

GREENS QUALITY SOD

BENTGRASS
TIFEAGLE
TIFDWARF

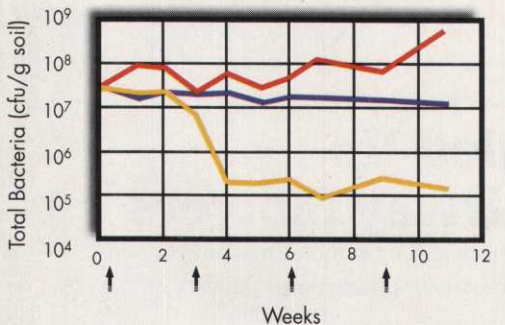
- Custom grow to your specifications
 - Washed or on sand
 - Big or Small Rolls

WEST COAST
TURF

Life is Short. Sod It!

760/360-5464 • 800/477-1840 • www.westcoastturf.com

FOOD FOR THOUGHT!



It's a basic philosophy . . . **Feed the Soil and Let the Soil Feed the Plant.** This tried and true principle with an emphasis on optimizing nutrition and health has been the cornerstone of Griffin Industries' success since our beginning as Griffin Fertilizer in 1943. Through our Nature Safe® Natural & Organic Fertilizers the tradition of quality, consistency and performance continues with a commitment to research and development.

To date, we've worked with some of the leading researchers in turf, soil and agricultural sciences to focus our efforts on fertility performance. As an ideal food/carbon source for soil microorganism populations, Nature Safe delivers the necessary energy to stimulate the soil ecosystem. "Diversity of food resources leads to diversity of beneficial organisms."¹ The result, "microbial activity in the soil is the foundation of proper soil management and sound plant health programs".²

So when you're thinking of maximizing fertility and turf health, make Nature Safe **Your Natural Choice for Optimum Soil and Plant Nutrition!**



Natural & Organic Fertilizers
A Division of Griffin Industries, Inc.



The bacterial population continued to increase with Nature Safe while the bacterial population decreased with the synthetic.

Agriculture and Agri-Food Canada, Southern Crop Protection & Food Research Centre, Dr. George Lazarovits, 1998

¹ Soil Organisms And Their Role In Healthy Turf, Turfgrass Trends, August 1998, Elaine R. Ingham, Ph.D.
² If You Care For Your Microbes Your Microbes Will Care For Your Turf, Golf Course Management, September 1998, Bud White, Agronomist

Circle No. 101

For a Nature Safe distributor near you, FREE video, research and product information, call (800) 252-4727 and visit our website at www.naturesafe.com

Golfdom

JANUARY 2000 • VOLUME 56 • NUMBER 1



23

Wise Guys

Golf maintenance's mentors know what it takes to be a consummate leader.

By Larry Aylward

52

Tangled Up in Fairway Mowers

In this high-tech age, it's complicated, but you can keep your equipment rolling down the fairway.

By Bruce Allar

46

Land of Hope and Dreams

Millennium kids aspire to build their turf management careers on the golf course.

By Frank H. Andorka Jr.





cover story

BY LARRY AYLWARD

Golfdom presents its choices as young leaders — the innovators, influencers and mentors of the next decade.

22

columns

- 10 **Flagstick**
Facing Up to the Fountain of Youth
- 20 **Shades Of Green**
Take that Cell Phone And Shove It
- 44 **Dave's World**
Advice to the Young: Get a Guru
- 50 **Golf By Design**
It's Smart Thinking to Grasp Golf 101
- 63 **Money Shot**
Golf Course Owner Sees the Light
- 68 **Out of Bounds**
Digital Cameras

case studies

- 64 **Clearing Up a Murky Matter**
A multi-use lake required a clean-up effort of excessive algae and bottom sediment

departments

- 8 Going Postal
- 9 Events
- 12 Off the Fringe
- 65 Leaders
- 66 The Company Line
- 67 Classifieds

56

Taming the Turf

Why use growth regulators? Increasingly, the more cogent question is, "Why not?"

By Frank H. Andorka Jr.

61

Hoofing It?

There are points to consider when purchasing a walk-behind greens mower.

By Larry Aylward

62

Handle With Care

ClubCorp's chief outlines his company's approach to meeting and exceeding golfer expectations.

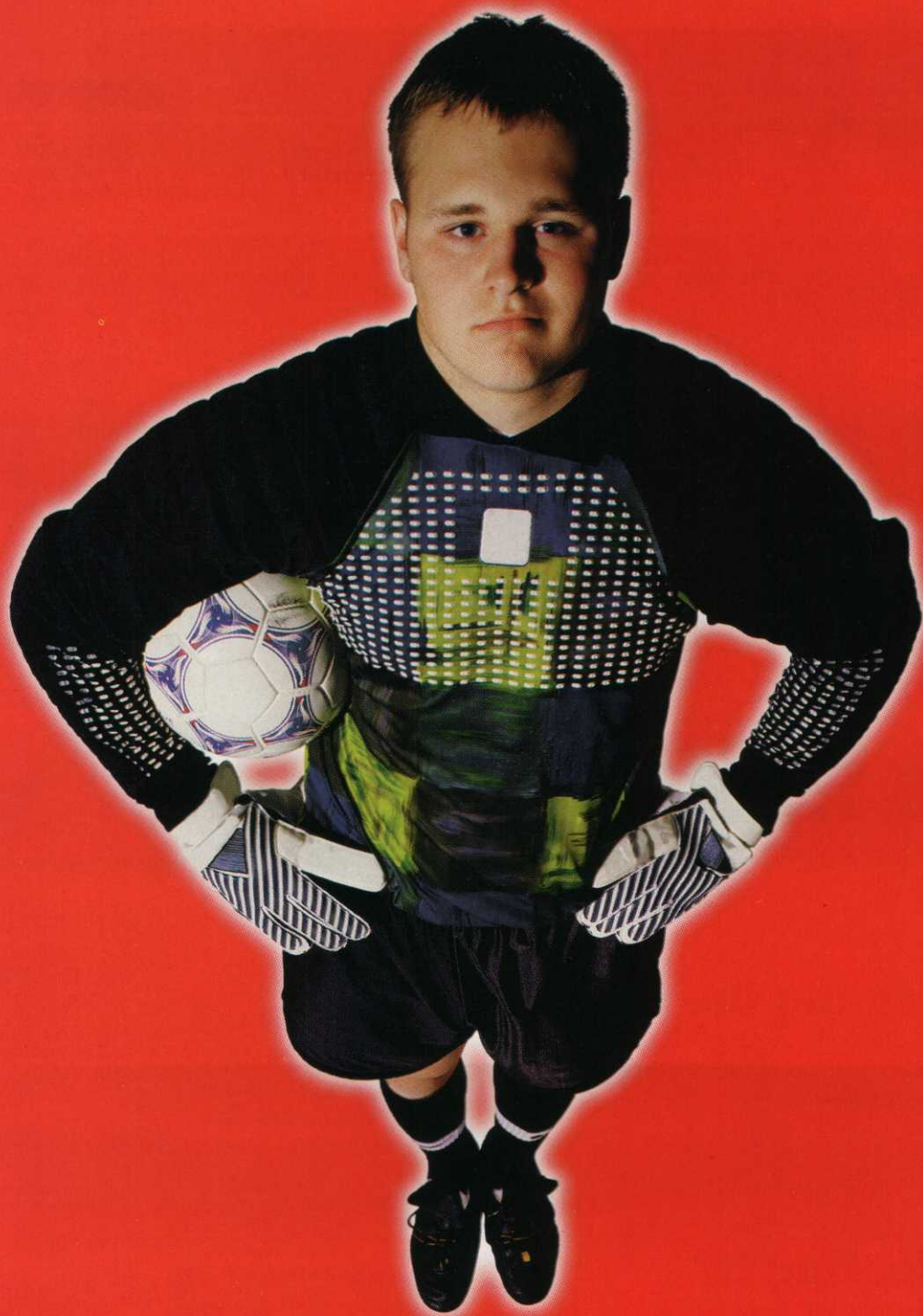
By Robert H. Dedman Jr.

About the cover

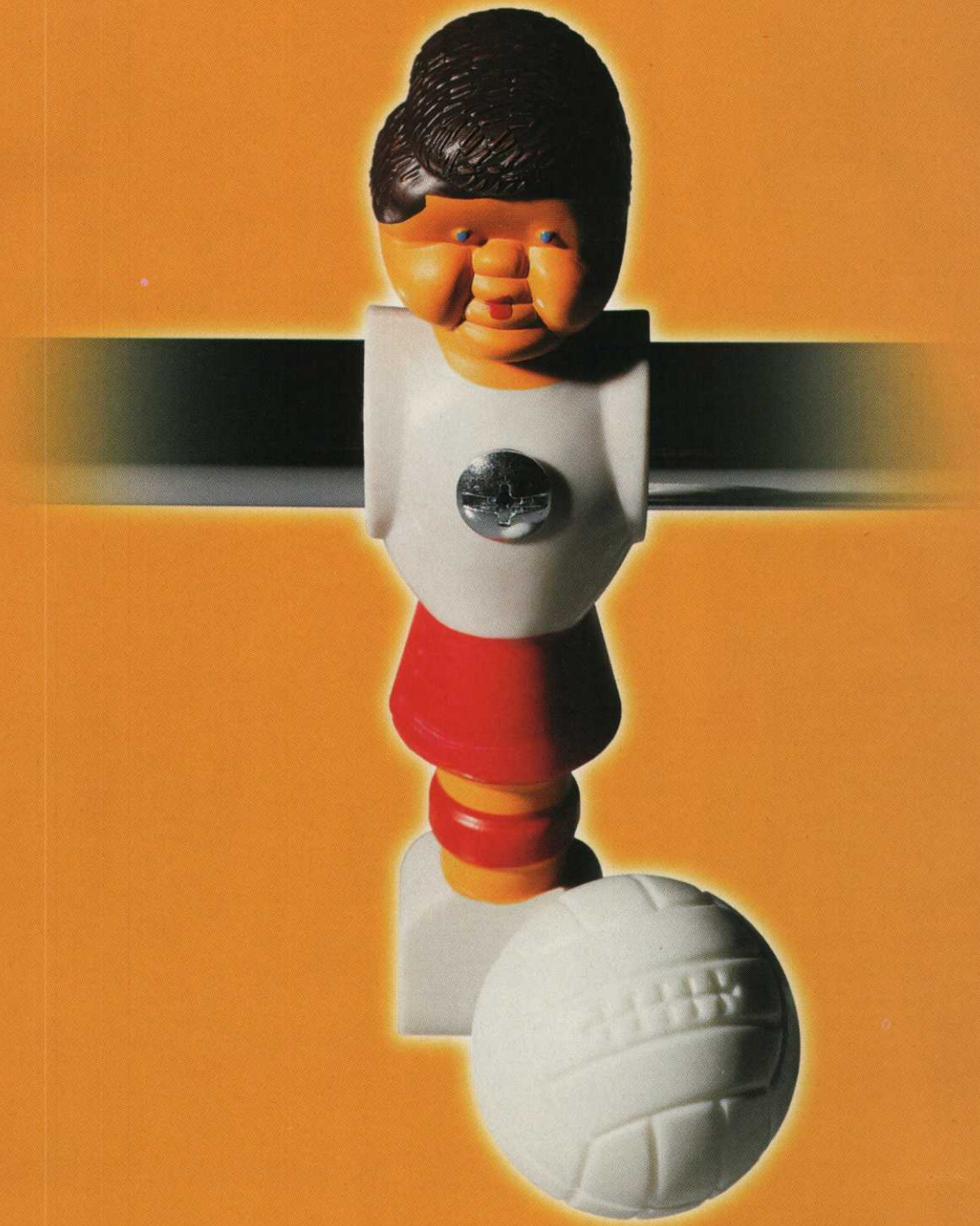
Tucson, Ariz.-based photographer Chris Mooney snapped this photo of young leader and superintendent Bill Zeglin on a warm, November night in cactus land.

News with a hook

- 12 Fill 'er Up with Zinc
- 14 Wake-up Call



Original



Imitator

There's No Mistaking an Original.



Make No Mistake
with the Top Two Fungicides,
HERITAGE® and DACONIL®

www.zenecaprofprod.com

Circle No. 104

ZENECA Professional Products

Always read and follow label directions carefully.

DACONIL®, DACONIL Ultrex®, and HERITAGE® are registered trademarks of a Zeneca Group Company.

© 1999. Zeneca Inc. Zeneca Professional Products is a business of Zeneca Ag Products, a business unit of Zeneca Inc.

Providing superintendents
with more than 30 years of
outstanding performance.

The only systemic
strobilurin fungicide
available.



Going Postal

■ WE'VE GOT MAIL

Civilized Debate Continues

Congratulations on tackling a difficult and sensitive issue. ("Management Companies: The Civilized Debate Continues," October).

As an administrator of multiple golf course operations, a former CGCS and golf professional, I applaud the articles by Greg Plotner and Joel Jackson. I can't say as much for Mike Hamilton's article. He's in la la land if he thinks the GCSAA, USGA, PGA and CMAA will get together to regulate and accredit management companies.

I'm sure that many of Hamilton's horror stories can be validated. But the whole point concerning management companies has been missed. Any golf course operation that's considering hiring a management company is as lost as a golf ball in tall grass if it doesn't execute extremely thorough due diligence.

Last year, I spoke on the management company issue at the National Public Golf Forum in Palm Springs, Calif., and I presented every aspect of developing a request for proposal and all of the due diligence in terms of investigating a management company's background (there's an extensive checklist). If you can't do it, hire a bonded consultant to perform the evaluation. You can get burned if you don't have your act together.

Any contract with a management company must be closely managed. Hold its feet to the fire in terms of every aspect of performance, including a performance bond. It's not a once-in-a-while contract performance to check. The club must have someone who has the ability to manage the contract.

If Hamilton's horror stories could be investigated, I'll assure

you that the majority were the result of not properly managing the contract. Good management companies are professionals. They know the business and can probably do the job more efficiently in every aspect. It's not about doing it cheaper. It's about doing it better, eliminating a lot of headaches and producing cost savings.

Gene Burress
Golf Operations Director
Brevard County, Fla.

Gone fishin'

As you stated in your October Flagstick column, fishing and golf are cut from the same cloth. Where else can we spend hundreds of dollars on boron-graphite fishing rods, then turn around and purchase the latest titanium metal wood for the equivalent cost?

Where else can you find solitude in the rain while playing golf on a deserted golf course or throwing spinner baits from a bass boat with no one else around? Where else can I find peace and tranquility as I walk my course at sunset with no golfer in sight, enjoying the accomplishments my staff and I have worked so hard for, or climb in the bass boat at sunup wondering what the day of fishing has in store for me?

Yes, I'm also addicted to fishing.

Doug Holcomb
Superintendent
Delta View GC, Pittsburg, Calif.

Feel like going postal? We want to hear from you. You can e-mail your letters to Pat Jones at 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

www.golfdom.com

EDITORIAL STAFF

Pat Jones PUBLISHER/EDITOR 440-891-3126	patrick.jones@advanstar.com
Larry Aylward MANAGING EDITOR 440-891-2770	larryward@advanstar.com
Frank H. Andorka Jr. ASSOCIATE EDITOR 440-891-2708	fanorka@advanstar.com
Geoff Shackelford CONTRIBUTING EDITOR 310-451-5877	geoffshac@aol.com
Sue Gibson EXECUTIVE EDITOR 440-891-2729	sgibson@advanstar.com
Dr. Karl Danneberger CHIEF SCIENCE EDITOR	danneberger.1@osu.edu
Mike Klemme CHIEF PHOTO EDITOR 580-234-8284	golfoto@ionet.net
Vernon Henry GROUP EDITOR 440-826-2829	vhenry@advanstar.com
Lisa Lehman ART DIRECTOR 440-891-2785	llehman@advanstar.com
Lisa Bodnar SR. GRAPHIC DESIGNER 440-891-3101	lbodnar@advanstar.com

GOLFDOM ADVISORY STAFF

Joe Baidy , CGCS, TURNING STONE GC
Jan Beljan , ASGCA, FAZIO DESIGN
Jerry Coldiron , CGCS, LASSING POINT GC
Darren Davis , OLDE FLORIDA GC
George Frye Jr. , OCEAN COURSE AT KIAWAH
Bob Graunke , CGCS, TIDEWATER GC & PLANTATION
Steve Hammon , TRAVERSE CITY G&CC
Alan Hess , TOUR 18, INC.
Sean Hoolehan , WILDHORSE RESORT
Jim Husting , CGCS, WOODBRIDGE G&CC
Rod Johnson , CGCS, PINE HILLS CC
Bob Lohmann , ASGCA, LOHMANN GOLF DESIGN
Bob Maibusch , CGCS, HINSDALE GC
Walter Mattison , CGCS, WIDGI CREEK GC
Jim Nicol , CGCS, HAZELTINE NATIONAL GC
Doug Petersan , CGCS, CC OF AUSTIN
Ken Sakai , GOLF PACIFIC MANAGEMENT GROUP
Dave Wilber , AGRONOMIST, SACRAMENTO, CALIF
Randy Zidik , CGCS, ROLLING HILLS CC.

ASSOCIATIONS



American Society of Golf Course Architects 221 N. LASALLE ST., CHICAGO, IL 60601; 312-372-7090; WWW.GOLFDESIGN.ORG



Golf Course Superintendents Association of America 1421 RESEARCH PARK DR., LAWRENCE, KS 66049-3859; 800-472-7878; WWW.GCSAA.ORG



Independent Turf and Ornamental Distributors Association 25250 SEELEY ROAD, NOVI, MI 48375; 248-476-5457



National Golf Course Owners Association 1470 BEN SAWYER BLVD., STE. 18, MOUNT PLEASANT, S.C. 29464; 843-881-9956; WWW.NGCOA.ORG



National Golf Foundation 1150 SOUTH U.S. HIGHWAY ONE, SUITE 401, JUPITER, FLA. 33477



Outdoor Power Equipment Institute 341 S. PATRICK ST., OLD TOWN ALEXANDRIA, VA. 22314; 703-549-7600; WWW.OPELMOW.ORG



Responsible Industry for a Sound Environment 1156 15TH ST. NW, SUITE 400, WASHINGTON, DC; 202-872-3860; WWW.ACPA.ORG/RISE



Turf and Ornamental Communicators Association P.O. BOX 156, NEW PRAGUE, MINN. 65071; 612-758-5811



United States Golf Association P.O. BOX 708, FAR HILLS, N.J. 07931; 908-234-2300; WWW.USGA.ORG

Golfdom

www.golfdom.com

BUSINESS STAFF

John D. Payne GROUP PUBLISHER 440-891-2786 jpayne@advanstar.com
Danielle Hagan ADMIN. COORDINATOR 440-891-2734 dhagan@advanstar.com
Karen Lenzen PRODUCTION MANAGER 218-723-9129 klenzen@advanstar.com
Rosy Bradley PRODUCTION DIRECTOR 218-723-9720 rbradley@advanstar.com
Karen Edgerton CIRCULATION MANAGER 218-723-9280 kedgerton@advanstar.com

ADVERTISING STAFF

CLEVELAND HEADQUARTERS

7500 OLD OAK BLVD.
CLEVELAND, OH 44130-3609

Heather Fox EASTERN ACCOUNT MANAGER hfox@advanstar.com
440-891-3168 FAX: 440-891-2675

Gene Homan MIDWEST ACCOUNT MANAGER ehoman@advanstar.com
440-891-2772 FAX: 440-891-2675

Anthony Lavdas ACCOUNT MANAGER tlavdas@advanstar.com
440-891-3118 FAX: 440-826-2865

Leslie Zola CLASSIFIED lzola@advanstar.com
440-891-2670; 800-225-4569 X670

REGIONAL OFFICES

Tom Galligan GROUP SALES DIRECTOR tgalligan@advanstar.com
3901 52ND AVE.
KENOSHA, WI 53144-1830
262-653-9523 FAX: 262-653-9524

John Kiesewetter WESTERN SALES MANAGER jkiesewetter@advanstar.com
541-338-0022 FAX: 541-338-0044

Gretchen Wagner WESTERN SALES MANAGER gwagner@advanstar.com
760-837-3734 FAX: 760-837-3785

MARKETING SERVICES

Marcie Nagy REPRINTS (500 MINIMUM) 440-891-2744 mnagy@advanstar.com

Joe Gilliam CIRC. LIST RENTAL 800-225-4569, EXT. 773 jgilliam@advanstar.com

Subscriber, Customer Service 218-723-9477; 888-527-7008

Debra Carlson INTERNATIONAL LICENSING 218-723-9518 dcarlson@advanstar.com

Books, Directories, Current Issues, Back Issues, Photocopies, Microfiche, Film Copies, CD-Rom 800-598-6008; 218-723-9180

CORPORATE



Robert L. Krakoff CHAIRMAN AND CEO

James M. Alic VICE CHAIRMAN

David W. Montgomery VP/FINANCE, CFO AND SECRETARY

Skip Farber EXECUTIVE VICE PRESIDENT, BUSINESS DEVELOPMENT

William J. Cooke EXECUTIVE VICE PRESIDENT

Alexander S. DeBarr EXECUTIVE VICE PRESIDENT

Morris R. Levitt EXECUTIVE VICE PRESIDENT

Eric I. Lisman VICE PRESIDENT & GENERAL COUNSEL

Adele D. Hartwick VICE PRESIDENT-TREASURER & CONTROLLER



ABP

Events

SEMINARS & CONFERENCES

JANUARY

22-26 National Golf Course Owners Association's Annual Conference
Fort Lauderdale, Fla.
Contact 843-881-9956.

25-27 Virginia Turf & Landscape Conference & Trade Show
Richmond, Va.
Contact 540-942-8873.

FEBRUARY

9-11 Western Pa. Turf Conference & Trade Show
Monroeville, Pa.
Contact 814-863-3475.

10-12 Turfgrass Producers International Conference & Expo
San Antonio.
Contact 800-405-8873.

14-20 GCSAA Show and Conference
New Orleans.
Contact 800-472-7878.

21-25 Virginia Tech Turfgrass Ecology and Management Short Course
Blacksburg, Va.
Contact 540-231-5182.

21-25 Cornell Turfgrass Management Short Course
Fishkill, N.Y.
Contact 607-255-1792.

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

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.

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

APRIL

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

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

MAY

4 Human Resources Seminar
Sacramento, Calif.
Contact 800-472-7878.

JUNE

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

Let us know about your events. Send information to Frank Andorka at 7500 Old Oak Blvd., Cleveland, 44130. Fax information to 440-891-2675 or e-mail to fandorka@advanstar.com.

Good evening and welcome to “Who Wants to Be a Zillionaire?” I’m your host Regis Golfdom and we’re back with our returning champion, Peter Poa, a turfgrass science student from Emerald City, Kan. Pete, are you ready to take a shot at \$1 zillion?

Sure Reege, let’s do it.

OK, here’s your zillion-dollar question: What is the significance of the number 2,000?

Geez, that’s easy. It’s the year we just started.

Final answer?

Final answer, Mr. Golfdom.

Oh, I’m sorry Pete (audience moans). The answer we were looking for is, “The annual number of young people flooding the golf course industry from turf schools with high expectations, but little understanding of what the business is really like.” Pete, you lose your winnings and go back to Kansas without a dime.

That’s OK, Reege, because I’m going to make a zillion by becoming a highly paid and respected golf course superintendent a few years after I graduate.

Thanks for playing, Putz — I mean Pete . . . and stop calling me Reege.

Fountain of youth

The tale of Peter Poa illustrates the challenges this business faces over the next decade. With nearly 200 turf schools producing (for the sake of argument) an average of 10 graduates a year, we see a fountain of youth flooding the profession with 2,000 bright-eyed, diploma-toting folks who want your jobs.

What will the impact of all of these young people be? Why are they flocking to the profession? What characteristics will separate those who succeed from those who don’t?

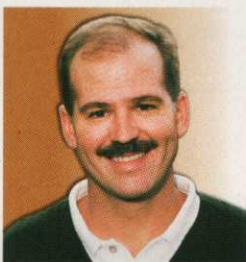
This month, we answer some of those questions by profiling youthful professionals we think have the right stuff in our “Young Leaders” cover story. We also give you a glimpse of the hopes and aspirations of this year’s graduating students in our “Y2K Kids story.” Hope you find it informative and timely.

Stay tuned

A couple of months ago, a “mature” superintendent who serves on our Golfdom Advisory

Facing Up to the Fountain of Youth

BY PAT JONES



SHOULD WE TAKE
STEPS TO STEM
THE FLOW OR
SIMPLY LET
THE MARKET
SORT IT OUT?

Staff called me and said in a rather irritated voice, “I see you’re doing an issue on the young leaders of the industry. What about our old farts?”

Now that, Regis, really *is* the million-dollar question.

What happens to the veterans — the leaders who made this profession what it is today — when they’re knee-deep in youngsters willing to work for half what they make? What survival skills should the 50-something superintendent possess? Should we take steps to stem the flow from the fountain of youth or simply let the market sort itself out? Tune in next month for at look at careers, compensation and, of course, the much-debated GCSAA Professional Development Initiative (how could Golfdom possibly stay silent on that?).

We’ve rightsized

You may notice that Golfdom seems to be thicker. That’s because more advertisers are turning to Golfdom in 2000. The good news for readers is that, since we maintain a 50/50 ratio of editorial to advertising, you’ll get more articles and fun in between the wonderful words from our sponsors.

We’re also narrower than last year’s extra-wide design because advertisers and readers told us the oversized look was cool, but annoying when it came to storing the magazine in a file folder or producing ad “films” to match our old non-standard size. Consequently, we reformatted to “normal” magazine size. Curiously, this may be the only “normal” thing about our humble magazine. Happy reading!

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