

Events

SEMINARS & CONFERENCES

OCTOBER

**12 Turf & Landscape:
Target Specialty Products**
Sacramento, Calif.
Contact 562-802-2238

**17 Insect and Disease Management
for Warm Season Turfgrass**
Seal Beach, Calif.
Contact 800-472-7878

NOVEMBER

**1-2 Intermountain GCSA
Winter Meeting and Golf**
St. George, Utah
Contact 877-292-0960

4-7 Georgia GCSA Annual Meeting
Savannah, Ga.
Contact 706-742-2651

4-7 11th Annual Green Industry Expo
Indianapolis
Contact 770-973-2019

**6 West Virginia GCSA
Conference & Trade Show**
Morgantown, W.Va.
Contact 304-243-4154

**13-16 Carolinas GCSA's
Conference and Show**
Myrtle Beach, S.C.
Contact 800-476-4272

**14 Developing Your Hazard
Communication Program**
San Marcos, Calif.
Contact 800-472-7878

**14-16 Penn State
Golf Turf Conference**
State College, Pa.
Contact 814-863-3475

**14-16 The NYSTA Turf and
Grounds Exposition**
Syracuse, N.Y.
Contact 518-783-1229

**20 Iowa Golf Course
Superintendents State Meeting**
West Des Moines, Iowa
Contact 515-232-8222

28-30 North Central Turfgrass Expo
St. Charles, Ill.
Contact 312-201-0101

DECEMBER

**3-4 Michigan GCSA's
Annual Conference**
Location: TBD
Contact 517-482-4312

**3-6 California Golf Course
Owners' Convention**
Location: TBD
Contact 831-375-6125

**4-6 Texas Turfgrass Annual
Conference & Show**
San Antonio
Contact 409-690-2201

**4-7 Ohio Turfgrass Foundation
Regional Conference and Show**
Columbus, Ohio
Contact 888-683-3445

**5-6 New Hampshire GCSA
Annual Meeting**
Concord, N.H.
Contact 603-542-1957

**6 Strategic Planning for
Golf Course Operations**
Ames, Iowa
Contact 515-232-8222

12 Maine GCSA's Annual Meeting
Portland, Maine
Contact 207-781-7878

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.

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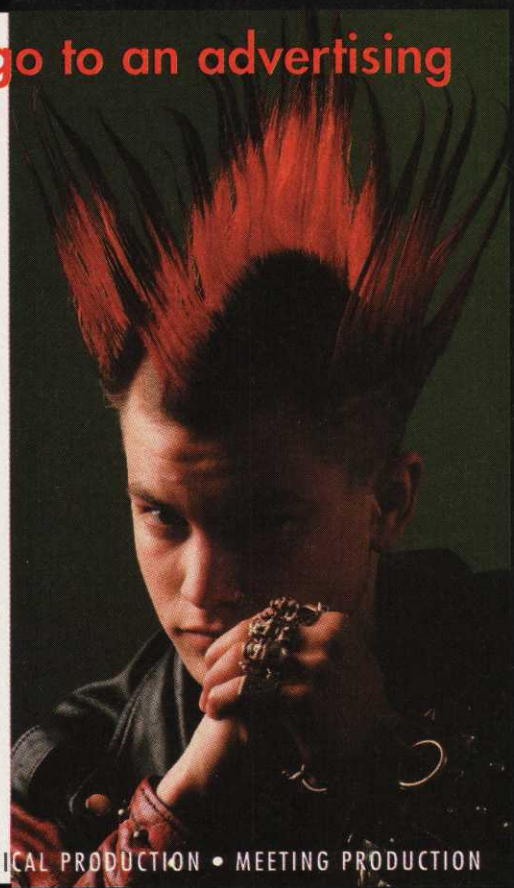
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- *Golf & Environment* the videomagazine and
- Countless 'How To' videos for leading industry suppliers

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I love October. Football's in full swing, the World Series is coming up, the endless spectacle of the Olympics is over and the "quiet time" between the end of the Northern golf season and the beginning of the Southern season is upon us. Seems like a good time for one of our occasional "Cheers & Jeers" reviews.

Jeers to the GCSAA for "colorizing" the blue jeans of a noteworthy superintendent featured in a recent seed company ad. The individual in the photo is a consummate professional who just happened to be wearing jeans the day of the photo shoot. The association's image policy frowns on jeans, so the powers that be colored them brown for the version of the ad that appeared in *Golf Course Management*. We thought it looked a little goofy, but we've now heard a rumor that Gemplers is adding "brown denim dye" to its catalog for superintendents who want that "ideal professional look."

Cheers to Mother Nature for providing most of the nation with a moderately moist summer. I talked with tons of superintendents who spent the summer worrying and waiting for something bad to happen. It never did.

Jeers to the same fickle, old broad for baking the South and Southeast and burning up half of Montana. One Texas superintendent compared his summer to the movie *Groundhog Day*. "It's the same damn thing every day ... no rain, 105 degrees, dust and tumbleweeds blowing around. You wake up the next morning and it just plays itself out again exactly. The déjà vu is starting to get old."

Cheers to our friends the Tour Pros for largely keeping their criticisms of course conditions to themselves this year (not that they had much to complain about). A big Cheer within a Cheer to Phil Mickelson, who always seems to have good things to say about superintendents.

Jeers to Tiger Woods, who continues to pound his driver on the tee whenever he hits a (rare) bad shot. Hey, Eldrick, the kids are watching and copying your every move. Do you really want to be personally respon-

Dress for Success: Brown Blue Jeans

BY PAT JONES



JEERS TO TIGER

WOODS, WHO

CONTINUES TO

POUND HIS DRIVER

ON THE TEE

WHENEVER HE HITS

A (RARE) BAD SHOT

sible for producing an entire generation of club-pounders?

Cheers to an industry legend, Eb Steiniger, CGCS, who was honored recently with USGA Green Section's Piper & Oakley Award. Steiniger, who was superintendent at Pine Valley GC for 53 years (just think about that for a minute), was recognized for his outstanding support and guidance of the Green Section's agronomists over the years. Eb's influence on the profession can't be measured, but it's nice that it's still be recognized.

Cheers to all those out there who volunteer for local chapter leadership positions. These are often thankless jobs that cut into family time and create even more stress. Your work truly is appreciated. (A Jeer within a Cheer to the guys who just go to the chapter meetings for golf ... you know who you are.)

Cheers as well to the individuals who serve on the GCSAA Board of Directors. No matter whether you agree or disagree with everything they do, you have to admire and respect the huge amount of time and effort they put into the job. And, contrary to popular belief, there's rarely any "big payoff" at the end of someone's service on the board. On the contrary, the demands seem to be taking a growing toll on job security. I know that I couldn't make that kind of commitment, and I'm in awe of those who do.

And finally, a big fat stinky **Jeer** to those who are spreading the rumor that I'm somehow involved with the creation of a new association for anti-PDI superintendents. Hey, I like you guys and I'm honored by the idea, but I could never give up show business.

Pat Jones is the publisher/editorial director of Golfdom. He can be reached at 440-891-3126 or pjones@advanstar.com

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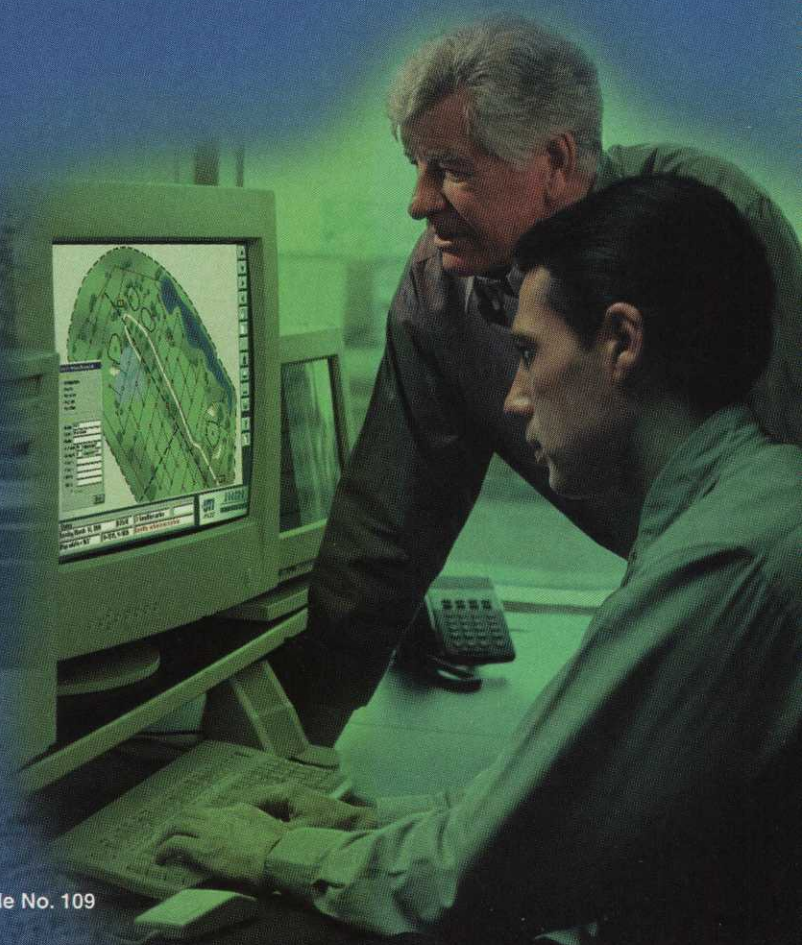


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Circle No. 109

Editor's note: Larry Aylward was promoted to editor of Golfdom. Pat Jones assumes the new title of editorial director and continues as the magazine's publisher. Aylward's new column, Pin High, will appear monthly.

It was one of my first encounters with a celebrity that thrilled me. And 25 years later, I still get a charge when I talk about the time I bumped into Jack Nicklaus in the men's room on the South Course at the Firestone CC in Akron, Ohio.

It was a crisp, sun-splashed Sunday afternoon in August 1975 and Nicklaus was on the verge of winning the PGA Championship, the 15th of his 18 Major titles. Nicklaus was on the back nine, in the midst of fighting off Bruce Crampton for the crown, when he ducked into the john to take care of business. Nature had called me to the tiny, concrete building just a minute before.

I'll never forget looking up next to me, as I hovered over the porcelain, to see the Golden Bear standing there looking down. More than that, though, I'll never forget his pleasant smile and "hello" when he gazed over at me. (Luckily, I didn't *turn* and say, "Wow, you're Jack Nicklaus!") He was sincere and gracious to me — a gawky, peach-fuzzed 13-year-old — and it means as much to me now as it did then.

I had a similar encounter with Arnold Palmer when I covered the Senior Players Championship at Canterbury GC in Cleveland when I was a young, naive sportswriter in 1986. The second round of the tournament was rained out — but I still had to fill the space in the next day's sports section — and I was in panic mode.

I remember bugging Palmer in the club lounge and asking him several unenlightening questions about the weather. But Palmer was as patient and polite with me as the Pope.

Why am I telling you all of this? Because it has everything to do with your livelihood.

The golf course industry, I have found in less than two years with *Golfdom*, is crowded with ladies and gentlemen. And that's no coincidence.

Recently, I spoke with a golf course owner who talked at length about the nuances of the

Your Passion Is Why We Publish

BY LARRY AYLWARD



WE LOVE THAT YOU'RE WILLING TO BE PARTICIPANTS IN OUR STORIES. WE LOVE THAT YOU'RE NOT AFRAID TO GET MIFFED AT US.

game, but not undulating greens and strategically placed bunkers. He spoke zealously about golf as it relates to character — as in gentleness and honesty, as well as respect for others and the environment. Those are prerequisites for the jobs you perform as superintendents, assistant superintendents, designers, owners and general managers.

That's why I enjoy covering this industry. Never in my 15-year journalism career have I encountered individuals who are so easy to talk to and respectful of each other and nature. And you are so passionate about what you do.

Your devotion is contagious. It makes me and everyone at *Golfdom* more enthusiastic about publishing a magazine that you can learn from and enjoy.

We love that you're willing to be participants in our stories. We also love that you're not afraid to get miffed at us. As a journalist, and one who has encountered apathetic audiences, it's a pleasure to be a part of and cover your industry.

We will continue to bring it on, if you know what I mean. You can count on us for telling both sides of the story — from the Professional Development Initiative to management companies.

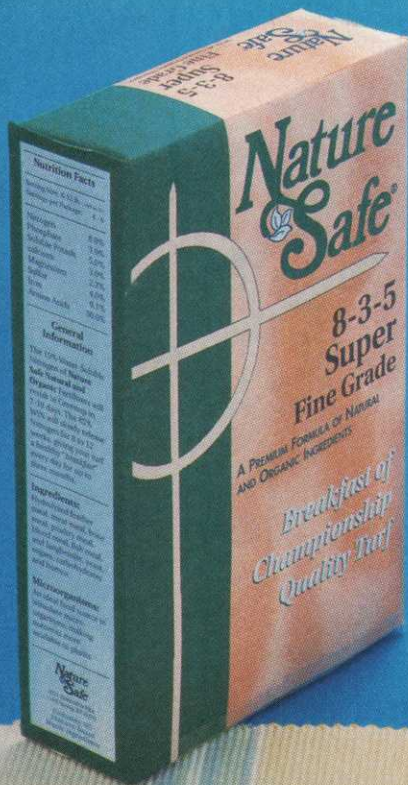
When *Golfdom* began in 1999, publisher/editorial director Pat Jones promised that the magazine wouldn't shy away from controversy or pull punches. We want to cover your controversies because we want to help you find solutions to them. We won't pull punches, but we'll sure continue to tell it like it is.

We hope you continue to take the same approach with us.

Larry Aylward, editor of Golfdom, wonders if Jack Nicklaus remembers their meeting in the men's room. Aylward can be reached at 440-891-2770 or lalward@advanstar.com.

Here's some

FOOD for THOUGHT



Remember High School health class? You learned the basics of nutrition. Eating right is the foundation to staying healthy and looking great! The same holds true for your turf and soil. Providing a nutritional foundation for your turf management program is the cornerstone of Nature Safe's philosophy. Formulated from the highest quality animal and plant proteins, yeast, sugars, carbohydrates and humus, Nature Safe conditions the soil, stimulating microbial activity and delivering a predictable, slow release feed to the plant. The result, healthy turf that can improve the efficacy of an overall IPM program.

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Off The Fringe

Business briefs

Woodhead to leave Valley View

GCSAA president Scott Woodhead and Valley View GC will part ways on March 1. On the GCSAA Web site's forum, Woodhead said in August that his leaving Valley View is "all about private club politics" and nothing to do with "my service to the members of GCSAA."

Deere updating logo

John Deere is updating its logo. The company's leaping deer trademark will be stronger and more dynamic with a greater emphasis placed on the John Deere name, according to the company. It's the first change to the trademark in 32 years and will require two years to complete the initiative.

John Deere also announced that its Worldwide Commercial & Consumer Equipment Division broke ground in August on a new headquarters in Cary, N.C. The expansion could include an additional 900 employees over the next decade, bringing total employment from more than 300 people to almost 1,300.

Toro's income increases

The Toro Co. reported that net income for the third quarter increased 59.3 percent — to \$16.4 million from \$10.3 million — compared to the same time last year. Sales increased 6.1 percent. But Toro is redirecting its efforts in the golf arena.

"The golf equipment market continues to be strong, although the number of new courses planned is not as robust as a year ago," Toro reported. "Toro is shifting its program emphasis to the growing market for golf course renovations and has begun an aggressive marketing program supporting the renovation of existing courses."

Briefs continue on page 18

Dropping the Hammer

USE THIS PHILOSOPHY TO
SMASH GOLFERS' IGNORANCE

By Mike Hamilton, CGCS

Being a superintendent is no easy task. The expectations of the players increase every day. They expect us to provide perfect conditions no matter what obstacles Mother Nature throws our way. But the one factor that drives more superintendents out of the industry is the constant moaning we hear from a small percentage of golfers.

In my more than 20 years as a superintendent, I survived these slings and arrows by employing a philosophy known as Hammerology. Among other things, Hammerology can help younger, less-experienced superintendents "translate" golferspeak. Let me give you a few examples:

■ "The golf course is in wonderful shape" means "I played well today."

■ "The golf course is in terrible shape" means "I played like crap today."

■ "The greens are inconsistent" means "I had a lot of uphill and downhill putts today, and I have no ability to adjust."

■ "Can't you get the grain out of the greens?" means "I listen to Johnny Miller too much."

■ "The greens are too fast" means "I misread the speed all day."

■ "Can't you cut the fairways lower? I hit flyers all day" means "Those steroids I'm taking are really starting to work."

■ "There's no grass on the fairways. I can't get a wood underneath the ball" means "These bozos I'm playing with won't let me tee it up in the fairway."

■ "I hate the sand in our traps" means "I need to take a lesson on how to hit out of the sand, and I'm too stupid to know that a trap is something in which you catch wild animals."

■ "Do those guys need to be working while I'm playing?" means "I have no concentration."

■ "Could you come and tell me what's wrong with my lawn?" means "I'm too cheap to pay for a good lawn care service."

■ "There are too many lakes on the course" means "You're not doing anything wrong. I just like to complain."

■ "The greens were just getting nice when you aerified" means "I can't tolerate you trying to make the course nicer."

■ "I saw one of your employees screwing around" really means "Can't they wait until they pass out from heat exhaustion before they stop to get a drink?"

Mike Hamilton, CGCS at Foxfire CC in Naples, Fla., says he'd be more than happy to offer private lessons in Hammerology for an exorbitant fee.

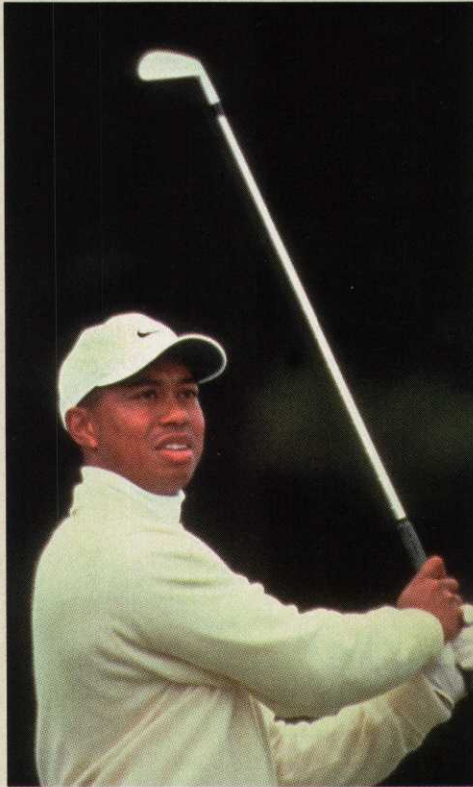


Yeah Tiger, We Can Relate

He's human after all. Tiger Woods is like us. At the NEC Invitational/World Golf Championships in August, which he won with an out-of-this-world record 21-under, Woods was asked during a press conference if he ever gets bored on the golf course. He answered:

"Been bored? I don't think I've ever been bored. I've been to the point where I've been frustrated where [I] don't really want to be out there because [I'm] not playing well. I'm sure all of you can relate to that." (Woods was laughing at that last remark.)

Yeah, but we can swear like sailors on the course without a major network picking up the sound.



COURTESY OF DAVID LETTERMAN...

Tiger Woods' Top Pet Peeves

- ⊙ PGA's pointless insistence I complete all 18 holes before they fork over cash.
- ⊙ Have to hire three maids for the trophy polishing alone.
- ⊙ Only groupies are doughy, 60-year-old men.
- ⊙ Always feel like a dork standing in bank line with 6-foot check.
- ⊙ Satan calls at all hours of the night to remind you of the agreement.
- ⊙ When buying personalized license plate at Disneyland, closest you can get is "Timmy."
- ⊙ You play the best game of your life, and it's on CBS.
- ⊙ At press conference, not allowed to admit, "I kicked everyone's ass because I'm much, much better than they are."
- ⊙ How would you like to spend all weekend watching golf?

Quotable

"Most of us, at least those in my age group and older, expected to make a lifelong career out of being a superintendent. I look around me and see how many ex-superintendents are on the commercial side of golf and how few su-

perintendents are age 50 or older. Is this what we want?"

— Mark Jarrell, CGCS of Palm Beach National Golf and CC, lamenting about the profession in his "Florida Green" column

"Golf is a game where the ball lies poorly and the player well."

— Anonymous.

"How appropriate that Tiger Woods' victory at Firestone CC would be a blowout."

— A golf fan in a message sent to a San Francisco Chronicle columnist.

"Golf is very cool, very rock 'n' roll. It's the most addictive thing in the world ... and I know my addictions."

— Rock legend Alice Cooper on getting hooked ... on golf. (The Cleveland Plain Dealer)

Business briefs

Briefs continued from page 16

Simplot finalizes acquisitions

The J.R. Simplot Co. finalized its acquisition of Turf Partners from Eco Soil Systems, as well as the turfgrass seed and specialty distribution assets from AgriBioTech.

The Turf Partners nationwide distribution channel will now be known as Simplot Partners and will function as a separate business unit within Simplot Turf & Horticulture.

Simplot also recently acquired the distribution locations of Garden West in Phoenix, Hill of Kentucky in Florence, Ky, and Las Vegas Fertilizer in Las Vegas.

Golf Property opens N.C. office

Golf Property Analysts, a national golf-property consulting and appraisal firm based in Harrisburg, Pa., has opened an office in Arapahoe, N.C., to serve the Southeast market.

Tyler expands operation

Elwood, Ill.-based Tyler Enterprises has expanded its custom fertilizer application system for golf courses by adding a third applicator truck to its fleet.

"When we introduced the system last October, we worked hard to incorporate the specific design and engineering features that superintendents told us were lacking in other applicator trucks," said Bruce Jasurda, Tyler's chief operating officer. "We must have done it right. We have added two more complete systems in less than a year."

Standard Golf growing

Standard Golf Co. is constructing a 30,000-square-foot addition to its existing 75,000-square-foot manufacturing facility in Cedar Falls, Iowa. The additions will increase Standard Golf's plant capacity by one-third.

GCSAA campaign passes \$4 million

The GCSAA Foundation surpassed the \$4 million mark in its "Investing in the Beauty of Golf" endowment campaign, which is closing in on its goal of \$5 million.

The foundation will provide funding to support applied on-course research and educational advancements for superintendents and others.

Rumor Is All Wet

STONE CANYON DIDN'T CLOSE BECAUSE OF WATER RESTRICTIONS

We received an e-mail last month about the closing of Stone Canyon GC in Oro Valley, Ariz., because of water restrictions. The e-mail said that Oro Valley, the course's water contractor, ceased its supply to Stone Canyon for six months because of an ongoing drought. "That would put a damper on my summer golf," the e-mailer noted.

No doubt, but the rumor is not true. Stone Canyon is closed, but not because of water restrictions. "Any time a course closes for a few months, you hear every possible rumor," said course pro Todd Huizinga, who was aware of the talk.

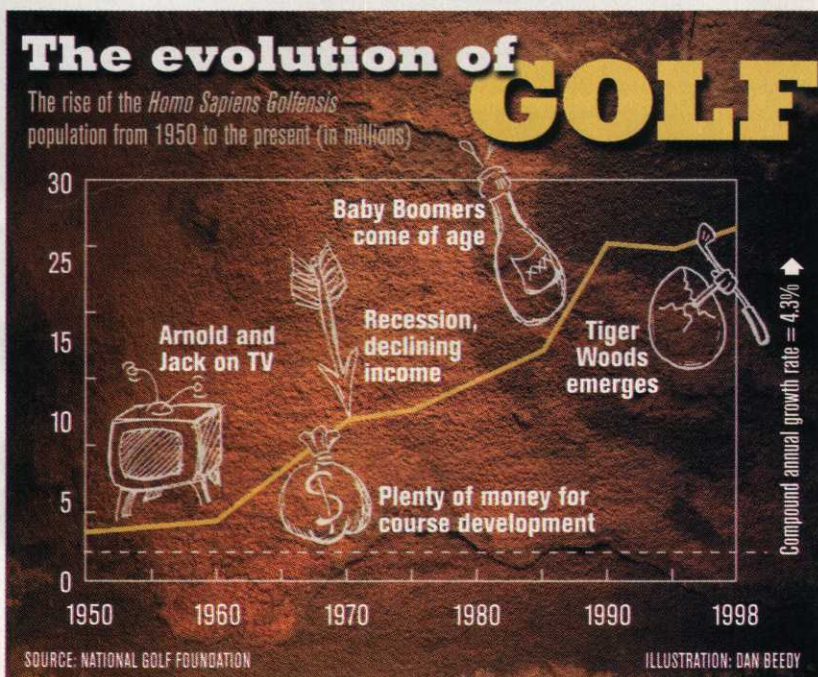
Truth is, Stone Canyon, which had a soft opening in February, isn't finished. Huizinga said the Jay Morrish-designed course closed so crews could concentrate on revegetation efforts and minor road construction. "We plan on having a grand opening late this fall or in early 2001," Huizinga says.

Jeff Weir, Oro Valley's economic development administrator, said people saw brown grass on the course and assumed it closed because of lack of water. But Weir says the brown grass was "by design" because Stone Canyon workers are resodding certain areas. "We're not withholding water from the course," Weir added.

Stimping: Do the Right Thing

Stimping is kind of like the weather in Chicago — inconsistent. Thankfully, USGA recognizes that and offers relief on its Web site. Check out www.usga.org/green/download/ndx.asp?content=pubs for the "Stimpmeter Instruction Booklet" to help you with your stimping distress.

You'll find related articles, too, such as "Measuring Green Speed on Sloped Putting Greens," "It's Time We Put the Green Back in Green Speed" and "S.P.E.E.D. — Consider What's Right For Your Course."





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Scanning the Web

Frank Andorka reviews political sites for election 2000

I'm in a horribly uncomfortable position this year as the 2000 election looms. I've always loved politics and have followed it passionately. But this year Al Gore is evil and George Bush is vapid, so whose name will I punch on November's ballot? I turned to the Web for help and found a couple of sites that can help us ALL make the right choice (all sites start with http:// unless otherwise noted):

(**** - Bookmark it and return frequently; * - Look at only if absolutely necessary)

▶ ****www.speakout.com/selectsmart - Created so people would have a forum in which to express their political opinions, this site offers a candidate-choosing section that includes 17 issue-oriented questions. When you submit the survey, the site will tell you which top candidates most closely match your views. From there, you can follow the sites' hot links to candidate pages, issue



pages and other great links. For those of you who don't have a political label, this site will also help you find where you fall on the political spectrum. It's a lot of fun.

***www.self-gov.org/quiz.html - I'm a little suspicious that this page was set up by the Libertarian Party in an attempt to spread its message. That said, its "World's Smallest Political Quiz" will place you on the political spectrum, though it doesn't recommend a candidate. It's not as in-depth as you might expect, but its analysis of your views is still fairly accurate.

**www.vote-smart.org/index.phtml - This is a site designed for the hard-core political junkie. Its questionnaire will take you at least 20 to 25 minutes to fill out because it gets into the absolute minutiae of public policy (so you can feel just like Al Gore). It's not particularly user-friendly, but it does show all presidential candidates, most from parties you've never heard of. If you're easily frustrated, ignore this site.

Scanning the Web is compiled by Frank H. Andorka Jr., Golfdom's associate editor, who asserts his Fifth Amendment rights if you ask him for whom he'll vote. You can reach him at fandorka@advanstar.com with future column suggestions or sites you think he should visit.

Falling for Autumn Leaves

It's that time of year when nature paints its breathtaking colors on oaks, maples, dogwoods, hickories and other trees. Nothing beats working on a golf course this time of year. Science

maintains that a succession of warm, sunny days and cool-but-not-freezing nights bring about the most awesome autumn displays. But who cares about science; we just want to soak in the

view. Chief photo editor Mike Klemme allows us to do that with this brilliant photograph (below) of autumn leaves adorning Giants Ridge GC in Bibawik, Minn.

Those Darn Decimal Points

For unknown reasons, we managed to move a decimal point in the Real-Life Solutions story ("Superintendent Gives Thumbs Up to Burn-Down Herbicide") in the August issue. A paragraph in the story should have read: "The superintendent and his crew spent two days applying 275 pounds per acre of Basamid with a drop spreader." We originally reported "2.75 pounds per acre." We apologize for any inconveniences.



MIKE KLEMMER