

**T**he problem with awards is not so much who you give them to, it's who you *don't* give them to. I know quite a few of you will either disagree with our "titans" or suggest others who were more worthy of recognition. That's OK. In fact, it's great. Send your comments to us.

The idea behind our selections (and they were ours, so blame us) was to highlight those who have had a significant *impact* on the industry, but who don't always get the attention they warrant. Carl Spackler (i.e., Bill Murray) is a perfect example.

Years ago, when I worked for GCSAA, I was at the ATT Pro-Am at Pebble Beach and I spied Mr. Murray whacking balls out of a practice bunker. I wandered over to him, extended my hand and introduced myself. I explained that I wanted to talk with him on behalf of superintendents everywhere who had been miffed by his now infamous portrayal of a half-witted assistant greenkeeper. His exact words were (imagine Murray's goofy voice here): "Oh, you guys ... you sent me so many letters. It was just a movie. Get over it."

Yet we as an industry can't get over it. Twenty-one years later, Spackler still haunts this profession like the Ghost of Christmas Past haunts Scrooge. Like it or not, *Caddyshack* has had an impact. That's exactly why we chose Spackler/Murray as one of our "titans."

The same rationale applies to Eddie Stimpson, a quiet Bostonian who created a simple tool to ensure that putting characteristics were consistent from one green to the next. Little did he know he was condemning generations of superintendents to a nightmarish competition based on speed, speed and (did I mention) more speed.

Some of our choices are obvious and evident (Burt Musser and Joe Duich), but others may be less so. For example, we chose two people who, in their own way, quietly had a huge impact on what the profession is today.

John Schilling led the GCSAA staff for a tremendous and tumultuous decade. When he took over as executive director in the mid-1970s, the 6,000-member group was virtually bankrupt and struggling to survive. By the time

## A New Look at Our Titans

BY PAT JONES



THESE INDIVIDUALS,  
LIKE THEM OR NOT,  
HELPED MAKE US  
WHAT WE ARE  
TODAY

he left as CEO, GCSAA was a thriving organization with a growing membership, a nationally recognized education program, and a huge conference that largely paid the bills for a showcase headquarters in Kansas.

Was Schilling perfect? No. He left under difficult political circumstances. Was he demonized unfairly considering his contributions to the association and profession? Yes. Had it not been for a less-than-perfect parting of the ways, Schilling would today be remembered by everyone as a titan of our industry. We believe it's time Schilling gets the credit he deserves.

So, too, does another one of our leaders — the man whose conscience led him to challenge Schilling. Randy Nichols, the quiet man from Atlanta, risked his personal and professional life to give the reins of the association back to its members.

It was Nichols (with help from many others, notably Joe Baidy) who faced personal and professional sacrifices, long hours and the threat of serious legal repercussions to return ownership of GCSAA to its members. Because Nichols had the courage to act on his convictions, the association has made a great leap forward under a more sophisticated executive team and a leadership philosophy that (despite what some may think) puts members first.

By the way, both Nichols and Schilling still look back fondly on their experience. Both also simply say that it was time for a change.

Change — that is the common bond between the individuals we've chosen to highlight in this issue. Some changed us through positive contributions. Others, like Spackler and Stimpson, were wild cards in the deck. But, like it or not, they helped to make us what we are today.

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*Pat Jones is the publisher/editorial director of Golfdom. He can be reached at 440-891-3126 or [pjones@advanstar.com](mailto:pjones@advanstar.com)*

**Y**ou expect Steven McLeod to be white because you assume *all* golf course architects are white. In fact, you have *never* seen or heard of a black architect before. So the first thing you notice about McLeod when you meet him is his color — he's black. You're surprised, of course.

When shaking McLeod's hand, you try to conceal the shock on your face. It's not that you're prejudiced; you just didn't expect a black man to be a golf course architect.

Oh no. Here we go again.

This reminds me of the first-black-quarterback episode starring Doug Williams, which began more than 20 years ago. Williams was the first black quarterback taken in the NFL draft in 1978 and the first black quarterback to lead his team, the Washington Redskins, to a Super Bowl win in 1988.

When the Redskins were preparing for the Super Bowl against the Denver Broncos, the media wasn't asking Williams how it felt to be in the Super Bowl. Sports reporters were asking him how he felt to be the first black quarterback to be starting in a Super Bowl. The hype was inappropriate and ridiculous. But at the same time, it was a momentous occasion.

The hype surrounding Williams starting in the Super Bowl was inappropriate and ridiculous because he should have been viewed as a quarterback, not a *black* quarterback. But it was a momentous occasion because Williams was shattering a racial barrier — and the issue of whether a black could successfully play quarterback in the NFL would finally be put to rest.

McLeod can empathize with Williams' plight because he may be the golf industry's first black architect. He's going to get attention for that.

The 34-year-old, who graduated from Michigan State University in 1991 with a bachelor's degree in landscape architecture and is employed by Matthews & Nelhiebel in East Lansing, Mich., says he doesn't know of any other black designers. The American Society of Golf Course Architects has no members who are black. Tony Hourston, spokesman for the ASGCA and an African American, believes McLeod may be the only black architect.

Does McLeod view his perceived status as a big deal? Yes and no.

## An Architect Who Happens to be ...

BY LARRY AYLWARD



STEVEN MCLEOD IS  
EXCITED THAT HE  
MIGHT BE THE  
INDUSTRY'S FIRST  
BLACK DESIGNER,  
BUT HE'S ALSO  
WARY OF THE  
LABEL

"I don't want to be known as a black designer," he says. "I want to be known as a good designer. I want to be noticed for my talents."

But McLeod realizes he might be breaking a racial barrier. If he is golf's first black architect, he knows he's opening the gate so more minorities can join the field.

"One of my goals is to get more minorities involved [in the profession]," he reveals. "The industry needs more minority representation."

McLeod is aware of the golf industry's lily white and sometimes racist history. So he's excited that he might be the industry's first black designer, but he's also wary of the label. "I'm tired of it because it shouldn't be an issue, but I'm not tired of it because *it is* an issue, he says."

McLeod's boss, W. Bruce Matthews III, says he hired McLeod because of his talent. "Steve is a golf course architect who happens to be black," Matthews says. "I'm a golf course architect who happens to have no hair."



Because of several successful black quarterbacks in the NFL today, it's no longer an issue for an African American to play the position. The barrier broken by Williams is now non-existent. McLeod hopes the same thing happens in his profession.

"One of my professional goals is to become a member of the ASGCA," McLeod says. "But a greater reward would be to have other minorities join me in this exciting profession."

Hopefully, that will happen. And, hopefully, these minorities will be noticed for their talents — and nothing else.

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Larry Aylward, editor of *Golfdom*, can be reached at 440-891-2770 or [lalward@advanstar.com](mailto:lalward@advanstar.com).

# Fundamentally Speaking



*with John Zimmers*



Oakmont CC

*John Zimmers' career spans less than a decade but includes some "eye catching" stops along the way. He has risen in rank from an assistant at Congressional CC preparing for the U.S. Open, to a Grow-in Superintendent at Sand Ridge GC, nationally recognized as a prominent new course. John is now Superintendent at Oakmont, one of the oldest and most respected clubs in North America.*

## Professional Profile

**Alma Mater:**  
Rutgers University  
-Turf Management

**Age:**  
30

### Career Highlights:

- Superintendent, Oakmont, 1999-Present Oakmont, PA
- Grow-in Superintendent Sand Ridge, 1995-99 Chardon, OH
- Assist. Superintendent Congressional, 1993-95 Bethesda, MD

### Most rewarding professional experience:

*"At Sand Ridge, being a part of construction and grow-in, seeing a piece of land evolve into a great golf course. That was awesome."*

### Secrets to your success?

"I've been fortunate in having a great mentor, several talented and dedicated crew members, as well as a supportive wife."

### Fertility Philosophy?

"Nature Safe is a big part of what we do. It's the foundation on which we base our decisions. I just think it's a great product."

### First time you used Nature Safe?

"As an assistant at Congressional before the U.S. Open, we used Nature Safe to help treat seriously compacted nutrient-deficient soil. It worked so well, I've been using it ever since."

### Why use Nature Safe?

"Number one, it's safe. I like what's in the bag. At Sand Ridge, Nature Safe was a big part of establishing a good microbial population. Now at Oakmont, it helps break down thatch and maintain a balanced soil program. With Nature Safe, I have seen tremendous results."

### Where is it used?

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# Off The Fringe

NEWS WITH A HOOK

## Business briefs

### Syngenta phasing out diazinon

After analyzing its financial performance, Greensboro, N.C.-based Syngenta Crop Protection USA announced a four-year phase out of its diazinon insecticide business. Syngenta coordinated the plan with EPA to ensure the phase-out is in accordance with margins of safety required by the Food Quality Protection Act.

"Declining profit margins are the reason for our market withdrawal decision," said Eileen Watson, spokeswoman for Syngenta. "Although diazinon sales have remained strong, the margins on this product have continued to erode due to a very competitive market place. The investment to keep diazinon on the market can no longer be justified."

### Dow offers new label for Dursban

While Indianapolis-based Dow AgroSciences, the makers of chlorpyrifos (Dursban), and the EPA agreed last summer to limit most outdoor residential and non-residential uses of the insecticide, Dursban Pro is still available for golf course use. But on Dec. 1, product with labels reflecting a reduced application rate entered the market.

The new label reduces application rates from four pounds of active ingredient per acre to one pound or two quarts per acre — enough to effectively control more than 25 turf pests. The new rate is not a maximum that can be applied per season. Rather, it is the maximum that can be used during any single application.

But superintendents with supplies of Dursban Pro should read and follow label instructions on their existing stock, a Dow AgroSciences spokesman noted.

*Briefs continue on page 16*

## Stayin' Alive

BOOK TELLS HOW TO FIGHT  
OFF GATORS AND DEAL WITH  
OTHER DIRE EMERGENCIES

By Mark Luce

**D**on't think for a second that the alligator living in the pond on No. 13 won't hurt you. He will. But thanks to a new book, *The Worst-Case Scenario Survival Handbook* (Chronicle Books, \$14.95), hackers can learn not only how to fend off unwelcome gator attacks, but also how to get out of quicksand, survive an avalanche or perform a tracheotomy.

Let's start with an alligator attack. According to authors Joshua Piven and David Borgenicht, there are two keys to get out of this precarious situation: First, first cover the alligator's eyes to make it "more sedate;" second, bop the beast on its nose to make it open its jaws to free your other arm.

As the authors say, you never know when you'll have to break down a door, hotwire a car, take or deliver a punch or deliver a baby in the back-seat of cab. They supply easy, step-by-step instructions on how to get out of these and other binds. Paramount, of course, to any dicey plight is to remain calm, even if, as the authors explain in the book, you're being shot at.

There's something creepy about

subjects such as how to survive if your parachute fails or how to land a plane (when the pilot is incapacitated or dead), but reading the straightforward instructions make all the scenarios possible to survive (well, maybe not the unopened parachute). Some instructions, though, are common sense, such as how to escape from a swarm of killer bees — run!

Most of us will probably never jump from a building into a dumpster or find ourselves in a sword fight. But chapter five, "Adventure Survival," has plenty of useful tips for more likely situations — adrift at sea, lost in the desert or mountains, stuck inside during an earthquake or the ever-popular how to make a fire without matches.

You get the sense the authors spent too much time watching bad action movies, but the book is a fun read, informative and could save your life. It also fits in your back pocket, which will come in handy if you find yourself close to the gators in the drink.

MIKE KLEMM



## Whoosh . . . Gore!

Although there are many election jokes circulating e-mail lists, we particularly enjoyed this one:

"A golf rule revision is being sought in South Florida. The rule change involves the replacement of a golfer's traditional call of "fore!" following a shot that might not be headed in the desired direction and which could endanger another player.

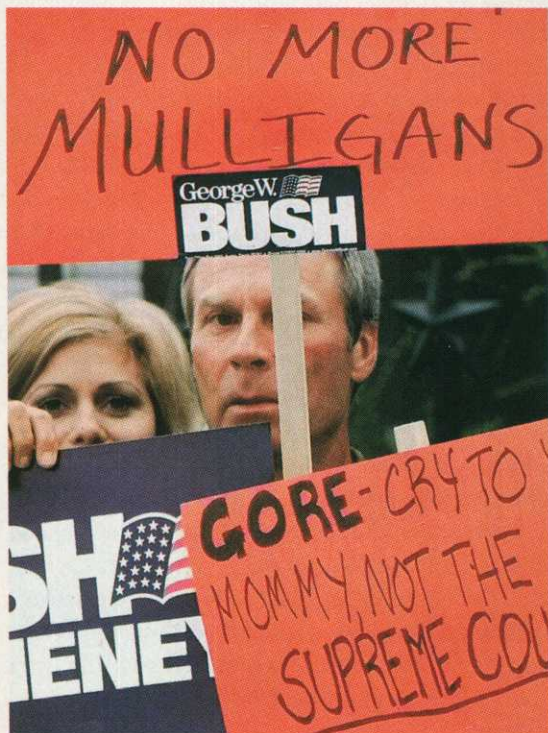
"Under the new rule, when a player hits an errant shot, he or she will be allowed to yell "Gore!" while the ball is still in flight. Doing so will enable the player to then replace the ball in the same spot and hit it again.

"The player may do this repeatedly until he or she is satisfied that his or her ball has come to rest in the location in which he or she intended."

We wish it was that easy.

## Ben for Bush

Golfer and golf course architect Ben Crenshaw and his wife, Julie, carried a sign and joined supporters outside the governor's mansion in Austin, Texas, to show support for their friend, George W. Bush, the nation's new president. Crenshaw appeared at the mansion in November in the midst of the drawn-out election process and infamous Florida recount.



## Quotable

**"I agree that someone should lose their job over this fiasco in Florida. More than likely, it will be a superintendent, since we get blamed for everything else."**

— Ohio superintendent Bruce A. Wierzbicki with his thoughts on the election debacle in the Sunshine State.

**"Second sucks."**

— Earl Woods quoting his son Tiger, at age 10, on why he refused to claim the second-place prize they won in a father/son tournament. (WMJI radio, Cleveland)

**"Maybe Gore likes golf more than I thought. After all, he did take a mulligan in Florida."**

— Golfdom's Pat Jones in a speech at the Wisconsin Golf Turf Symposium.

**"The USGA, while appreciating Arnold Palmer's vast contributions to the game including his many years as a chairman of our Members Program, is puzzled by his endorsement of the manufacturer's decision."**

— The folks in Far Hills, N.J., responding to the King's endorsement of Callaway's new humongous, non-conforming driver.

**"Guys like Notah (Begay), as wonderful as he is, have no chance ever to be No. 1 in the world as long as Tiger's around."**

— Golfer and golf commentator Curtis Strange on the state of the game.

## Business briefs

*Briefs continued from page 14*

### **New guidelines for herbicide**

Monsanto announced that EPA has approved new application guidelines for Manage turf herbicide. Applicators can now apply up to four times per season at the maximum labeled rate for control of nutsedge in turf-grass, according to the St. Louis-based company.

### **Toro acquires Goossen**

Bloomington, Minn.-based The Toro Co. announced it has entered into an agreement to purchase certain assets of Goossen Industries, a turf equipment manufacturer in Beatrice, Neb., for an undisclosed sum.

Kendrick B. Melrose, chairman and CEO of Toro, said Toro will gain valuable engineering and production expertise from Goossen to help it expand the debris management product segment.

### **ClubCorp buys Paris International**

Dallas-based ClubCorp acquired Paris International GC in Baillet en France. Financial terms were not disclosed. The private club, which opened in 1991, features a Jack Nicklaus signature golf course.

### **Horizon GPS created**

Omaha, Neb.-based Golf LLC, a builder and manager of golf courses, announced that its GPS/GIS division is now known as Horizon GPS.

The newly named division specializes in GPS and GIS technologies for the golf industry.

### **Scotts establishes Worldwide group**

Marysville, Ohio-based The Scotts Co. has established a Global Professional Business Group, consisting of its professional business in North America and Europe.

"This global approach to the professional business follows the path that we have chosen for technology and R&D, capitalizing on our overall strengths as a global company, not one split by geographical areas," said James Hagedorn, president and chief operating officer.

*Briefs continued on page 18*

# Go Fish

## COURSE'S SETTING PROVIDES A DIFFERENT HOOK FOR GOLFERS

By James E. Guyette

**T**here's something fishy at Sycamore Creek GC in Osage Beach, Mo. — specifically the fishery around which the 18-hole course was built. Sycamore Creek GC is the creation of Jim Kahrs, whose family owns Osage Catfishery, a 250-acre fishery. Kahrs added an 18-hole golf course to the family business because he wasn't sure the fishery would be enough to support his family. In fact, Kahrs often envisioned a golf course on the property as he mowed around the fish ponds.

Kahrs had the first nine holes built in 1994. Unfortunately, he wasn't satisfied with the work of the original contractor. When he decided to build the



SYCAMORE CREEK GC

second nine, he kept the project in the family. Kahrs and his sons routed the course and built it themselves.

"The boys learned golf course construction quickly, as well as how to operate heavy machinery," says Danna Kahrs, Jim's wife. "The entire family, along with superintendent Matt Davis and his crew, invested 2.5 years in designing, building, grooming and detailing the back nine."

The Kahrs have farmed fish in the resort region anchored by the Lake of the Ozarks for about 45 years. The course features zoysiagrass tee boxes, bermudagrass fairways and Crenshaw bentgrass greens. Farm-related water hazards highlight three holes, while the rest of the course preserves native dogwood groves. With the mature native trees, rolling hills and ever-present hazards, Sycamore Creek provides golfers with the opportunity to play all of their clubs, Danna says.

Davis says there are challenges to working on a course that doubles as a working fishery, which produces 21 species sold around the world. Davis must consider the needs of both operations when deciding on what chemicals to use. For example, chemicals that are acceptable for the hatchery could damage turf, and certain turf products could be toxic to fish.

The Kahrs' unusual version of surf and turf reveals that environmentally sensitive operations can co-exist, Danna says. "We haven't had anyone hit a catfish on the head with a golf ball," she jokes.

Don't get too excited about bringing along your pole or net when visiting the course. Duffers hoping to snag unauthorized fish along the links will be disappointed because the fish aren't raised for human food. Although caviar is produced from the stock, most of the fishery's output is used for ornamental or pond-care purposes, such as algae control.

# Tools of the Trade



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Circle No. 110

## Business briefs

Briefs continued from page 16

### Program helps low-budget courses

GCSAA and its 101 chapters have implemented a limited-budget outreach program to provide advice and assistance to golf facilities with limited resources. Facilities targeted by this initiative are those with extremely low budgets, which may or may not employ a full-time superintendent. The goal is to help 500 limited-budget courses by June 30. For more information, contact GCSAA's Janet Satterlee at 800-472-7878, ext. 603.

### Redexim acquires Pro Seed

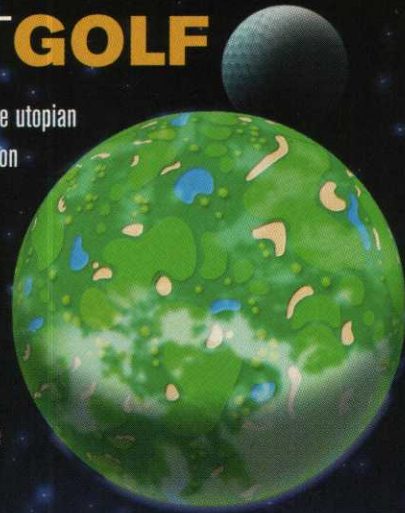
Redexim BV, headquartered in Zeist, Holland, acquired UK-based Pro Seed Equipment Ltd. According to Redexim Charterhouse, the company's North American organization, the acquisition is part of the group's strategy to grow by expanding its focus in niche markets.

### Golden Bear drops management

Golden Bear Club Services, formed to manage Jack Nicklaus-designed properties, is getting out of management, according to Crittenden Marketing. GBCS will keep its ties with Muirfield Village GC in Dublin, Ohio, and the Bear's Club in Jupiter, Fla.

## PLANET GOLF

In the relentless pursuit of the utopian planet, golf course construction struggles to overcome the barriers of oceans, shopping malls, dwellings and hospitals. Despite these obstacles, progress is being made as evidenced by these openings and additions in the first 10 months of 2000:



New facilities <sup>1</sup>	9-hole	18-hole	Total
Daily Fee	76	163	239
Municipal	5	8	13
Private	1	34	35
<b>Total</b>	<b>82</b>	<b>205</b>	<b>287</b>
Additions <sup>2</sup>	9-hole	18-hole	Total
Daily Fee	121	16	137
Municipal	10	1	11
Private	12	5	17
<b>Total</b>	<b>143</b>	<b>22</b>	<b>165</b>
<b>Grand Total</b>	<b>225</b>	<b>227</b>	<b>452</b>

<sup>1</sup>Excludes two 9-hole and two 18-hole reconstruction  
<sup>2</sup>Addition to existing facility

SOURCE: NATIONAL GOLF FOUNDATION  
ILLUSTRATION: DAN BEEDY

## Scanning the Web

### Frank Andorka reviews sites that teach leadership

The curmudgeonly New York journalist Walter Lippman once wrote that "the final test of a leader is that he leaves behind in other men the conviction and the will to carry on." If you want to become the kind of leader that inspires employees that way, here are a few sites that might help (all sites start with <http://> unless otherwise noted):

\*\*\*\*\* – Bookmark it and return frequently;  
\* – Look at only if absolutely necessary

\*\*\*\*\*[www.wibleadership.com](http://www.wibleadership.com) – The Na-

tional Leadership Institute for Workforce Excellence's Web site contains an extensive blueprint about how to be a good leader. It has a list of leadership characteristics and provides a step-by-step strategy on how to create those qualities in yourself. It addresses topics such as strategic thinking, strategic planning and ways to measure effective leadership. There's a reading list of the most recent books on the subject and a discussion forum for leaders. A must-see site.

\*\*\*\*[www.leadership-development.com](http://www.leadership-development.com) –

The Hagbert Consulting Group created this site to be a repository of information on leadership, and it succeeds at its goal. It doesn't stop at giving you advice about yourself, however. This site also provides information about how to create a successful

structure that encourages employees to follow your lead.

\*[www.orbina.com/sandiego.html](http://www.orbina.com/sandiego.html) – This site defines the phrase "out there." It seeks to apply the principles of Sahaja Yoga to the world of business. There are apparently seven stages to becoming an effective leader, and there's a yoga stage for each of them. No matter how hard this page tries, however, its pie-in-the-sky New Age approach stubbornly refuses to account for the realities of everyday life – like broken sprinkler heads and overbearing green chairmen.

*Scanning the Web is compiled by Frank H. Andorka Jr., Golfdom's associate editor, whose leadership skills are often tested by his children. You can reach him at [fan-dorka@advanstar.com](mailto:fan-dorka@advanstar.com).*



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