Real-Life Solutions



Continued from page 56 keep the sand wet," Franklin says. "I did that, but it wasn't enough."

To ensure that tees, mounds and other sculpted areas wouldn't blow away before the grass took root. Franklin and the construction crew rolled out 44 acres of the temporary mats, using a crew that ranged from six to eight people. They used sod staples to hold the mats in place and then shingled them into place on the slopes of the course. Franklin says even that process was difficult because of the sandy soil. "There wasn't a lot for the staples to hold on to," he adds.

In fact, the wind occasionally tore the mats from the side of the hills. But they held long enough for the turf to establish strong roots. As a result, the lush fairways now provide a nearly perfect playing surface.

"It allowed the course to have differences in grades that wouldn't have been possible because of the winds," Franklin says. "It adds visual interest to the course." The permanent mats were installed (above) to protect the course from the waves. The healthy turf along the bank shows that the mats worked (left).

On the banks of the water features, Franklin wanted a permanent solution. That's when a local distributor suggested he try North American Green's Seed 350 permanent mats, which were thicker than the temporary mats. They're made of polypropylene strands with a straw/coconut mix sown in them, says Dan Larsen, of Brock White Co., the distributor that worked with Franklin. The natural fibers in the permanent mats absorb water and prevent them from degrading, Larsen says.

Franklin rolled the permanent mats in 6-foot stretches on to the banks, eventually covering 1,000 square feet. He stapled them and added aquatic plants under water to hold the mats in place and deflect the waves' force as they hit the shore. More than a year later, the holes along the lakes show little sign of erosion.

"The permanent mats ensure that the holes that exist today will exist for the foreseeable future," Franklin says.

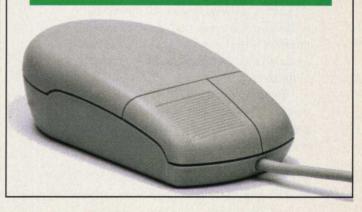
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Talking Tech

TO THE WEB AND BEYOND

oe Liebsch, superintendent at Kennett Square Golf & CC in Kennett Square, Pa., fits the traditional profile of a computer-savvy superintendent. He graduated in the early 1990s on the cusp of the computer revolution. So he has been using e-mail and surfing the Web since it's inception, right?

Well, Liebsch is proof that stereotypes don't always match reality. Before Kennett Square computerized its irrigation system, he insists he had never touched a computer.

"It's not that I was afraid of them," Liebsch says. "I just never had a real reason to use them."

The club's decision to install a computer in his office changed that. As Liebsch explored the power of the machine that now sat on his desk, he realized how much it could help him communicate his maintenance message to his members.

"It was easy," Liebsch says. "My message for those superintendents who don't want to learn how to use a computer is that there's nothing to be afraid of. It's one of the most powerful tools you can have."

First came e-mail. Liebsch says he enjoyed the instant feedback it gave him, not only from fellow superintendents, but from members of his club. He's a great believer in educating his membership as much as possible to head off rumors about what was going on at the course.

"It's amazing how, after a round of golf, all golfers suddenly become agronomic experts," Liebsch says. "The rumor mill starts turning, and suddenly small problems become enormous. Nothing I can say will change their minds because the '19th Hole' crowd has spoken."

Liebsch is always looking for innovative ways to reach his members. So when the club created a Web site and told department heads to design their own sections, Liebsch jumped at the chance.

"You can write the same article over and over about winter kill in the newsletter, and you'll still get complaints and questions afterward," Liebsch says. "With the Web site, your members can watch your program step by step. That level of involvement helps."

If your course doesn't have a Web site, you

Web Wizardry Aids Golfer Education

BY FRANK H. ANDORKA JR.



EDUCATING YOUR
MEMBERS THROUGH
YOUR CLUB'S WEB
SITE WILL HEAD OFF
RUMORS ABOUT
WHAT'S REALLY
GOING ON AT THE
COURSE

should become an active advocate for one. With a little effort, you will suddenly be able to reach your golfers at a level you wouldn't have imagined previously.

A good Web site allows your members to take a virtual tour of the maintenance facility (Liebsch says some of his members assumed he worked out of a barn), meet your staff and inform them about ongoing maintenance projects. In short, wise Web site use provides you the opportunity to deliver an ongoing education about good course maintenance to your golfers.

Under Liebsch's direction (with the help of his dedicated staff), the maintenance department's section (www.golfmember.com/ ksgcc/grounds.html) has blossomed to 12 pages, the largest section on the site.

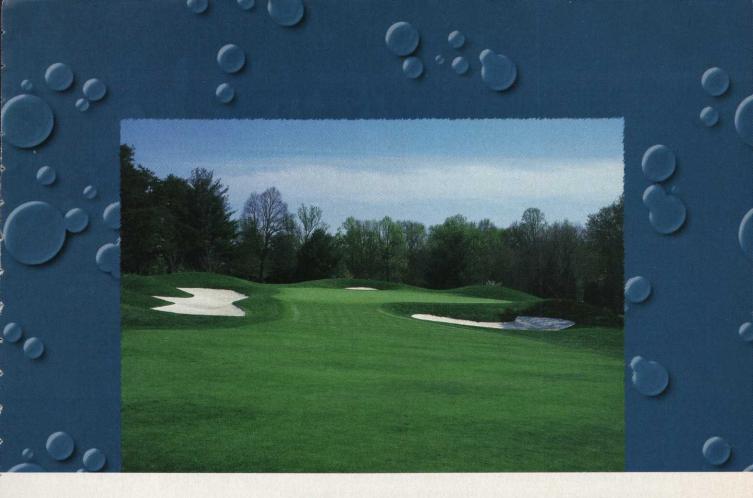
Liebsch updates his section daily with weather reports, course conditions, and special maintenance projects that might be going on that day. He also confesses that he posts green speeds, but he tempers that heresy by explaining to golfers exactly what conditions may lead to slower than normal greens.

"It takes me 10 minutes a day to update the daily information, and the response I've had has been phenomenal," Liebsch says. "For the small investment of time, the payoff has been great."

Liebsch recently documented why his bunkers washed out after a rainstorm passed through the area. Within a week, the green chairman had approached Liebsch with offers of extra funds to clean up the mess.

That's the power of using the Web. It's time you did a better job of wielding it.

Frank H. Andorka Jr., associate editor of Golfdom, can be reached at 440-891-2708 or fandorka@advanstar.com.





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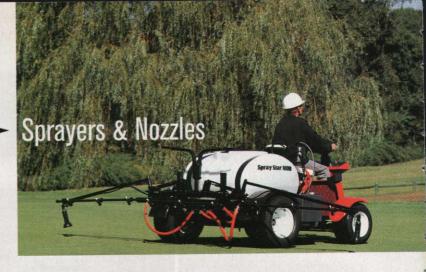
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Tips



Proper equipment ensures appropriate chemical applications

s many of you gear up for your application of spring chemicals, it's time to examine the sprayers and nozzles you're using. Oscar Miles, superintendent at The Merit Club in Libertyville, Ill., and Emil Miller, southern sales representative for Wayne, Pa.-based Smithco, shared their thoughts on what superintendents should demand:

Look for multipurpose sprayers.

Miles says you should find sprayers light enough for tees and greens, but with the capacity to spray fairways.

"If you're going to spend the money, you want to spend it as wisely as possible," Miles says. "There are plenty of good systems out there, but you want them to perform multiple tasks."

Sprayers that can be used on greens and tees should exert no more than 25 psi in pressure on the turf, Miles says.

Check tip sizes to ensure they match the tasks you're doing.

"No one discusses this issue with potential customers, but it's the No. 1 mistake I see," Miller says. "If you don't match the nozzle size to the job, you're going to get an uneven application."

Miller says the right nozzle will avoid over-application of chemicals, a must in today's environmentally conscious atmosphere.

"You have to weigh the cost of getting the right nozzle against the cost of liability should some of the chemicals be sprayed where they shouldn't," Miller says. "It's a no-brainer."

Calibrate your nozzles every two months.

Miles says he uses two tests to make sure his sprayers and nozzles are performing their best. First, he takes his sprayers out to the course's parking lot when there are no cars. He fills his sprayer with water and blankets the parking lot. If it dries evenly, he knows he's getting even coverage. "If some parts dry faster than others, I check my nozzles for blockage," he says.

The second test involves putting a bucket under each nozzle to measure how much liquid comes through each. That way, you can make sure you're getting the proper pumping capacity for your sprayers, Miles adds.

Ensure adequate agitation in the tank to mix your chemicals properly.

"If you don't know how to check your agitation rates, learn how," Miller says. "Your sales representative should be able to teach you."

Miller says poor mixing could lead to uneven chemical applications.

Install the right screens on your sprayer to prevent particulate matter getting into the tanks.

Ill-fitting screens will allow dirt, sand and other contaminants to get into tanks, Miles says. Eventually, they will clog nozzles, which will need to be replaced.

"It doesn't take that long to make sure you're properly outfitted before you head out on the course," Miles says. "It will save you money in the long run because you won't have to replace your nozzles after every job."

Leave nothing in the tank at the end of a spraying session.

Miles says you can't be too cautious when it comes to making sure the tanks are clean. He even suggests designating specific tanks for more caustic chemicals.

"It's hard to remember what you

Experts suggest you should train your employees to spray the course properly.

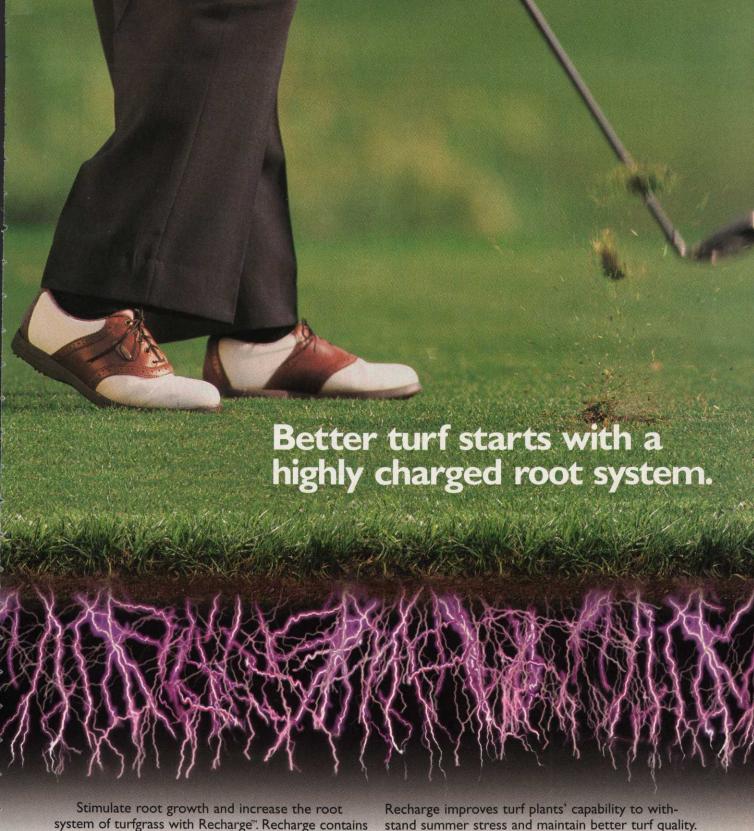
put in the tanks," Miles says. "If you leave anything in there, you could be in for a nasty surprise when you do your next job."

Miller says a superintendent should buy a boom that comes with a freshwater attachment so he or she can rinse the tank on the way back to the maintenance facility. "Then there's no doubt that the tank is clean," he says.

Ad Index

AC	maon	
129	Agrotain Intl	53
105	Aquatrols Corp	5
126	BASF	49
115	Brillion Iron Works	
116	Eco Soil Systems	31
133	Eco Soil Systems	65
127	FMC	47
109	Flodratine Products	
128	Floratine Products	
122	Foley Enterprises	12
130	Griffin LLC	
101	John Deere	.CV2-1
124	John Deere	
	Monsanto	44a-d
131	North American Green	
107	Nu Gro Technologies	13
106	Nutramax Laboratories	
123	PBI Gordon	
117	Precision Labs	
132	Profile Products	
113	Regal Chemical	9
134	Regal Chemical	55
102	Regal Chemical	
154	Romtec Inc	
118	Roots Inc	
119	Roots Inc	
121	Signature Control Systems Inc.	36-37
103	Tee-2-Green	
111	Textron Turf Care	
112	Textron Turf Care	
136	Textron Turf Care	58
120	Top Pro Specialties	38-39
110	United Horticultural Supply	
153	West Coast Turf	42

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Taking care of everything below the shoe

Leaders

PEOPLE ON THE MOVE

Danny Quast, superintendent at



Medinah CC in Medinah, III., for 38 years, retired last month to pursue a turf and tree product

distribution business called DHD Tree Products.

Jim Sims was named superintendent at Del Lago GC in Tucson, Ariz.

Golf course architect **Steve Smyers** and a group of investors purchased Kokopelli GC in Marion, Ill.

Rick Elliott will head the East Coast office of Sandy Lyle Golf Design/Strategic Golf Design. The firm's office will be located in Annapolis, Md.

Matthews & Nelhiebel golf course architecture firm named **David L**. **Cornelius** as director of sales and marketing.



Mike Fidanza joined Penn State University as an assistant professor of horticulture and turf-

grass ecology at the Berks-Lehigh Valley College campus in Reading, Pa.

Duke Cramer was appointed regional sales manager by Columbia ParCar for Wisconsin, Minnesota, lowa and northern Illinois.

Turf Seed named **Victoria Wallace** as an agronomist and Northeast professional sales representative.

V-Clubs, a provider of technology and management systems for the golf course and country club industry, has formed its management team: **Steve Goodwin**, president and CEO; **Erik Tabor**, vice president of operations; **Joe Henley**, vice-president of sales; **Susan Curtin**, director of business development; and **Jim MacKay**, director of product marketing.

Robbie Abillama was named Southeast region territory manager of specialty turf and ornamental products for TRI-Pro. His territory includes Texas, Louisiana, Mississippi, Arkansas, Oklahoma and New Mexico.



Simplot Partners named **Rich Underwood** as manager of its Albany, Ore., seed blending and

warehouse facility.

Dow AgroSciences named **Jane Macmillan** as communications manager of turf, ornamental and technical products.

The Kansas Golf Course Owners
Association recently elected John
Wright, WBG, Wichita, Kan., as
president. In addition, it elected the
following board members: Meril
Vanderpool, Village Greens GC,
Ozawkie, Kan.; Lance Taldo, Kingsman CC, Kingman, Kan.; Mike
Simon, Turkey Creek GC, McPherson, Kan.; and Chris Flattery, Cool
Springs GC, Onaga, Kan.

Andrew Crouch was hired as director of business development for ASL Golf Construction.

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 fandorka@advanstar.com.

The Company Line

PRODUCTS & SERVICES

Herbicide

BASF introduces Image 70 DG herbicide, a dispersible granule formulation of Image herbicide. It offers new advantages and ease in managing Southern weeds in warm turfgrasses. Image previously was available in liquid concentrate. It controls purple and yellow nutsedge, dollarweed, field sandbur, green kyllinga, wild onion and garlic, henbit and chickweed.

For more information, contact 800-545-9525,www.turffacts.com or CIRCLE NO. 200

Rotor

Signature Control Systems introduces its Thompson 286/287
Commercial Rotor, a plastic rotor that provides more water distribution at a higher pop up than the 186-187 model to clear taller turf grasses. Its design eliminates blow-by and features an adjustable arc nozzle that adjusts the spray pattern based on turf area, according to the company. For more information, contact 866-4SIGNATURE, www.signaturecontrolsystems.com or CIRCLE NO. 201

Eliminate morning dew

Engage Agro offers the Fairway Snake, a flexible and weighted rope that can be custom made to fit a fairway. It eliminates morning dew and helps prevent disease. For more information, contact 800-900-5487, www.engageagro.com or CIRCLE NO. 202

Organic fertilizer

Roots Turf Food organic fertilizer is fortified with slow-release nitrogen and beneficial microbes. Derived from plant and animal meals, it provides 70 percent organic material, which encourages a strong root system and fast

greenup. Particles dissolve quickly when watered so there's no buildup on mower rollers. For more information, contact 800-342-6173, www.rootsinc.com or CIRCLE NO. 203

Rotary mowers

The new Jacobsen Turfcat 600
Series rotary mowers from **Textron Golf, Turf & Specialty Products** feature improved maneuverability and traction to take on the toughest terrain, the company says. Two models offer a choice of two- or four-wheel drive.

For more information, contact 888-922 TURF, www. ttcsp.textron.com or CIRCLE NO. 204

Fungicide

Griffin L.L.C's Concorde SST brand chlorothalonil offers disease control with maximum staying power. Formulated with Super Stick Technology, the contact fungicide can be used on 14 turf diseases, including algae, brown patch, dollar spot, leaf spot, melting out, anthracnose, rust and red thread. For more information, contact 800-242-8635, www.griffinllc.com or CIRCLE NO. 205

Turf products

The Andersons introduce Andersons Golf Products, including turfcare products previously marketed under Tee Time and The Scotts Co's ProTurf brands, the latter including Contec, Poly-S, FF-II, AccuPro, Extend and ProPendi.

The Andersons also offers three formulations of high-performance Talstar insecticides plus fertilizer as part of its line. For more information, contact 800-225-2639, www.AndersonsGolfProducts.com or CIRCLE NO. 206

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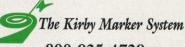
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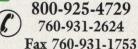






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Golfdom's Joke of

One Liners...

"You have to be the worst caddie in the world!"

"Impossible, sir - that would be too much of a coincidence."

Out of Bounds

SOMETHING COMPLETELY DIFFERENT

con games

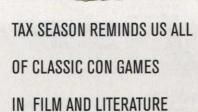
omething about April always reminds me of confidence games – those traps set to snare unwitting victims and take something (often cash and humility).

Maybe it's the fact that the U.S. government reaches into my pocket this time of year and fleeces me out of my hard-earned money under the rubric of taxes. But contemplating my tax forms (designed to create confusion, as any good con game does) made me think of the classic con men of old — you know, the ones immortalized in the great congame films and novels of all time.

In contemporary film, no one has more to say about the con than writer/director David Mamet. In films such as *House of Games, The Spanish Prisoner* and *Glengarry Glen Ross*, Mamet delivers tight, crisp dialogue and elaborate setups. They also all show the devastating psychological effects of getting cheated. One of his characters asks "Why do they call it the confidence game? Because you give me your confidence? No, because I give you mine."

Ricky Jay, a raconteur if there ever was one, shows up in both *House of Games* and *The Spanish Prisoner*. Jay makes his living as a sleight-of-hand artist and an author. His books show why he is a master of addressing cheats, hustlers, imposters, pretenders and other hoaxes and cons.

In the 1930s and 40s, the country



BY MARK LUCE

spawned schemers like microbes in a petri dish. Fortunately, we had writers who wonderfully and darkly chronicled by a series of writers.

For double-crosses and scams where the cost could be your life, check out Dashell Hammett's *The Glass Key* and *The Maltese Falcon*. James M. Cain's *The Postman Always Rings Twice* and *Double Indemnity*, also provide wonderful insight into life's seamier side.

Crime master Jim Thompson provides another look at schemers in his excellent novel, *The Grifters*, where a mother and son exchange notes — and much more — on the business of cheating. This, too, was adapted into a won-

derful film starring Anjelica Huston, Annette Benning and John Cusack.

We would be remiss not to mention two more classics of page and screen that will come in very handy if you ever head to the pool hall. *The Hustler* and *The Color of Money* prove the folly of letting ego triumph over common sense. It's tough not to love Paul Newman in both the films, and Tom Cruise gives a great performance as the flaky Vince in *The Color of Money*.

But as good as the movies are, the books are even better, written in jolting style — and with different storylines — by master William Tevis. You'll have to look hard and probably pay a pretty penny to find the books. But for all the insight into the mind of a hustler they are worth their weight in gold.

So, potential suckers be on your toes, don't trust anyone and remember that strangers — no matter how polite — may be out to fleece you.

Mark Luce, who manages to con his way on to this back page every month, is a free-lance writer based in Lawrence, Kan.

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