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Golfdom

DECEMBER 2001 • VOLUME 57 • NUMBER 12

The Golfdom Report
2001

cover story

The golf industry is enduring a difficult time. In this special report, we examine the industry from top to bottom and coast to coast.

DIGITAL STOCK/DAN BEEDY

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It's Tough Out There, But ...

Despite a poor performance by the U.S. economy this year, the industry remains cautiously optimistic about 2002.

By Frank H. Andorka Jr.

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What You Spent

Here's what superintendents purchased and for how much from May 2000 through May 2001.

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The Price Is Not Always Right

The industry needs affordable golf now more than ever. Who's going to lead the charge?

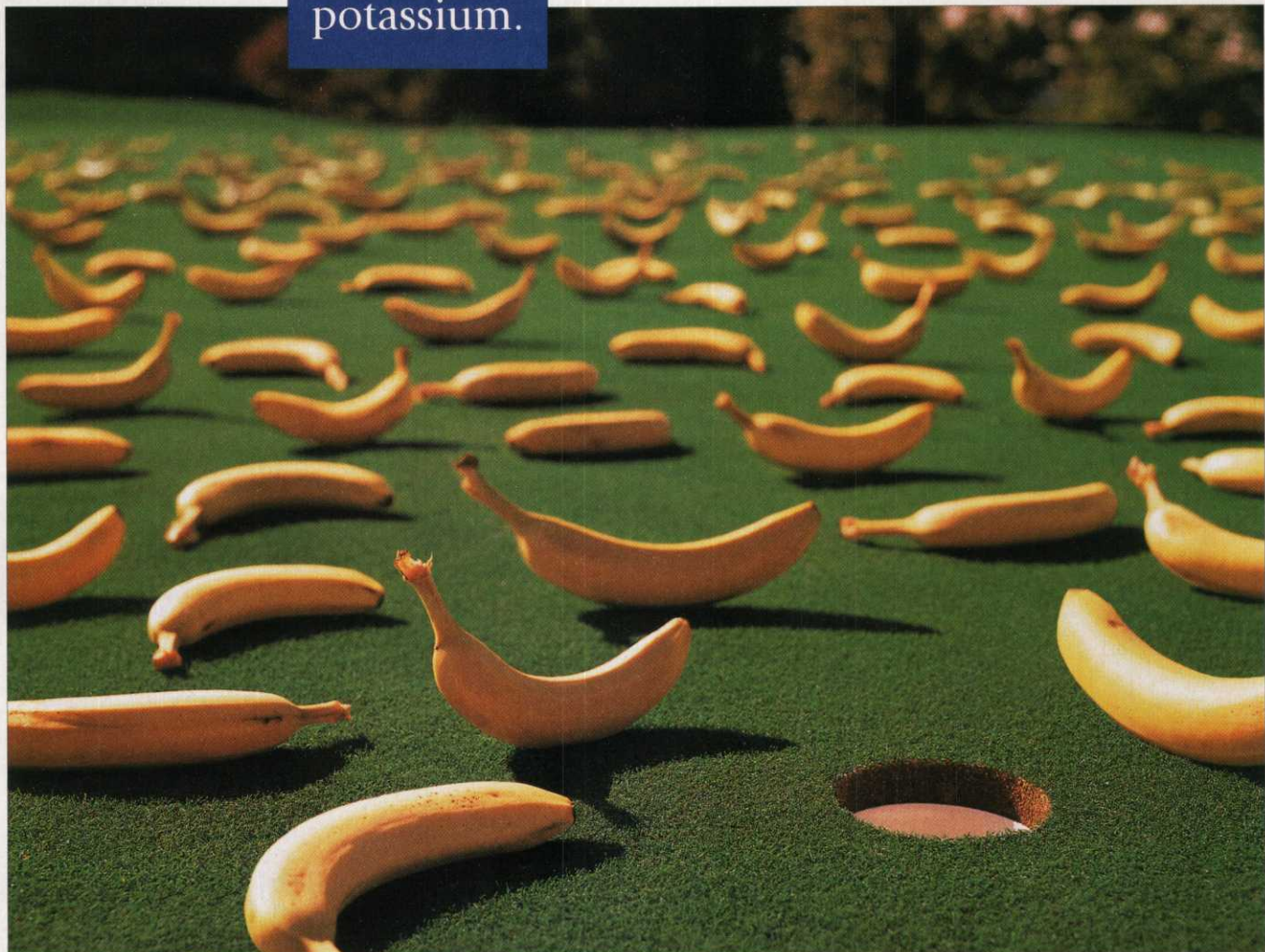
By Larry Aylward

Coming in January: Turfgrass Trends

We're thrilled to announce that *Turfgrass Trends*—the industry's top technical newsletter—will reach most *Golfdom* readers as part of the magazine starting in January. For more information, go to www.golfdom.com.



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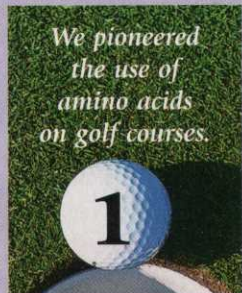
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QUELANT-K



Going Postal

■ WE'VE GOT MAIL

First Tee follies

At the 2001 PGA Merchandise Show, I approached the North Florida representative for The First Tee and offered our facility to him and The First Tee program. I stated that with 36 holes, our facility was perfect for The First Tee. We could get the kids started and then provide for them a place to play. He stated that with the presence of the LPGA World Headquarters in Daytona Beach, he would love to have a First Tee facility there. He would give me a call and come check me out. I never heard from him.

Upon further research into the program, I found out that The First Tee is looking to build new facilities featuring three holes with a clubhouse. It is not interested in existing facilities. If its goal is to help inner-city youth, then The First Tee program is going about it the wrong way. If it wants to help kids that badly, The First Tee will seek the help of established facilities.

My golf course is in close proximity to the inner-city of Daytona Beach. I have plenty of room for kids to play golf. We are currently working on our own program to accomplish these objectives. It is a shame The First Tee could not be a part of this.

John R. Cameron Jr.
Golf Course Manager
Daytona Beach GC
Daytona Beach, Fla.

Joe O'Brien, senior managing director of operations for The First Tee, responds:

The First Tee does work with existing facilities, and we not only have a three-hole prototype, but we have a six-hole and nine-hole prototypes as

well. We have also developed the affiliate program for for-profit facilities that can provide access and programming. If our staff overlooked this opportunity or any other that fits The First Tee concept, we apologize. We certainly intend on following up as we evolve our organization.

Watch the language

I have not been a faithful reader of *Golfdom*, although I have read some of the past few issues.

When you stoop to using language such as, and I quote, "big-ass printing press," (Flagstick, October), I'm not impressed with your lack of professionalism and your lack of respect for those whom you would like to read your publication. Maybe you don't consider it foul language, but as you can see, others do. You certainly didn't earn any points with me.

If you don't consider the use of such language a problem, perhaps that indicates the infiltration of the poor values of today's society into your publication. I also wonder if your supporting advertisers and associations condone such language.

Brian Holland
Superintendent
Kentucky Dam Village
State Resort Park GC
Gilbertsville, Ky.

Feel like going postal? We want to hear from you. You can e-mail your letters to Frank Andorka at fandorka@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

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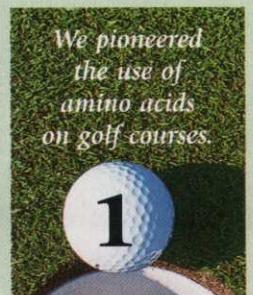
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amino acids
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MACRO-SORB foliar



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DECEMBER

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10 GCSAA Seminar: Managing a Multicultural Workforce
Atlantic City, N.J.
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11 Maine GCSA's Annual Meeting
Portland, Maine
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11 Mid-Atlantic GCSA's Annual Meeting
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11 GCSAA Seminar: Advanced Weed Management
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12 GCSAA Seminar: Management of Localized Dry Spots and Water Repellant Soils
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12 GCSAA Seminar: Understanding Biostimulants
Fond du Lac, Wis.
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JANUARY

7 GCSAA Seminar: Communication Skills to Get You to the Top and Keep You There
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8 GCSAA Seminar: Effective Soil Water Management for Quality Golf Course Turf
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8 GCSAA Seminar: Bio-Products and Organics
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8 GCSAA Seminar: Employee Safety Training
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9 GCSAA Seminar: Fundamentals of Turfgrass Management II
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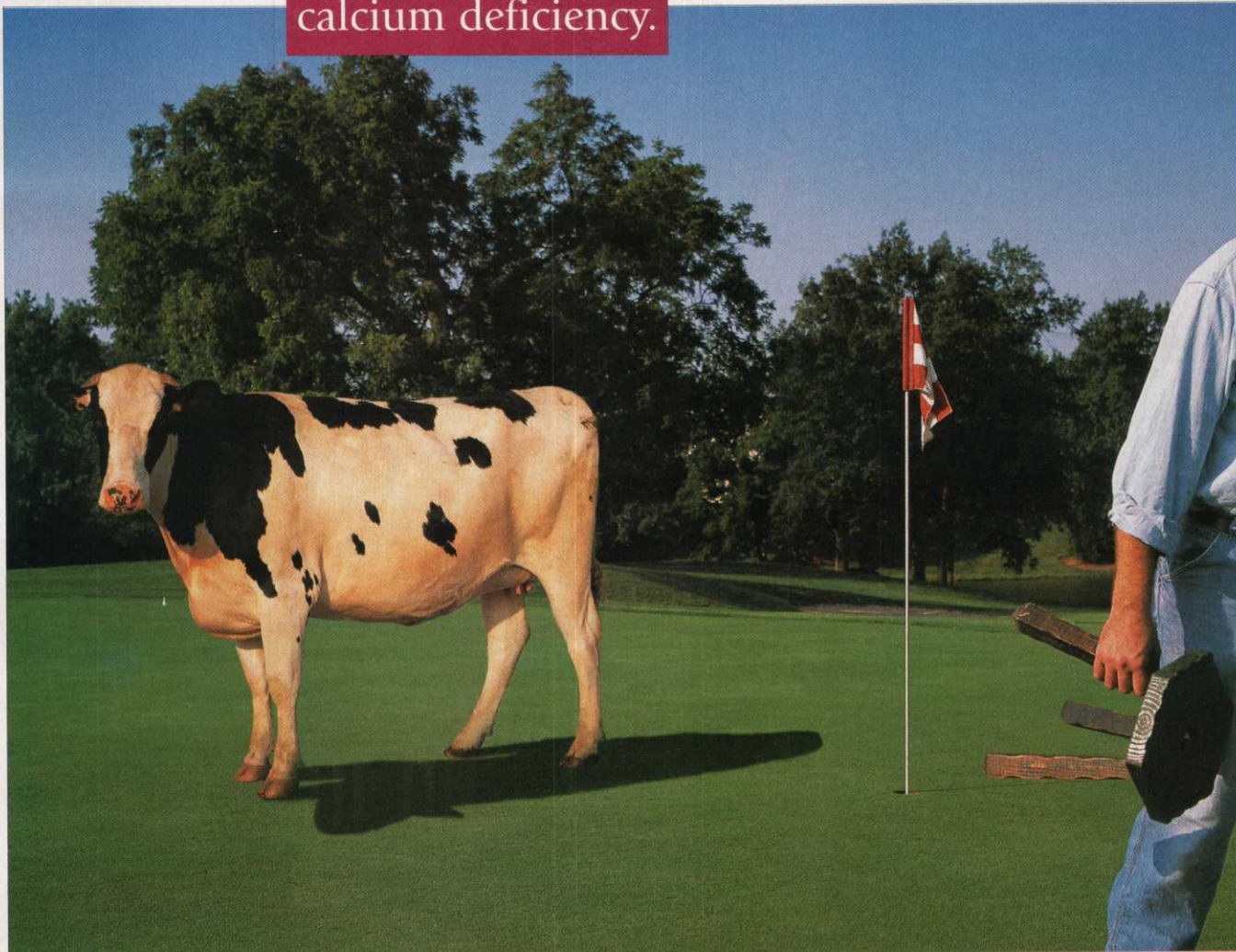
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Turfgrass is better able to thrive in adverse soil or climate conditions on its own, so less fertilizers and chemicals are necessary.

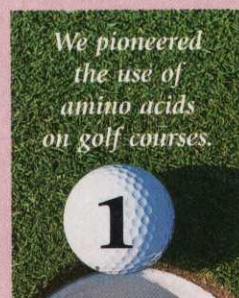


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We pioneered
the use of
amino acids
on golf courses.



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We've got a reason to smile.

We are proud to announce that *Golfdom* magazine was named a winner in the 2001 Folio: Editorial Excellence Awards.

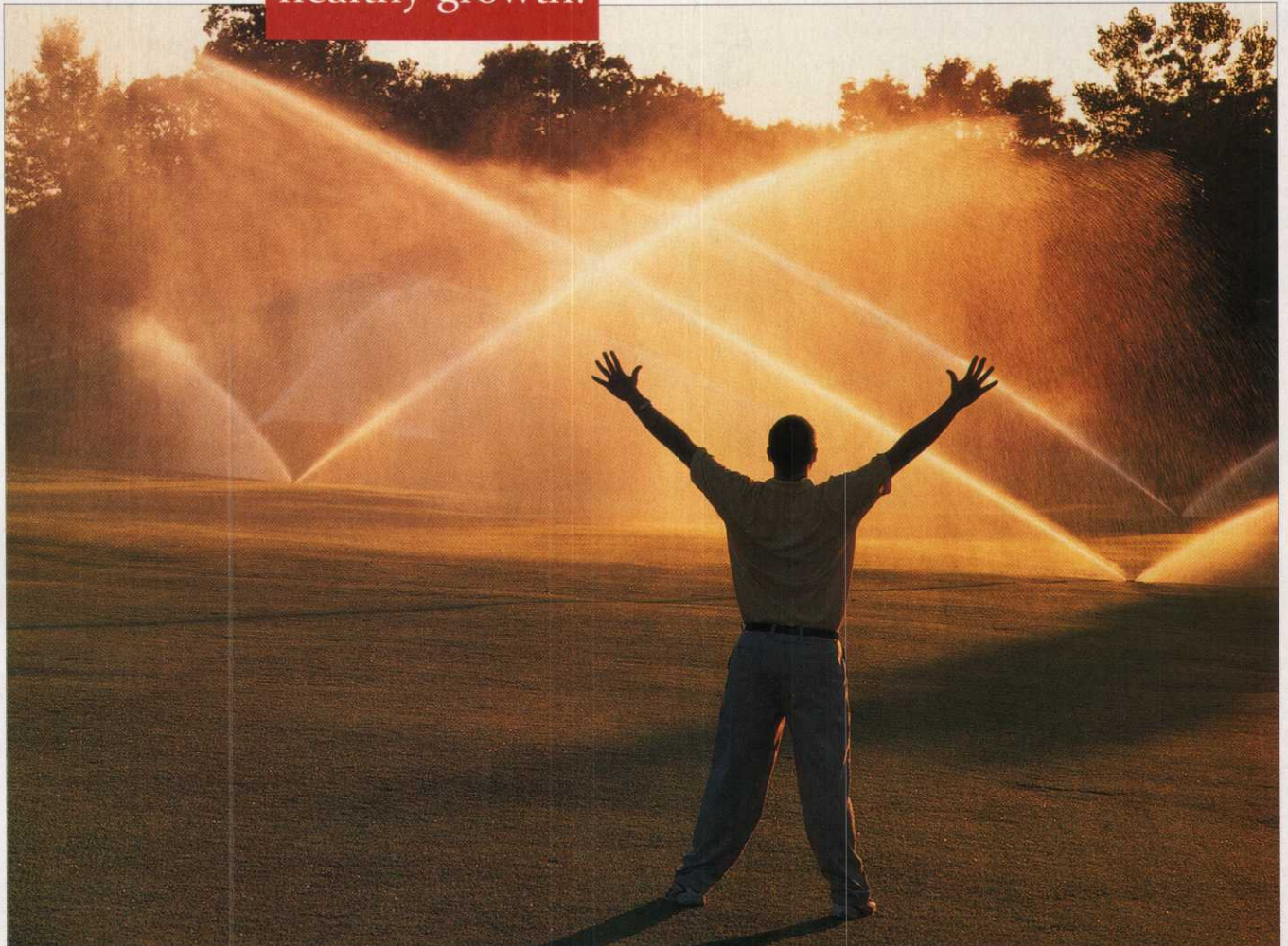
The Folio: Award, one of the highest national honors in publishing, is awarded to magazines that are judged outstanding in achievement of their editorial missions. The final results were announced on Oct. 30 in New York. *Golfdom* was named the top national business-to-business magazine in the Agriculture/Farming category.

Please join us in offering congratulations to our entire editorial team.

Golfdom



There's a
natural way
to promote
healthy growth.



MACRO-SORB®radicular isn't about *feeding*, it's about *body building*.

It delivers essential L-amino acids to enhance root mass production. Nutrient availability and absorption is increased so *less* fertilizer is better utilized. Net photosynthesis is enhanced. Natural defense mechanisms are activated.

Turfgrass is better able to fight off dollar spot and other diseases on its own, so *less* fungicide is *better* utilized.



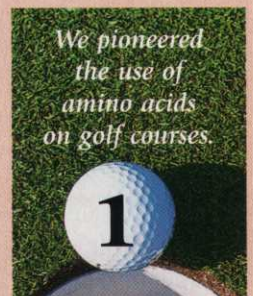
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MACRO-SORB radicular



It's a little known fact that Santa Claus is actually a fanatical golfer. Yup, when he's not making toys or doing personal appearances, St. Nick plays to a four handicap and is a member at Pine Valley and Augusta (which made special exemptions in their membership requirements to allow an elf to join).

The Jolly Old Hacker even has a subscription to *Golfdom* and makes a point of keeping up with what's going on in the maintenance and management side of the game. In fact, he dropped by our Global HQ in Cleveland (which is *way* too close to the North Pole) the other day and gave me an exclusive list of who's been Naughty and who's been Nice around the industry this year.

Naughty: The marketing gurus at Titleist who hired Monty Python alum John Cleese to portray architects as wacky, anti-technology wingnuts in a new series of commercials. Cute idea, but designers are right to be concerned about plutonium clubs and kryptonite balls making their creations — and many of the world's great classic courses — obsolete as championship venues. Titleist gets a lump of coal in its corporate stocking for making fun of a serious issue.

Nice: On the upside, the blue plaid jacket worn by Cleese in the spots is actually a little less painful to the eye than the ASGCA's infamous fire-engine red tartan.

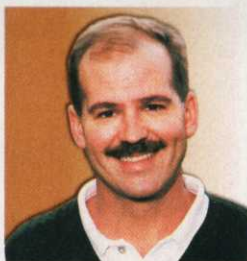
Naughty: Green committees that have already pushed the panic button and cut maintenance budgets for next year. To paraphrase a famed political slogan, "It's the product, stupid!" It sounds cynical, but the downturn in rounds this past year has been no worse than a bad weather year. The science of meteorology is a much more effective predictor of how often people will play than the "science" of economics. Santa says short-sighted types who sacrifice quality for a few bucks will get a lump of coal ... and permanent reassignment to the food-and-beverage committee.

Nice: Developers and bankers who have reconsidered the need for more \$20 million "ego" courses and are taking a harder look at scaled-down facilities that are friendlier to higher handicappers and newcomers to the game.

Naughty: Scam artists who annually send out bogus invoices for "cleaning supplies" or "parts"

Naughty & Nice: Santa's Golf List

BY PAT JONES



THE JOLLY, OLD
HACKER HAS A
SUBSCRIPTION TO
GOLFDOM AND
KEEPS UP WITH
OUR SIDE OF THE
BUSINESS

to golf courses and other businesses. Many of these get lost in the shuffle and are paid. These clowns get a lump of coal ... upside the back of their heads.

Nice: Superintendents who post messages on Internet forums to alert others to these con games.

Naughty: Local chapter members who only show up for "golf" meetings (you know who you are). Santa gives you a set of garage sale Northwesterns and forces you to play them for two years.

Nice: The handful of dedicated individuals who seem to volunteer year-after-year to lead local associations and advance the profession. A good example: the folks who write and edit chapter newsletters who — despite having full-time jobs — manage to get their publications out every month. Next time you see your chapter editor (or any other volunteer), make sure to say, "Thanks."

Naughty: Osama bin Laden. He's not technically in our industry, but Santa has a special present for him ... a lump of coal glued onto a 5,000-pound "bunker-buster" bomb.

Nice: The amazing array of companies, national and local golf associations, clubs and others from around the industry who responded with equipment, goods and cash for the victims of Sept. 11. Is this a great business or what?

By the way, while he was here, Santa dropped off *Golfdom's* Christmas present a little early ... and it wasn't a lump of coal. On the contrary, it was a national Folio: Editorial Excellence gold award, one of the most prestigious honors in magazine journalism. I guess the judges didn't think we were too naughty ... which is *nice*.

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