

18th hole, Bay Hill Club & Lodge

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# Hole of the

■ No. 17  
Atlanta Athletic Club  
Duluth, Ga.

# Month

## Threes the Charm?

Ken Magnum, certified superintendent of the Atlanta Athletic Club in Duluth, Ga., says the par 3s on the course will decide the PGA Championship, held Aug. 13-19. On the 207-yard No. 17, as with the others par 3s, club selection is paramount.

"You need to choose the right club because you'll end up in the lake or with a difficult bunker shot from behind if you miss," Magnum says. "Spectators will see players misjudge club length and hit balls into the water," Magnum says he hits a 3- or 4-iron, depending on the wind.

Magnum says the hole's biggest maintenance challenge is keeping the lake from becoming clogged with algae. He adds that access to the hole is limited to one path on to the tee and one path off the green. As a result, he must aerify those areas more than other parts of the course.

Magnum says the course will favor big hitters, but he's hesitant to choose a winner for the tournament.

Golfdom's Hole of the Month is presented in partnership with:

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MIKE KLEMM

*It's very dependable.*

- Jim Holec,  
Prairie Ridge Golf Course,  
Owner of 1978 model.

*Still runs great!*

- David Bergstrom, El Dorado Hills Golf Course,  
Owner of 1980 model.

*Keeps on going for us.*

- Phillip Pensinger,  
Ed Oliver Golf Course,  
Owner of 1971 model.

*Works good -  
very heavy duty.*

- Louis Brockshire, Hillcrest Country Club,  
Owner of 1964 model.

*I BOUGHT IT BASED  
ON ITS DURABILITY AND  
RELIABILITY.*

- Tom Huesghan, Pebble Beach Golf Course,  
Owner of 2000 model.

*Still our primary  
utility vehicle.*

- Bob Taylor, Tioga Country Club,  
Owner of 1980 model.

*STILL THE BEST  
VEHICLE WE HAVE*

- Fred Hanson, Fox Den Fairways,  
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# Shades Of Green

■ OPINION

**I**f I ever decide to give up this lucrative *Golfdom* gig, I can always write a dictionary of the *real* meanings of some of the frequently used terms in golf course maintenance. In fact, I've already started compiling a list for that future book.

I thought I'd share these with you so I can build up anticipation for my future endeavor and thereby increase sales. So without further ado, here are some of the definitions that superintendents would like to keep hidden from the public:

**AUDUBON INTERNATIONAL:** An organization that turns golf courses into Entomological Cooperative Sanctuaries, the perfect habitat for mosquitoes, gnats, deer flies, horse flies, mole crickets and fire ants.

**BENTGRASS:** Grass with rheumatoid arthritis. With all the of the new A, G and L varieties you'd think they could straighten out BENTgrass. Frankly, it sounds like something you would buy at a scratch-and-dent sale.

**CELL PHONES:** Tiny communication devices stuck to the faces of insecure and clueless drivers, golfers, diners, movie and churchgoers, and GCSAA seminar attendees.

**COMPUTERIZED IRRIGATION:** A high-tech way of *not* applying water you can't use thanks to drought conditions and water restrictions.

**DROUGHT:** (1) Method to identify poorly designed irrigation systems; (2) Mother Nature's sarcastic way of making up for El Niño.

**GREEN SPEED:** The curse of Eddie Stimpson. Greens have three speeds on any given day (depending on how well the golfer is playing): too slow, too fast and just right.

**HUMUS:** A polite euphemism for natural fertilizer. In California, it's often confused with hummus. Los Angelinos, *do not* spread humus on a bagel and eat it.

**LIGHTNING:** Nature's chain saw, although it never takes care of the right trees. Of several thousand trees on the course, lightning will always strike the tree guarding a dogleg — never a tree shading a green.

**NINETY-DEGREE RULE:** A rule that clearly wasn't designed to apply to *golfers* (said with sarcastic inflection). This is how golfers usu-

## Revealing the Real Meanings

BY JOEL JACKSON



HERE ARE SOME  
DEFINITIONS THAT  
SUPERINTENDENTS  
WOULD LIKE TO  
KEEP HIDDEN FROM  
THE PUBLIC

ally interpret the rule: Turn 90 degrees from the cart path and proceed to your ball. Turn 90 degrees again and drive up the wet fairway until you see the ranger, then immediately turn 90 degrees and head for the cart path like a bat out of hell.

**PART-TIME HELP:** Something you get from students in the summer. If this definition applies to your regular staff, you're in trouble.

**POLITICAL SUICIDE:** Allowing your irritation with stupid questions to show. Includes such phrases as, "Failure to plan ahead on your part does not constitute an emergency on our part," in response to a question from the greens chairman, club manager or pro shop.

**SHOTGUN STARTS:** Golf tournaments that often resemble surprise birthday parties — everybody knows about them except you.

**SUSPENDED PLAY:** A way for superintendents to annoy anxious golfers (at least according to the pro shop).

**TOPDRESSING:** (1) expensive dirt; (2) washed, screened sand particles used to dull the finely honed cutting edge of mower reels and bedknives; or (3) mechanic's nightmare.

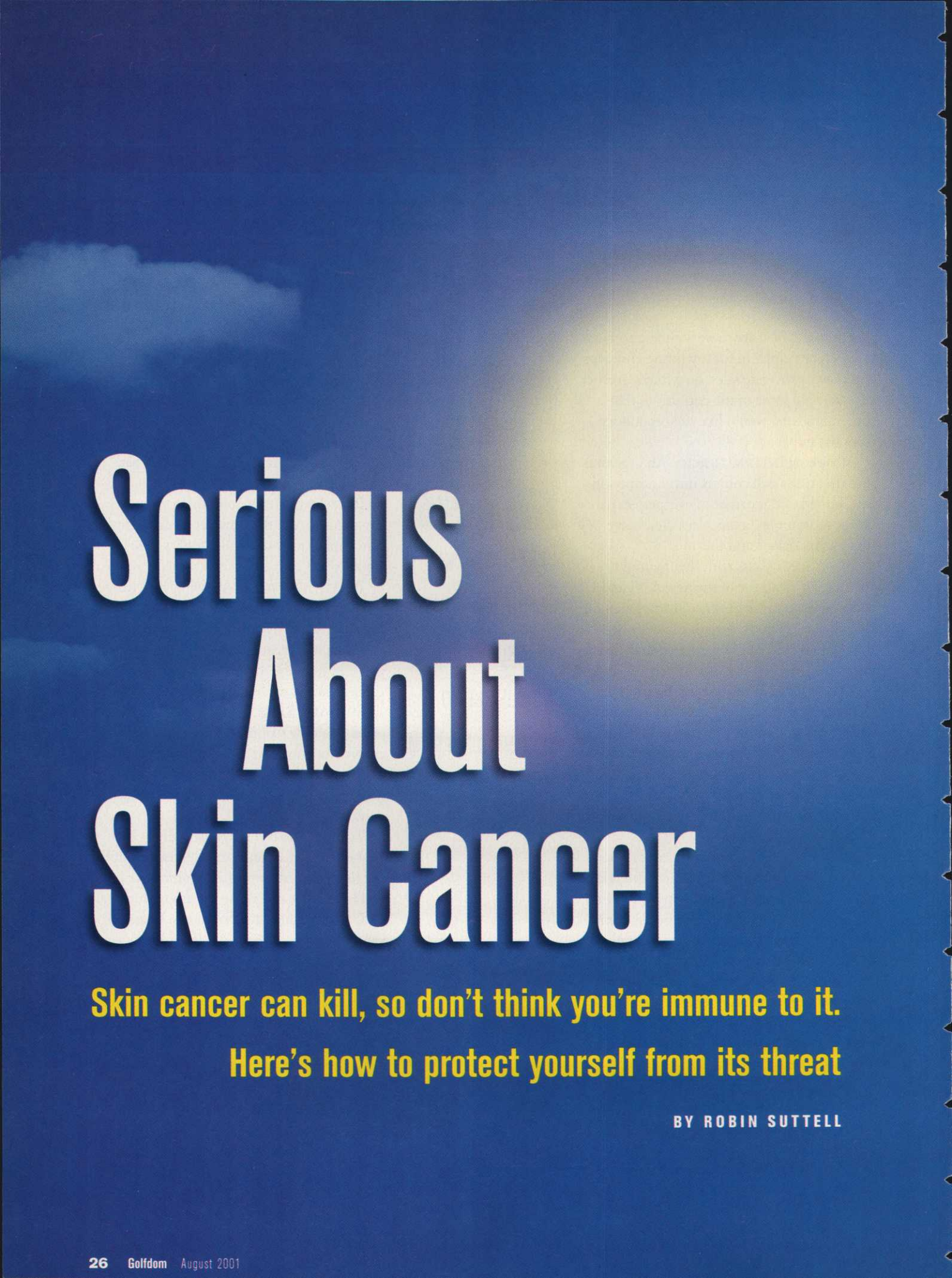
**ULTRADWARF BERMUDAGRASS:** Grass so short you can't mow it with the mowers you currently have.

**WATER RESTRICTIONS:** (1) Emergency rules enacted so that homeowners with even-numbered addresses can water during rain storms on Thursdays and Sundays; (2) Roundabout way of bringing British Open course conditions to America.

If anyone else can supply me with other definitions, I'd love to hear them. I'll add them to my ever-growing list.

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*Joel Jackson, CGCS, retired from Disney's golf division in 1997 and is director of communications for the Florida GCSA.*



# Serious About Skin Cancer

**Skin cancer can kill, so don't think you're immune to it.  
Here's how to protect yourself from its threat**

BY ROBIN SUTTELL

**T**he first time certified superintendent Mark Woodward had a skin cancer lesion removed, he was 31 and didn't think much of it. After all, the life-long Arizona resident was young and healthy. Besides, when you're a superintendent in a state that has more than 350 sunny days a year, it's a hazard of the job.

As with any occupational hazard, Woodward, who runs Dobson Ranch and Riverview golf courses in Mesa, Ariz, soon learned about taking the necessary safety precautions. And after several more treatments and a relatively major skin surgery, Woodward, 48, doesn't mess around with the sun.

While most of his work today is behind a desk, Woodward makes sure to cover up — hat, long sleeves and sunscreen — whenever he goes outside, even when playing 18 holes recreationally.

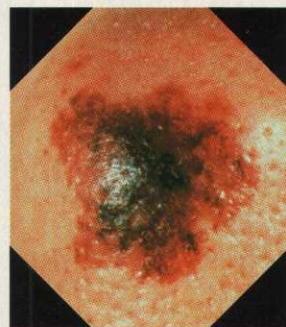
"In our area, [the sun] is a serious hazard," says Woodward, also a member of the GCSAA Board of Directors. "We used to think it was normal to get burned, peel and then do it all over again. I didn't wear hats or long sleeves when I was younger. It simply wasn't the 'cool' thing to do."

But as Woodward, other superintendents and dermatologists can attest, getting skin cancer isn't cool, either. It can kill you.

### **Bright, sunny and deadly**

Skin cancer affects one in five Americans. The American Cancer Society estimates that about 1.3 million new cases of highly curable basal and squamous cell cancers will be diagnosed this year. These cancers are more common among individuals with lightly pigmented skin.

*Continued on page 28*



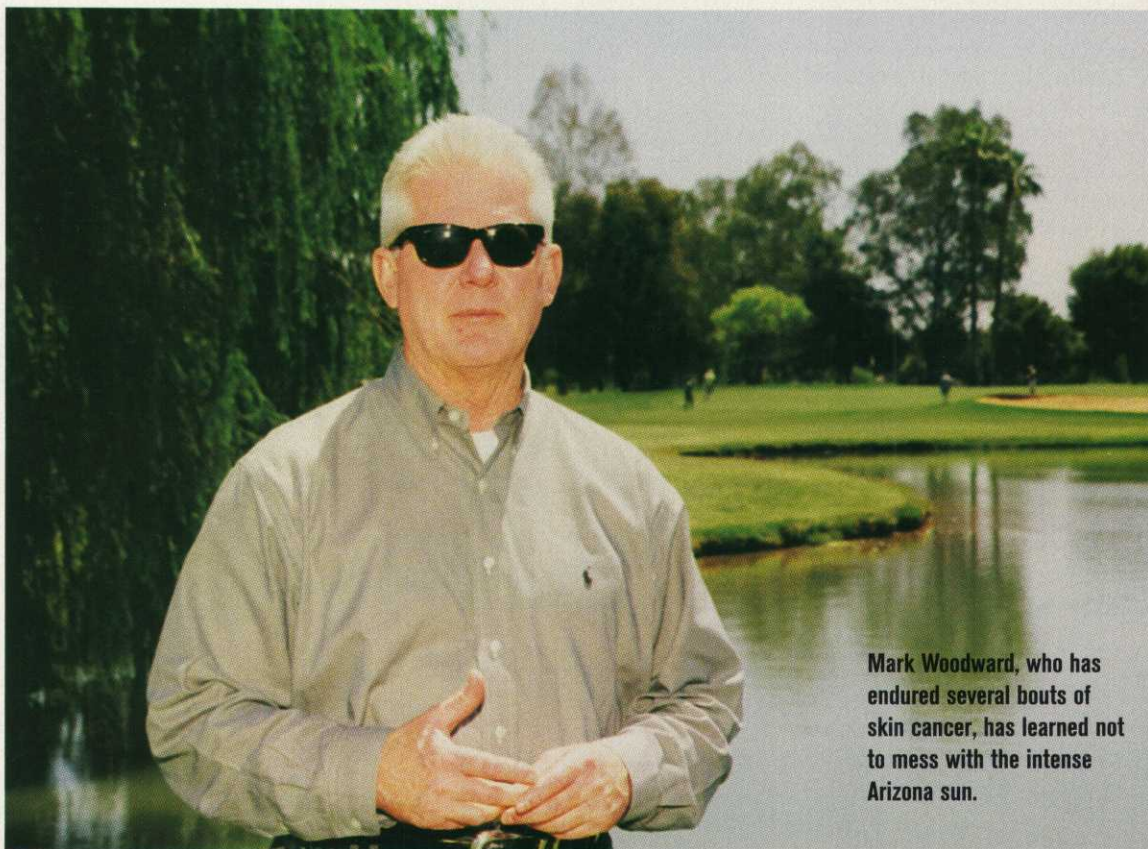
## **Living Well**

**PART 3:**

**SKIN CANCER**

### **Living Well Series**

Look for the final installment in the series — *Watch Out for Lyme Disease* — next month.



**Mark Woodward, who has endured several bouts of skin cancer, has learned not to mess with the intense Arizona sun.**

RICHARD CARMER

# Skin Cancer FAQs

### What are UVA/UVB rays?

UVA (ultraviolet-A) rays are long-wave solar rays of 320 to 400 nanometers (billionths of a meter). Although less likely than UVB to cause sunburn, UVA penetrates the skin more deeply and is considered the chief culprit behind wrinkling, leathery skin and other aspects of photo aging. The latest studies show that UVA not only increases UVB's cancer-causing effects, but also may directly cause some skin cancers, including melanoma.

UVB (ultraviolet-B) rays are short-wave solar rays of 290 to 320 nanometers. More potent than UVA in producing sunburn, these rays are considered the main cause of basal and squamous cell carcinomas, as well as melanoma.

### What does SPF mean?

Sun Protection Factor (SPF) measures the length of time a product protects against skin reddening from UVB, compared to how long the skin takes to redden without protection.

If it takes 20 minutes without protection to begin reddening, using an SPF 15 sunscreen theoretically prevents reddening 15 times longer — about five hours. (Actually, it may take up to 24 hours after sun exposure for redness to become visible.)

While SPF is the universal measurement of UVB protection, no comparable standard exists for UVA. Scientists worldwide are working to develop a standardized testing and certification method to measure UVA protection.

The Skin Cancer Foundation recommends using products with a SPF of at least 15, which blocks 93 percent of UVB. While an SPF higher than 30 blocks only 4 percent more UVB, many experts recommend these levels for sun-sensitive individuals, skin cancer patients and people at high risk of developing skin cancer.

### What is broad-spectrum protection?

The phrase indicates that a product shields against UVA as well as UVB but does not guarantee protection against all UVA wavelengths. Most broad-spectrum sunscreens and sunblocks with an SPF of 15 or higher do protect against UVB and short UVA rays. If they also contain avobenzone, zinc oxide, or titanium dioxide, they should be effective against the entire UVA spectrum.

### What are the early warning signs of skin cancer?

The Skin Cancer Foundation suggests remembering your ABCDs when doing a skin exam:

- A — Asymmetry:** Common moles are round and symmetrical.
- B — Border:** Skin cancers may have uneven borders.
- C — Color:** Varied shades of brown, tan or black and also red, white, and blue.
- D — Diameter:** If a spot is larger than a pencil eraser, it could be trouble.

### How is skin cancer diagnosed and treated?

Every diagnosis begins with a thorough examination of the skin growth or lesion under a bright light. Your doctor likely will take a biopsy — a sampling of the growth or lesion — for further diagnosis.

Treatment entails one of several methods including excisional surgery, curettage-electrodesiccation, cryosurgery, radiation therapy, topical chemotherapy or a newer procedure called Mohs micrographic surgery. Almost all skin cancer diagnosed early and treated promptly and appropriately can be cured, according to the Skin Cancer Foundation.

*Continued from page 27*

The most serious form of skin cancer — melanoma — is expected to be diagnosed in about 51,400 persons in 2001. Melanoma begins in the melanocytes, the cells that produce the skin coloring or pigment known as melanin. Because of the presence of pigment, many melanoma tumors are brown or black.

Melanoma is much less common than non-melanoma skin cancers, but it is far more serious. It accounts for only about 4 percent of skin cancer cases, but it causes about 79 percent of skin cancer deaths, according to the American Cancer Society.

Anyone can get melanoma, especially people who freckle or burn before tanning; have fair skin or blond, red or light brown hair; spend a lot of time outdoors; and have a family history of skin cancer.

Skin cancer can be cured if caught early, particularly basal and squamous cell cancers. While malignant melanoma can spread to other parts of the body quickly, it is highly curable with proper treatment when detected in its earliest stages. The five-year relative survival rate for patients with malignant melanoma is 88 percent, the American Cancer Society estimates.

For localized malignant melanoma (meaning it has not spread), the five-year relative survival rate is 95 percent. Survival rates for melanoma that has spread range from 13 percent to 58 percent, depending on how far the disease has spread. About 82 percent of melanomas are diagnosed at a localized stage.

The incidence of melanoma has more than tripled among Caucasians since 1980. Out of the estimated 9,800 people who will die from the effects of skin cancer in 2001, 7,800 of those deaths will be melanoma related.

The solution to these staggering statistics is simple: Properly protecting your skin from the sun every time you go outside could prevent the vast majority of skin cancers. But despite ongoing education from the dermatological, medical and cancer awareness organizations, the prevalence of this potentially deadly disease continues to increase nationwide.

The big question is whether or not superintendents have stayed ahead of the learning curve.



## Skin cancer savvy

Statistics from the Skin Cancer Foundation show that 80 percent of a lifetime's sun exposure is experienced before the age of 18. A history of five or more severe sunburns during adolescence more than doubles the risk of melanoma, according to a study in the April 29, 1999, issue of *The New England Journal of Medicine*.

The good news is that starting a good habit of protection later in life reduces the risk of skin cancer, experts say. It comes down to education and awareness.

The golf industry has increased its focus on skin cancer prevention on all fronts, and the golf course maintenance industry is doing its part. Jeff Bollig, GCSAA director of communications, says the issue has been widely covered in association seminars and other industry continuing education initiatives.

"It's a major occupational health issue for our members," Bollig says, adding that the skin cancer-screening booth co-sponsored with the American Cancer Society is a major attraction at the association's annual conference. This year in Dallas, three booth volunteers performed 125 screenings. Only 62 attendees took advantage of the free program the year before.

Bollig says skin cancer issues are also covered in various GCSAA-sponsored seminars and courses dealing with occupational safety issues. Association publications and literature also occasionally deal with the issue. "I don't think there's a lack of information," Bollig adds.

On the player side, Senior PGA Tour star Hale Irwin has teamed with the American Academy of Dermatology as the national chairman of the medical organization's "KNOW Skin Cancer: Cover Up." Irwin, with the help of other LPGA and PGA tour golfers, appears on the airwaves and in print ads reminding golfers at every level to take care of their skin.

The initiative grew out of the results from a national online survey conducted by the National Golf Foundation and *USA Today*. The 1999 study indicated that less than 20 percent of golfers regularly slather on a protective sunscreen before taking to the greens.

"The results of the survey speak to the need for the campaign," Irwin says. "Clearly, there is a lot of work to be done in educating golfers and all Americans about the need to take sufficient precautions if they're going to expose their skin to the sun."

Despite the ever-increasing supply of readily available skin cancer facts and figures, there's one segment of the industry that still believes it's immune: students.

Trey Rogers, a professor in the department of Crop and Soil Sciences at Michigan State University in East Lansing, Mich., says he constantly reminds his students to cover up when in the field.

"I ask them why [they don't wear] hats and sunscreen," he says. "But most of them still have the attitude that they're young, and it won't affect them. They're 18, 19, 21 and 22. [They think] they're bulletproof."

*Continued on page 30*

## Identifying Skin Cancer

### Basal Cell

The most common form of skin cancer, along with Squamous Cell. It usually occurs on skin areas that have been in the sun. It often appears as a small, raised bump with a smooth, pearly appearance. Another type looks like a scar, and it is firm to the touch.



### Squamous Cell

The most common form of skin cancer, along with Basal Cell. Squamous cell tumors occur on skin areas that have been in the sun, often on the top of the nose, forehead, lower lip and hands. It often appears as a firm red bump.



### Melanoma

It's the most serious and deadly form of skin cancer and the rarest. It begins in the melanocytes, the cells that produce the skin coloring or pigment known as melanin. Because of the presence of pigment, many melanoma tumors are brown or black.



Source: National Cancer Institute

PHOTOS COURTESY OF SKIN CANCER FOUNDATION

## Serious About Skin Cancer

*Continued from page 29*

Each year, Rogers holds senior seminars in which students select topics to present to the rest of the class. In the 12 years that Rogers has graded these seminars, only three of the small groups have presented information on the hazards of sun exposure in the industry. But Rogers says he hopes more students will discuss the issue in the future. "You make them aware of it and hope and pray as they evolve that they'll consider the hazards of it," he adds.

Woodward agrees. His son Matt, 23, works as an assistant superintendent and doesn't always use sunscreen.

"I try to make him aware and educate him,"

Woodward says. "He says he doesn't like the greasy feeling. At my age, I realize protection has no beauty."

### The big cover up

As a Sunshine State native, Joseph Boe, superintendent of Coral Oaks GC, a municipal course in Cape Coral, Fla., spent the early part of his life as a sun worshipper.

"I remember we'd spend every waking hour of our weekends on the beach so that we could be deep, dark and tan," Boe recalls. "We'd use oil without any SPF and even add tanning accelerators."

Like many "recovering" sun worshippers,

## SPF: Sun Protection Fashions

Increased awareness about skin cancer prevention has launched an industry unto itself. From creams and lotions to entire wardrobes designed for total sun protection, there's a product out there for most everyone. Here's a sampling of what's on the market:

**Fiesta Hat Co. of Carpinteria, Calif.** — The company's Solarbrim hats have been tested and rated by the textile research laboratory at Cal Poly State University as having an ultraviolet protection factor of 50 and a sun protective factor of 32, twice the sun protection factor recommended by the American Academy of Dermatologists.

For more information, contact 800-479-4979 or [www.fiestahatcompany.com](http://www.fiestahatcompany.com)

**Randall International, Carlsbad, Calif.** — Its patented Golfer's Defense sunscreen contains the necessary agents to provide protection from the damaging effects of the sun. It's formulated to go on like a lotion and smooth to a soft, absorbent powder to provide a "non-slip grip."

For more information, contact [www.golfersdefense.com](http://www.golfersdefense.com)

**Sun Precautions, Everett, Wash.** — Company president Shaun Hughes set out to create a head-to-toe sun protection solution after being diagnosed and successfully treated for melanoma at the age of 26. He found



that he sunburned through his shirts and tanned through his high SPF sunscreen. Hughes' line of sun-protective clothing, Solumbra, uses an SPF 30-plus fabric to provide all-day UVA and UVB sun protection.

For more information, contact 800-882-7860 or [www.sunprecautions.com](http://www.sunprecautions.com)

**Wallaroo Hat Co., Boulder, Colo.** — This line of Australian sun hats for women and children provides an SPF rating of more than 50.

For more information, contact 888-925-2766 or [www.wallarooohats.com](http://www.wallarooohats.com)

**Rocky Mountain Sunscreen, Arvada, Colo.** — The company offers large, refillable sunscreen pumps that can be stationed

at golf courses and golf shops, encouraging sunscreen use among golfers and course maintenance workers. The pumps are similar to soap dispensers. The company manufactures greaseless and fragrance-free sunscreen.

For more information, contact [www.rmsunscreen.com](http://www.rmsunscreen.com).

**Compliance Safety, Northbrook, Ill.** — OSHA requires that an employer must protect employees against overexposure to the sun's radiation. For superintendents, the good news is that compliance with this regulation doesn't need to add a big number to the operating budget. Industrial sunscreen products are designed specifically for the outdoor worker with non-greasy, non-tropical fruit formulations available in towelettes, wall-mounted dispensers or lotion bottles and require only a single application per day.

For more information, contact 800-340-3413 or [www.compliancesafety.com](http://www.compliancesafety.com)

**Sunday Afternoons, Ashland, Ore.** — This company manufactures lightweight, wide-brim, unisex sun hats with a patented design that shields from sunburns and offers a UV block for wearers' faces, ears, noses, eyes and neck. Its Derma-Safe line (SPF 30) blocks UVA and UVB rays.

For more information, contact 888-874-2642 or [www.sundayafternoons.com](http://www.sundayafternoons.com)