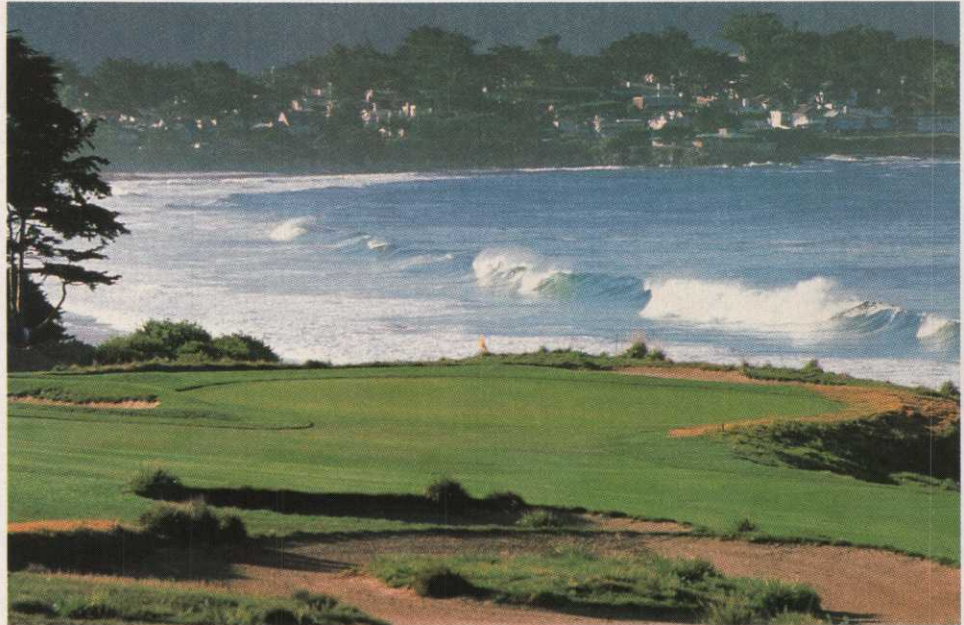


The greens at Pebble Beach will measure 10.5 to 11 on the Stimpmeter for the U.S. Open.

from the course's normal one-half inch. The rough will be 4 inches to 6 inches deep, and fairways will be 27 yards to 32 yards wide.

"When it comes to course setup, our standard hasn't changed much in years," Fay admits.

A few things have changed at Pebble Beach, though, since the course hosted its last U.S. Open in 1992. For starters, there's the Jack Nicklaus-designed new 5th hole, which debuted early last year. The hole was described as simple but sound by one architectural critic. Horton says the hole, which will measure 187 yards from the back tee for the U.S. Open, has performed well.



PEBBLE BEACH CO.

Prior to constructing the new hole, Horton recalls, Pebble Beach's brass sought out golf's most respected authorities and asked them what they thought of the project. It was like asking them if they would tweak the Mona

Continued on page 42

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Continued from page 40
the health of the course. "It helps us recognize how much water it will take to keep the turf where we want it or to revive it if it gets too dry," he says.

Although Greytok said in April that Pebble's preparation was on track, there were a few revisions begun in the early 1990s to prepare for the U.S. Open. During the 1992 U.S. Open, aerial shots from the blimp uncovered some water distribution problems that Pebble Beach staffers knew would have to be addressed before the next tournament.

"The aerial shots showed donuts forming around the heads where water wasn't getting properly diffused," Thomas says, adding that the coastal holes at Pebble Beach are difficult to irrigate uniformly because of the wind and soil conditions.

In an effort to overcome the problem, Pebble changed to the Rain Bird system in 1995. Initially, though, the chronic distribution problems persisted.

"The original nozzle selection didn't do the trick," Thomas

says. "We immediately went to the drawing board to come up with a solution."

Steve Sakurai, Western specification manager for Rain Bird's Golf Division, says correcting the problem was difficult and time-consuming.

"With the course situated right on the ocean, the winds can wreak havoc with uniform water distribution," he explains. "We also had to deal with the short testing window at Pebble to check our revisions. The winter is too cold and wet to see the results, so we had to wait for the middle of the summer to see the benefits of the nozzle design changes."

Following several nozzle design tests, it was Rain Bird's dual spreader nozzles that conquered the notoriously difficult winds at Pebble Beach. The rotors used at Pebble Beach are now equipped with one range nozzle to cover the longer throw, and two rear spreader nozzles for mid-range and close-in coverage. The dual spreader nozzles are designed with wedge-shape profiles for

Continued from page 41

Lisa, Horton says. "But virtually all of them came back and said, 'The 5th is a candidate for change, especially if you can get it on the ocean,'" he adds.

Nicklaus, who has played Pebble Beach so many times that he knows the course like the grip on his putter, was the obvious choice to lead the design.

"It would have been hard to fail on that one," Horton says of the renovation and those involved with the project. "I wouldn't want to be here if we did."

U.S. Open players will also notice revamped bunkers, which were emptied and refilled with better-packing and better-draining sand. Also, the second hole will play as a par 4 for the tournament, not a par 5.

"It's not a long and demanding par 5 and never has been," Horton says of the 502-yard hole. "It plays much more demanding as a long par 4."

All eyes will be on Pebble Beach from June 15 through June 18. It's safe to say this historic U.S. Open is the highlight of the 2000 golf season. But even that doesn't seem to intimidate Greytok.

"You're always under the microscope here, but that only makes me work harder," Greytok says, the self-assurance evident in his voice. "There's always something going on. That's why it's so enjoyable." ■



RAIN BIRD

Dual spreader nozzles conquered Pebble's difficult winds.

added efficiency in windy environments.

The revision corrected the problem, Thomas says. Regular aerial photographs attest to the improved conditions.

Although Pebble Beach is meticulously maintained for daily play, Greytok says he and his crew stepped it up for the U.S. Open. "We're not going to overlook anything," he said two months before the event.

For Thomas, this translated into several creative irrigation strategies to help Greytok and his crew cover the bases.

"We're paying special attention to some areas like the bunker edges and islands inside the bunkers by using some smaller residential rotors," Thomas notes. "We want to irrigate the grass, not the sand."

Greytok stresses the importance of manual irrigation.

"There are times when we

get out there with hoses and syringe the greens and tees and maybe even spots on the fairways," he says. "It's this type of special effort that sets us aside from some other places."

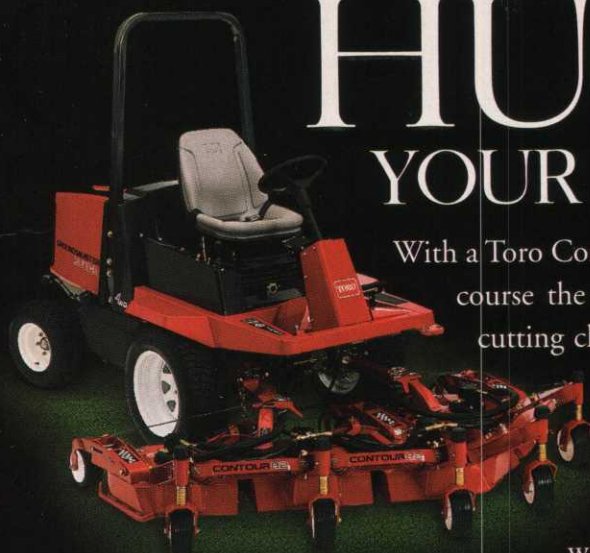
Greytok's main goal is to provide Tiger Woods and other golfers with a fair and honest test of golf at Pebble Beach.

"Although people judge the aesthetics, I'm more concerned by the actual playing conditions," he says. "I want the players to walk away saying that it was a fair course."

But don't be surprised if a number of people walk away from the U.S. Open talking about a lush, green course as well.

Jason Schmaderer is a public relations associate for Swanson Russell Associates, based in Lincoln, Neb. Rain Bird is an SRA client.

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BY FRANK H. ANDORKA JR., ASSOCIATE EDITOR



Here's how to harness
high-tech presentations
to get what you need

When flooding devastated his course, Wayne Van Arendonk discovered the effectiveness of Microsoft's PowerPoint presentation program to persuade an audience to take action — as in providing reconstruction funds after one-third of the course was submerged, including eight greens.

Van Arendonk, superintendent of Rolling Hills CC in Wichita, Kan., compiled a PowerPoint presentation with 40 to 50 slides showing the damage to the course, as well as detailing costs of the cleanup. The response from his members stunned him.

"It's the only presentation I've made where I've gotten a standing ovation," Van Arendonk says of the program, which he constructed with the help of his assistant at the time, Jeremy Jake-way. "It greased the skids for the \$200,000 we needed to do a complete cleanup."

In today's increasingly business-oriented profession, presentation can make the difference between achieving your goals and falling just short. Superintendents who master the high-tech presentation tools of today can enhance their persuasiveness, whether they're selling owners on a major project or hosting a seminar at a local association meeting. It's just a matter of finding the time to exploit the potential of the tools.

GET STARTED

Not sure where to begin on your road to PowerPoint proficiency? Here are some tips about how to start:

- Look for classes at local community colleges.
- Dive right in yourself and fiddle around with the program to test its abilities.
- Ask for help from people in your office or your membership who might already know how to use the program.
- Practice as much as you can because the skills you acquire will start deteriorating if you don't keep them fresh.
- Search the Web for online tutorials.

SOURCE: TOMMY WITT, CGCS, STILLWATERS RESORT.; JERRY COLDIRON, CGCS, BOONE LINKS/LASSING POINTE GC.; TONY GIRARDI, CGCS, ROCKRIMMON CC.

PERFECT PRESENTATION

Here are some ideas to ensure that your PowerPoint presentation goes nearly flawlessly:

- Make sure the facility where you are presenting actually has PowerPoint equipment because not every facility does.
- Try out the equipment before you present. This will help you work out any bugs ahead of time.
- Have a graphic artist look over your slide presentation to maximize the capabilities of the program.
- Proofread your materials as many times as you need to make sure your text is flawless. Get outside help if necessary.
- Use the style checker function to ensure the consistency of your slides.
- Practice your presentation to ensure a smooth delivery.
- Control your own speed by putting the program in its manual rather than its automatic mode. Otherwise, the pace at which slides flip will be controlled by the machine.
- Learn the full capabilities of PowerPoint.

SOURCE: CAROL HAYES, SENIOR MANAGER OF EXECUTIVE COMMUNICATIONS, GCSAA; TOMMY WITT, CGCS, STILLWATERS RESORT; TONY GIRARDI, CGCS ROCKRIMMON CC; JERRY COLDIRON, CGCS, BOONE LINKS/LASSING POINTE GC.

The idea of trading traditional slide programs for high-tech presentations can intimidate some people, but Tommy Witt, CGCS at StillWaters Resort near Birmingham, Ala., says it's easy once you begin. Though PowerPoint isn't the only program out there, it's certainly the leader and Witt swears by it. Witt, who teaches seminars for the GCSAA and the PGA, has collected 8,000 slides over his 20 years in the business, and it's hard for him to carry them around to each of his talks. PowerPoint provides him with a high-tech alternative.

"If you learn to use it right, a program like PowerPoint can really enhance your credibility with the listeners," Witt says. "Most superintendents aren't professional presenters, and they should do anything they can do to help themselves."

Though he hasn't mastered PowerPoint yet, Witt plans on taking classes at a local community college to hone his knowledge of the program. Then he plans to put most of his slides into PowerPoint and use it almost exclusively.

"I'm doing a lot more public speaking than I ever thought I would as a golf course manager," Witt says. "Even if you're not going to go full bore into PowerPoint, it's worth it to get fairly familiar with — just in case."

Don't limit yourself

But high-tech presentations aren't just limited to programs like PowerPoint. Don't forget that the Web, digital cameras and scanners also provide superintendents with endless opportunities to spice up their talks. Jerry Coldiron, CGCS at Boone Links/Lassing Pointe GC in Florence, Ky., says he blends PowerPoint with Web images and scanned images into his presentations to make them pop off the screen.

If he wants to show his owners the importance of a new irrigation system or the need for a new mower, Coldiron says the images he collects from other sources persuade more easily than a simple verbal description.

"With the Web, my own digital camera and the PowerPoint tools, I let the owners *see* what needs to be done," Coldiron says. "After all, seeing is believing, especially with skeptical owners or members. The new high-tech tools

allow superintendents to be as persuasive now as they've ever been."

Tony Girardi, CGCS of Rockrimmon CC in Stamford, Conn., agrees. High-tech presentation tools provide superintendents with a chance to stand out from the crowd, particularly if they are only one of a host of speakers.

Girardi used PowerPoint recently at the GCSAA Show in New Orleans and received the best feedback he's ever received on his speech. It's not that he necessarily became a more credible source because of the presentation technique, but it did lend more credibility to the subject matter. "Within five to eight years, PowerPoint will be the standard in the industry," Girardi predicts.

Time also factors into the equation when considering the use of PowerPoint, says Walter Montross, superintendent at Westwood CC in Vienna, Va. With traditional presentation methods, thumbing through slides, send-

Continued on page 46

POWERPOINT ADVANTAGES

- Animation
- Promotes the use of digital images
- Helps organize thoughts
- Monitors style for consistency
- Easy-to-use
- Shorter preparation time
- Allows last-minute changes and customization

SOURCE: CAROL HAYES, SENIOR MANAGER OF EXECUTIVE COMMUNICATIONS, GCSAA; TOMMY WITT, CGCS, STILLWATERS RESORT; TONY GIRARDI, CGCS ROCKRIMMON CC; JERRY COLDIRON, CGCS, BOONE LINKS/LASSING POINTE GC.

IT'S ALL IN THE PREPARATION

Here are a few questions that Atlanta-based Speechworks, a public speaking training company, says you should answer as you're putting together a presentation, no matter what tools you use:

- What is your goal?
- What is the benefit of your information to your listener?
- What two or three points do you need to cover?
- What specific proof can you give that what you say is?
- What action do you want as a result of your message?

SOURCE: SPEECHWORKS, 404-266-0888

ALL THE WORLD'S A STAGE

Atlanta-based Speechworks, a public speaking training company, offers these tips on how to carry yourself during a presentation:

- Stand as if you were wearing boots & spurs. Hold your arms by your side. Think Arnold Schwarzenegger.
- Make eye contact. Give a whole thought to one listener (4 to 6 seconds), then move to the next.
- When you gesture, reach forward and hold your gesture to look open and confident.
- Use voice variety. Change the pace; loud, soft, fast, slow. Sound like you mean it.
- Pause to let your ideas sink in. Pause to replace "ehs" and "ers."
- Don't read off the screen behind you. Cheat by looking at the screen of a laptop in front of you if necessary.

SOURCE: SPEECHWORKS, 404-266-0888.

Continued from page 45

ing them out to have specialists add text and waiting for them to return can take an inordinate amount of time, he says.

Montross says superintendents can cut that time to a few hours if they use everything at their disposal.

"It's going to completely change the way I produce any presentations I might make," Montross says. "You can use pop-up balloons and other graphics that you can't do with a slide. It drives the point home far better than a static presentation."

Computers rule the world

Fifteen years ago, Montross says he wouldn't even have considered using a computer. Now, he's enthusiastic about the future of high-tech presentations.

"Now that I've started learning how to use all of these other tools, I'm excited about their potential," Montross says. "It seems unlimited to me."

If superintendents use the high-tech tools available to them, they can raise their profile and improve their image, Montross says. But as exciting as the possibilities of the latest technologies are, the presenter should still remain the focus.

Carol Hayes, senior manager of executive communications for the GCSAA, says while PowerPoint and digital cameras can enhance a presentation, superintendents shouldn't rely solely on the programs to make their cases for them. If they do, they're bound to have problems if the technology falters or, as it has in some cases, fails completely, Hayes says.

"You can't overlook the basics of good presenting," Hayes says. "You should always make sure you organize your thoughts and be well prepared. All of the latest technology can't cover up for poor preparation."

Also, Hayes warns that overuse of animation can actually detract from a presentation instead of making it better. It's all a matter of moderation, she says.

Van Arendonk urges his fellow superintendents to acquire PowerPoint skills. Maybe he'll see you in class: He's planning to take classes this winter to master the program.

"Don't be scared of the future," Van Arendonk says. "There are a lot of great tools out there that will help you sell almost anything you need." ■

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Circle No 111

Data **Defense**

Since computers now hold much of your vital business information, what are **YOU** doing to protect it?

BY PETER L. MCCORMICK

As personal computers have taken on increasingly significant roles in our personal and professional lives, security has become a concern for all of us — because sooner or later the computer gremlins are going to get you.

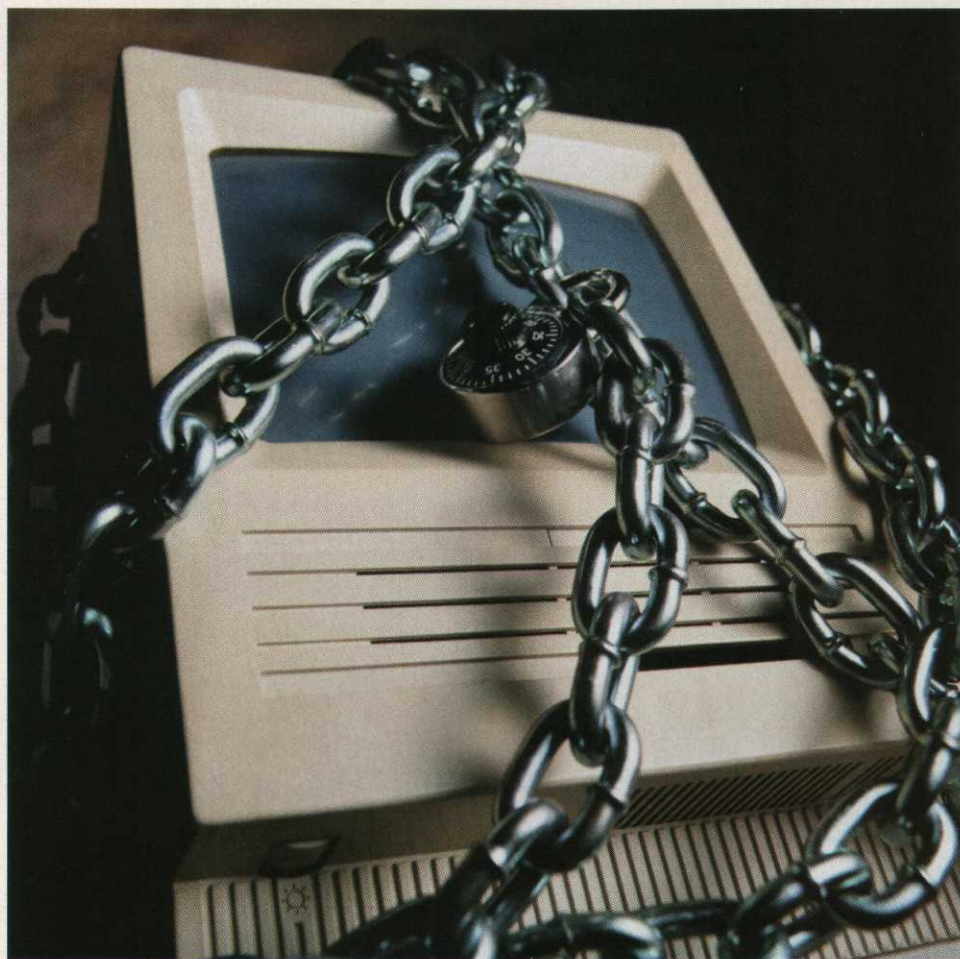
Think of computer security as preventing the loss of valuable data. While your computer and the software on it can be replaced, the important stuff — your correspondence, reports, databases, spreadsheets and other data files — often can't. Let's look at the most common causes of data loss and the steps you can take to prevent it.

The crash

A computer crash is anything that causes your computer to stop working. Computer crashes can result from overloading an undersized hard disc, conflicts associated with new software installations or upgrades, computer viruses and even mechanical malfunctions within the computer itself.

The first line of defense against any computer crash is the data backup, which simply means saving your files somewhere else. It doesn't matter where you save them as long as you save them regularly. You should do it at least weekly, if not daily, depending on how frequently your data changes.

Automated utilities like



PHOTODISC

AutoSave, DriveImage, NovaBackup, Norton Ghost or Retrospect Desktop Backup can do a file-by-file backup of your entire hard drive. Either way, having your data files stored in one directory or folder simplifies the backup process.

The My Documents folder within the Windows 95/98/2000 operating systems is a ready-made starting point. Create an underlying directory structure within My Documents and store your data files there. Back up that one folder, and your data is safe — well, almost.

While backing up files on a removable media is good, most often that tape, Zip disc or CD is left sitting in the drive bay until the next backup. What happens if your computer is stolen, fried by lightning or destroyed by fire? Poof — your data and the backup go with it.

To protect against physical loss, the new breed of remote online backup services (such as *Skydesk.com*, *StoragePoint.com*, *Driveway.com* or *Visto.com*) create scheduled backups and securely transmit your data over the Internet to a remote storage site (for free or a small fee). In the event of a data loss, simply log in to that site and retrieve your backup files.

A utility like PowerQuest's Second-Chance takes periodic snapshots (called checkpoints) of your hard disc and system configuration. When a hardware or software gremlin rears its head, simply load a previous snapshot and your computer is restored to its preglitch state.

Since most backup systems compress files into smaller copies of the original, none is foolproof. Test the backup process to ensure that you can successfully recover data from those files when needed.

Lightning is the most common cause of mechanical failure of computers on golf courses. Buy the best universal power supply unit you can find, or consider a commercial surge protection system for your entire home, office or maintenance building. The \$300 to \$1,500 investment in lightning and surge protection is worth it.

Virus protection

Computer viruses have made anti-virus software a critical defense against un-

wanted intruders. Viruses are infectious files created by those who delight in causing problems for others. While the Internet has made sharing files fast and easy, it has also allowed viruses to proliferate via e-mail, file attachments and software downloads.

Use virus detection software (Norton AntiVirus and McAfee ViruScan are industry standards) to scan your hard disc, all portable storage discs, as well as incoming e-mail and file attachments — and then either clean or delete all infected files. Since new viruses appear constantly, subscribe to the updating service (usually \$20 to \$30 annually) offered by your anti-virus software provider. This will keep

Lightning is the most common cause of mechanical failure of computers on golf courses.

your virus detection database aware of the current viruses that are circulating.

Since many viruses are hidden in executable (.exe) files or within macros in Microsoft Word (.doc) files, a good rule is to not open any .exe or .doc file attachments you receive from unknown sources.

In the case of the Pretty Park virus that circulated this spring, even known sources weren't safe. If you received the Pretty Park virus, it arrived in a message from someone who had your e-mail address in an address book. While not destructive, the virus would establish itself in your system and then send itself to everyone in your e-mail address book. To be safe, scan every e-mail attachment you receive for viruses, regardless of the source.

Don't get hacked

A computer hacker need not be a pro-peller-headed techno-nerd holed up in a computer lab somewhere. It could just as easily be the little old lady down the street.

If you use one of the new always-on high-speed Internet connections such as

cable or digital subscriber line services, you may be leaving yourself open to snooping.

All computers hooked into these services are on a giant network with fixed numerical Internet addresses, so it's relatively easy for anyone so inclined to explore your computer unless you have precautions in place. You are much less at risk if you connect to the Internet via a dial-up service, since your service provider assigns a random IP address each time you connect.

Networking computers in the home or office to share printers, files or Internet access opens further opportunities for unwelcome visitors to your system. For a

single computer connected to a cable or DSL Internet connection, make sure "file sharing" is turned off in your operating system preferences.

For further protection against intruders (and highly recommended for a networked environment where file sharing is usually enabled), a personal firewall program like Norton Internet Security 2000, BlackICE Defender or ConSeal Private Desktop give you sophisticated privacy features to block unauthorized communications to or from your personal computer or network.

One last suggestion: The next time you clean your office, gather up all those software CDs and jewel cases with the product ID codes on the back and organize them in one place. Should your computer fail beyond recovery and you must start fresh with a new hard disc before restoring your backup files, having those program CDs and product IDs handy will greatly speed the process. ■

Peter L. McCormick is president, editor and webmaster of TurfNet Associates in Skillman, NJ.



It's Weatherproof.

Messproof.