDI HAS THE
POTENTIAL TO
RESHAPE YOUR
CAREER AND
CHANGE THE
DESTINY OF THIS
PROFESSION

(particularly via e-mail) for having a different point of view. But the other side of the coin is that this dysfunctional discourse is merely a side effect of the *passion* PDI inspires.

Passion, debate and intensity are hallmarks of the democratic process. If no one cared, I'd be very worried about the future of this industry.

It may seem like some on both sides are taking this matter to extremes, but sometimes, as the late, great Sen. Barry Goldwater was fond of saying, "Extremism in the pursuit of liberty is no vice." The bumper sticker on the back of my teen-age nephew's beat-up Volkswagen sums up my view even more succinctly: "Apathy Sucks."

An EPIC tale

We're happy to announce that *Golfdom* and EPIC of Wisconsin have formed a nifty little partnership. Each edition of EPIC's Golf & Environment video magazine will feature an opinion piece by yours truly (like you haven't already had enough of me) and, in turn, we'll be doing a print version of one of G&E's video stories.

We kick the partnership off this spring with coverage of the famed floating green at Coeur d'Alene. Look for the video version in the next edition of G&E. You can also hear me rambling about the trends shaping our industry (and judge for yourself just how bald I really am).

Ya'll come see us

The *Golfdom* crew will be hanging out in New Orleans at Booth #1823. Drop by to say hello, suggest a story, offer an idea or simply plant your butt for a little while. See you there.

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

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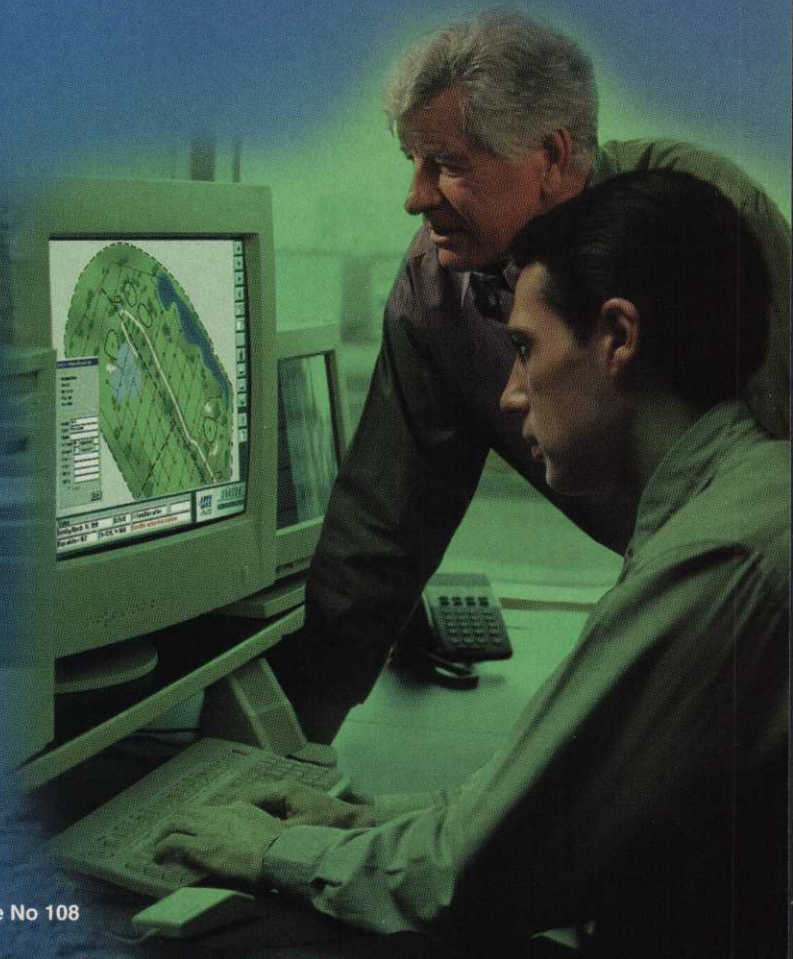


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Circle No 108

Off The Fringe

Business briefs

Michaud resigns from Pebble

One month before the 2000 AT&T Pebble Beach National Pro-Am and about six months before the U.S. Open, Mark Michaud resigned as superintendent of Pebble Beach Golf Links.

Michaud was at Pebble Beach for seven years and was reported to be looking for work on the East Coast.

Deere sues Toro

Moline, Ill.-based Deere & Co. is suing Bloomington, Minn.-based Toro Co. for allegedly infringing a patent for a turf cultivating machine. Deere claims that Toro and a distributor are illegally manufacturing and marketing aerators that use Deere's technology.

A Toro spokesman denied its competitor's allegation.

"We honor others patents and aggressively pursue our own," the spokesman told *Golfdom*. "As this suit goes forward, we're confident that Toro will prevail."

Toro rebounds in '99

Toro Co. reported that results for the year ending Oct. 31 rebounded over last year and are in line with expectations. Momentum from fiscal 1999 is expected to carry over into this year, the company said.

Net sales for the year were \$1.27 billion, compared to \$1.11 billion in 1998, an increase of 14.8 percent. Net income after restructuring and other unusual expenses was \$35.1 million compared to \$4.1 million in 1998.

"Toro rebounded solidly in fiscal 1999 with strong performances from our professional and residential business segments," said Kendrick B. Melrose, chairman and CEO.

Briefs continue on page 20

Mona at Six

HOW DOES GCSAA'S CEO EAT AN ELEPHANT? ONE BITE AT A TIME.

Editor's note: Publisher/Editor Pat Jones recently chatted with his former boss, GCSAA CEO Steve Mona. Jones, a former GCSAA director of public affairs, calls Mona "one of the best leaders I've ever known" and "the right person in the right job at the right time."

1. Does it really seem possible that you've been CEO of the association for six years? Has time flown or crawled?



The time has absolutely flown by. It doesn't feel at all like six years. That's because I thoroughly enjoy what I'm doing, and anytime that's the case, time is secondary. Secondly, the challenges we've had have been absorbing. Your sense of time disappears.

2. What were the big challenges you and your new team faced at the time?

The biggest thing was building trust. There were three dimensions to that challenge. First, building trust between the membership and the "administration." We were new, unknown quantities and the organization had been through a lot. Second, we had to build trust between staff and the executive leadership. Nobody knew each other, and there was

a lot of history. Finally, we had to establish trust between GCSAA and the other golf associations. The association had been pretty isolated within golf for a number of years.

3. What should the average member who hasn't visited the Lawrence headquarters know about the GCSAA staff that he or she probably wouldn't realize?

First, it's a dedicated group of people. Not all of our staff are golfers and they're certainly not superintendents, but they just seem to have an innate desire to do right by the members. They take on the challenges that our members face and they take them very personally.

Secondly, they would find a phenomenally well-educated group. My bachelor's degree sometimes makes me feel a little intimidated by comparison (to other staffers).

Finally, they are people that get the big picture and understand how their jobs relate to it. They're not working in a vacuum.

4. Of which accomplishments are you most proud over the past five years?

The biggest is increased recognition and respect for the individual superintendent. I can't say that any one specific thing has led to that or how much of it we can take credit for — and I really don't care. But it's irrefutable that we've made gains.

Second, there has been a large increase in the recognition and credi-

Continued on page 24

Garden Variety

L.A. CC'S HORTICULTURIST SPORTS GREEN THUMB

If you can't find Russell Watanabe on the golf course, he's probably in the garden growing vegetables. That's one of Watanabe's many duties as horticulturist at Los Angeles CC.

Watanabe, who reports to superintendent Bruce Williams, is also in charge of maintaining the clubhouse's landscape, cleaning the parking lot, growing indoor plants, planting annuals such as flowers on the grounds and providing floral arrangements for clubhouse tables.

"We have an extensive operation here for clubhouse grounds," says Watanabe, a California native who also helps care for the course's trees and shrubs.

Watanabe's most unusual duty is to grow herbs and vegetables for clubhouse chef Christian Reber, who serves them the country club's restaurant. Reber favors unusual lettuce types and heirloom tomatoes, and Watanabe will grow several organic varieties at a time.



Russell Watanabe grow herbs and vegetables for the restaurant at the Los Angeles CC.

"Sometimes I'll mix the lettuce seed, and it will come out mixed greens," Watanabe says.

Watanabe keeps a stock of rosemary, sage, bay leaf and lemon grass in the herb garden. Cooks will forage the garden to gather what they need for a day's meals.

Watanabe also planted fruit trees — peaches, figs, guavas and bananas — at Reber's request. He grows indoor plants for the clubhouse that are used in boxes for room dividers and decoration.

Quotable



"We had one Port-O-Pot for every keg of beer sold."

— Paul Jett, Pinehurst #2 superintendent, on vital preparations for the U.S. Open last summer.

"The transition zone is where superintendents transition from job to job as a result of turf losses."

— John C. Robinson, superintendent of Bayville GC in Virginia Beach, Va., describing how difficult it is to grow grass in his corner of the world.

"As architects, we're going to have to quit designing courses to impress other architects."

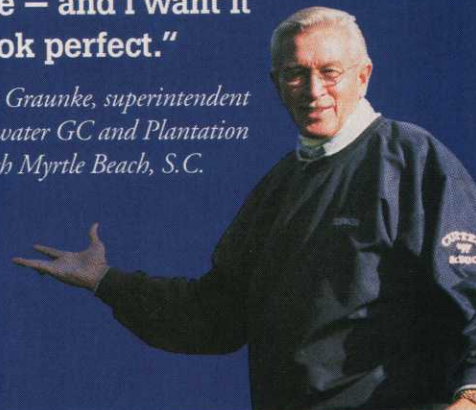
— John LaFoy, president of the American Society of Golf Course Architects

"Don't Let the Messenger They Shoot Be You"

— Title of a seminar hosted by Mike Jousan of the South Dakota GCSA, to be held in March

"My philosophy has always been that when you come to my golf course, you're coming to my home — and I want it to look perfect."

— Bob Graunke, superintendent of Tidewater GC and Plantation in North Myrtle Beach, S.C.



Business briefs

Briefs continued from page 18

'Links for Life' debuts

Golf Digest and the American Heart Association are starting a public awareness campaign called Links for Life to improve survival from cardiac emergencies on golf courses and in other public places. It encourages golf courses to strengthen their emergency response programs and will help educate golfers about what they can do when a cardiac emergency strikes.

Golf courses are among the most common public places for cardiac arrests. They are also among the most difficult for emergency medical providers to reach quickly. The first phase of Links for Life is a call to North America's 16,000 golf courses to add automated external defibrillators and train staff members to use the life-saving devices.

For more information on Links for Life, call the American Heart Association at 214-706-1665.

Zeneca teams with chemistry firm

Wilmington, Del.-based Cambridge Discovery Chemistry will take over responsibility for Zeneca Agrochemicals' chemistry research facility within Zeneca's R&D Center in Richmond, Calif., the two companies announced in December.

"The collaboration offers us the opportunity to combine world-class combinatorial chemistry expertise in a flexible research arrangement which will greatly benefit both our businesses," said David Evans, Zeneca's director of R&D.

Zeneca Agrochemicals is part of AstraZeneca PLC, which plans to merge with Novartis AG to form Syngenta. The deal is expected to be finalized later this year.

Sanctuary gains Audubon status

Scottsdale, Ariz.-based Sanctuary GC at Westworld recently received certification from the Audubon International Institute as Arizona's first Signature Status Golf Course.

The goal of Audubon's program is to merge wildlife conservation, habitat enhancement and environmental improvement with the economic agenda associated with land development.

Over 50 And Rocking

We asked 58-year-old Gary Grigg, a recipient of GCSAA's Distinguished Service Award for 2000, what it's like to be a successful superintendent over 50. Grigg is CGCS of Royal Poinciana GC in Naples, Fla.

On the job market:

I realize statistics reveal there are few active Class A superintendents over 50. There are several reasons for that — one is money. As you progress in the industry, the experience you gain becomes more valuable, and you expect to become well-compensated for it. A few clubs are willing to compensate for experience and a proven track record, and these clubs hire the best of the older superintendents. However, many clubs seem interested in hiring younger, up-and-coming superintendents for less money. I can't fault the clubs for wanting to save dollars. They may get a great talent — and they may not. The bottom line: Past performance is a good indication of future performance.

I also believe there are fewer superintendents over 50 because many of them tire of the grind. Today's golfers demand ever-increasing perfection on the courses they play, and the business is getting more complex as we strive to reach that perfection. If you're not willing to continue your education, you can fall behind in a hurry.



On continued personal growth:

When you cease to learn new things, you stop growing as a person. I continue to challenge myself both in and out of golf. I have spent my career trying to stay on the cutting edge of technology in our business. Along the way, I raised four children, earned a pilot's license, got my SCUBA license and learned to speak a few foreign languages, although not as well as I would like.

On the need to know:

Golf course maintenance is an ever-changing business and our management practices change from time to time. The newer superintendents coming out

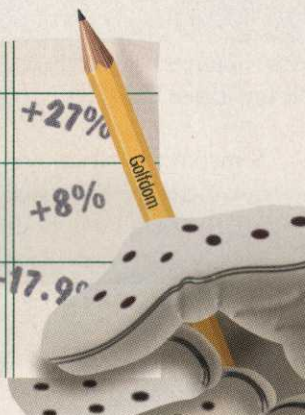
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Knowing the score

Certified superintendent salaries average 27 percent higher than salaries of superintendents who are not certified.

From 1995 to 1998, salaries for golf course superintendents increased 8 percent from \$49,269 to \$53,205

CGCS with more than 20 years of experience commanded the most significant average salary increase at 17.9 percent, from \$56,618 in 1995 to \$66,774 in 1998.



SOURCE: GCSAA, 1999; ILLUSTRATION: DAN BEEDY