

# Month

## The Natural

The Legacy Club at Alaqua Lakes, designed by Tom Fazio, was built to be environmentally sound from the start. For that reason, it has achieved Audubon International's Signature Certified Sanctuary status and recently received a merit award from GCSAA for environmental stewardship.

Superintendent John Kopack says 60 acres of natural ponds were created and 55 acres of wetlands were restored when the course was built in the fall of 1998. The 404-yard 18th hole, an uphill par-4, is Kopack's favorite. He enjoys the view from the tee – gorgeous woods on the left and a beautiful lake in front. It's not an easy hole. Golfers must carry the lake off the tee. The second shot is straight uphill, but golfers must beware of a sinkhole – "The Pit!"

As for maintenance challenges, Kopack and his crew must tend to steep bunkers around the green, which take extra effort to groom. "There's also a lot of shade on the hole that makes it agronomically challenging," Kopack says.

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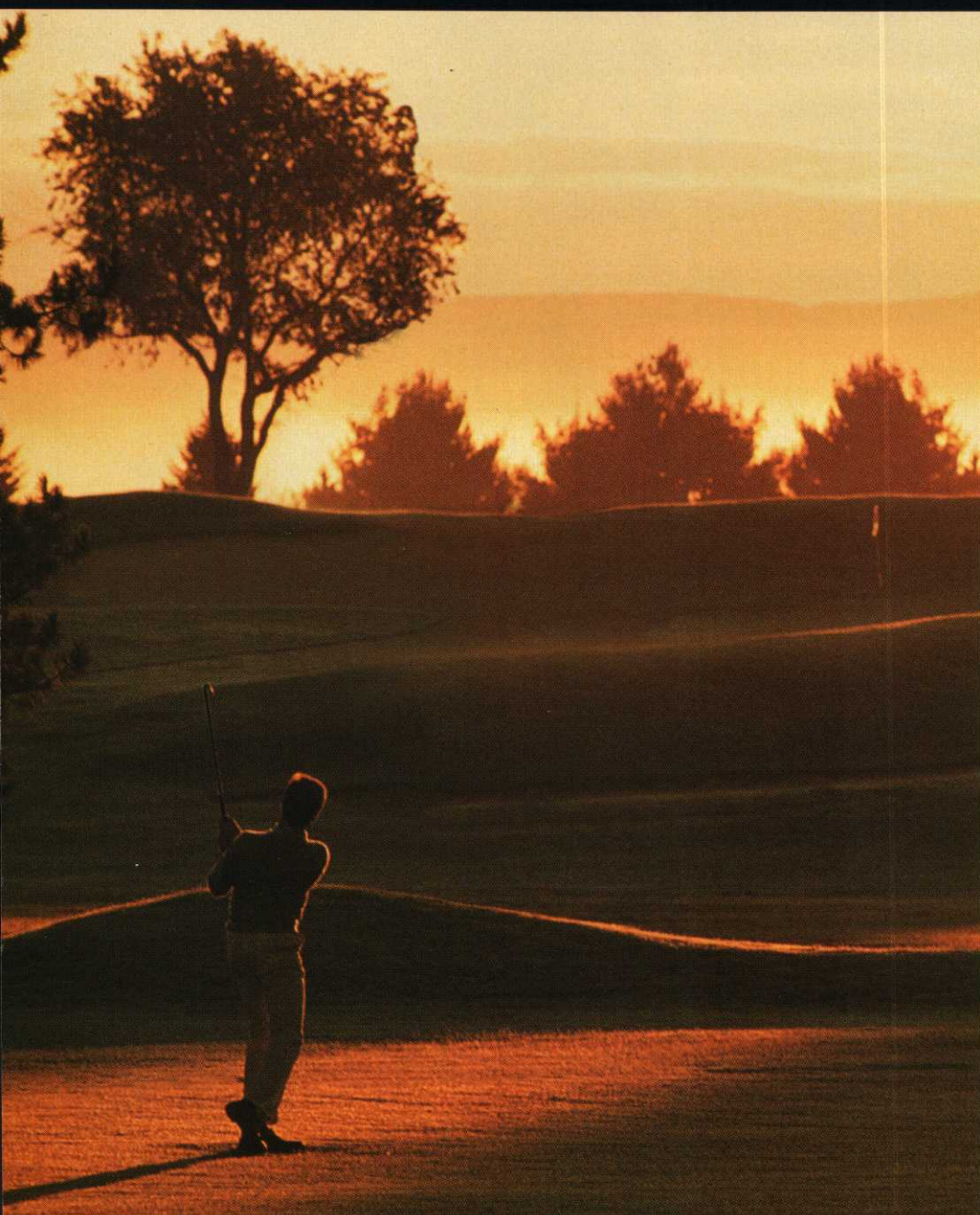
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**A**t the end of 2000, my wife and I took a two week trip to the British Isles, which sadly only included a one-day visit to St. Andrews, Scotland. I did get to set foot on the Old Course, which was closed for renovation, and I chatted briefly with the deputy greenskeeper on the 18th hole. Ironically, the head greenskeeper was in America. Oh, well, it was too cold to enjoy golf anyhow.

It was satisfying enough just to peer into the Road Hole bunker on the 17th green, trod up the 18th hole and across the Swilcan Burn bridge and soak in the history of the place. Trekking around Augusta, Pebble Beach or the Old Course, for a superintendent, is better than visiting St. Paul's Cathedral, Westminster Abbey or Buckingham Palace — anytime.

I would love to come back in the warmer months on a golf-only holiday and really take on this grand dame of links golf.

In the British Museum of Golf directly behind the Old Course clubhouse, I found evidence of John Jackson, apprentice club maker to Old Tom Morris, and A. Jackson, also a club maker, from the 1700s.

My wife has been working on our family trees, and I hope she can graft a branch in that direction. Most likely my ancestors were poachers and highwaymen, which could give validity to the suspicion that I'm a bona fide sandbagger.

The museum also had some pictures of Old Tom Morris and details of his golfing and club-making expertise. When discussing his role as greenskeeper, he said the club provided him with all the tools necessary to care for the Old Course — “a barrow, a shovel and a spade.”

Looking back to golf's origins at St. Andrews reminded me that we will be celebrating GCSAA's 75th anniversary beginning in Dallas this year and culminating in Orlando in 2002. No doubt the Historical Preservation Department will have loads of old photos and antique equipment, the oldest of which will be more modern than Old Tom's modest tools.

Our meager 75 years of existence is but a blip on golf's timeline, but it remains an important one — not just for its current members, but for the future of the profession.

## For St. Andrews, Respect and Love

BY JOEL JACKSON



NO MATTER WHAT  
TOMORROW  
BRINGS, WE WILL  
FOREVER BE  
LINKED TO OLD  
TOM MORRIS

Since we have finally entered the new millennium (see, since there was no year 0, last year couldn't *possibly* have been the ... oh, never mind), it's the perfect time to reflect on how we have progressed in equipment, technology, attitudes about golf and, most importantly, how the average golfer perceives our profession. From horse-drawn mowers and iron-wheeled tractors to the visions of GPS-guided robotic-cutting units and “no-mow” grasses, golf has undergone unbelievable changes since Old Tom Morris strode St. Andrews with his barrow.

How will the ever-evolving image and role of the superintendent change as Old Tom's barrow, shovel and spade fade even further into the past, replaced as they will be by computers, software programs and balance sheets? Despite modern society's desire to rush headlong into the future, we must also never relinquish our past. No matter what tomorrow brings, we will forever be linked to Old Tom.

In the middle of this mulligan stew of change and progress lies the GCSAA. As far as professional associations go, it has done a good job of reflecting the goals and intentions of its honest and hardworking membership. The more the membership gets involved in committee work, the stronger we are.

The varying opinions and viewpoints of our members challenge us to find the best solutions for all. I have witnessed the process firsthand and encourage the rest of you to step forward to serve on committees. It will be well worth your time and effort to see firsthand what goes on in Lawrence on your behalf.

I wish you all a belated Happy New Year and look forward to helping kick off GCSAA's 75th anniversary celebration in Dallas.

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



# Titans

## OF OUR INDUSTRY

**Eighteen people who have  
changed the face of the industry**

A "titan" is defined as "a person of colossal size, strength or achievement." We would like to add our own meaning to that definition. In the case of the golf course maintenance industry, a "titan" is someone who has had a profound impact on the profession. That was the measuring stick we used to pick the "Titans of Our Industry."

Of course, some of you will disagree with our picks. We can already hear your complaints — "How could they leave so-and-so off the list but put so-and-so on the list?"

We know we left other deserving titans off our list, and we want to stress that this is not the end-all list. But we believe the people we selected — and several could be regarded as unsung heroes — are worthy of recognition.

However, we want to hear from you, and we want you to add to our list. Please let us know who your industry titans are and why. And if you disagree with one of our selections, let us know.

Please e-mail your responses to Larry Aylward at [laylward@advanstar.com](mailto:laylward@advanstar.com).



# Herb Graffis

They called him 'Mr. Golf'

**E**very time we put out an issue of *Golfdom*, we wonder whether Herbert Butler Graffis is smiling down at us from golf heaven or whether he's spinning angrily in his grave.

That's because Graffis was the father of the original *Golfdom*, the game's first true business publication. Herb and his brother, Joe, created the pint-sized magazine back in 1927 to help course operators (mostly private clubs back then) run their facilities in a more business-like way. It was, by all accounts, the bible of the industry for more than 50 years until it ceased publication (after Graffis sold it) in 1981.

The original *Golfdom* was more than just a trade magazine. Graffis used it as a "bully pulpit" to urge clubs to support formal education for superintendents and consider "radical" new technologies like fairway irrigation, pesticides and maintenance facilities that were more than just barns. In fact, Graffis used the pages of *Golfdom* to popularize the term "golf course superintendent" itself.

"Sooner or later, clubs have to face up to the fact that it takes more than a man with a strong back and a green thumb to handle the job," he wrote in 1936. "Lack of good planning and failure to make intelligent use of modern materials and equipment can easily cost clubs more than the extra salary that would pay for a good superintendent."

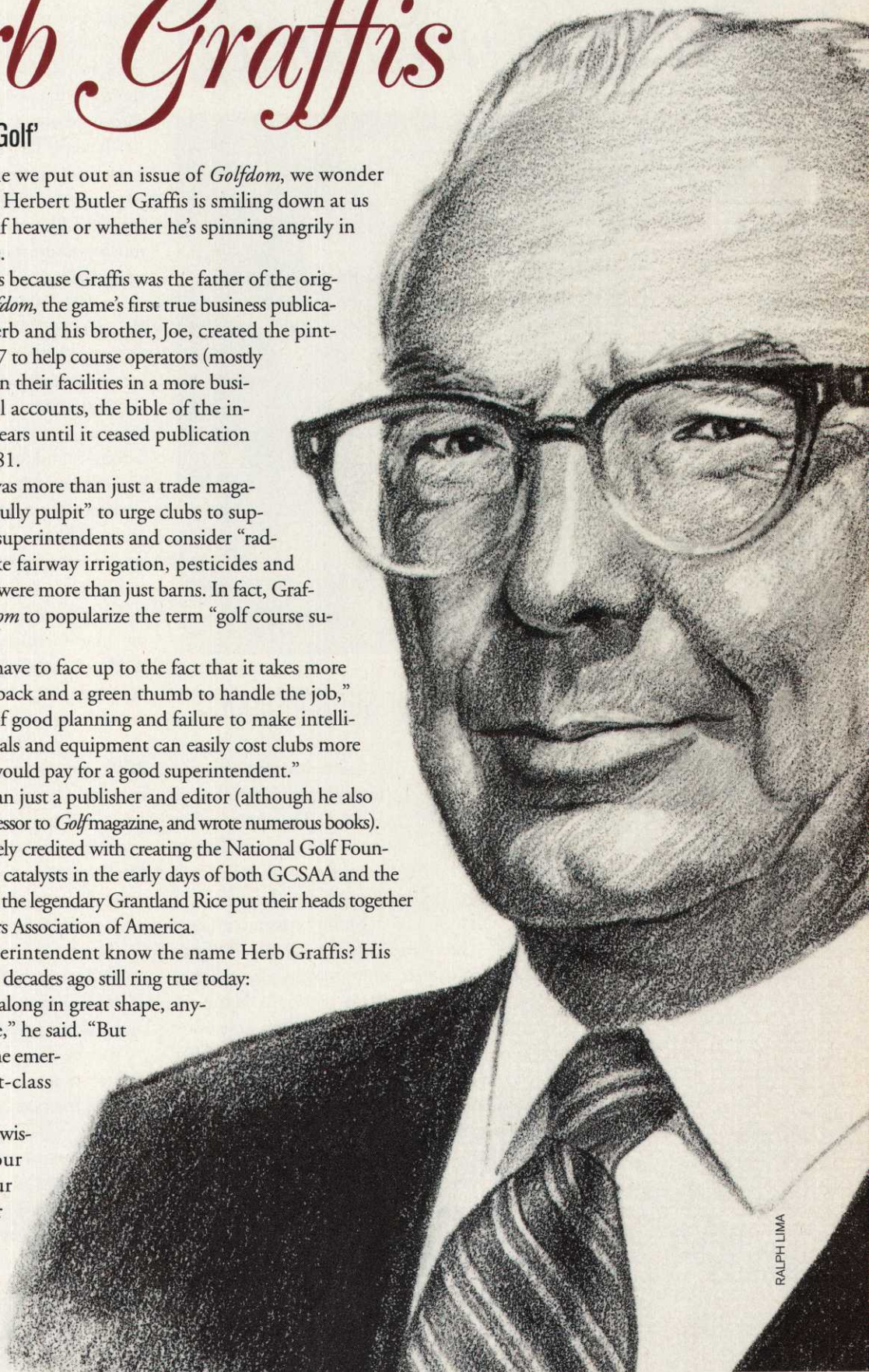
Graffis was far more than just a publisher and editor (although he also launched *Golfing*, the predecessor to *Golf* magazine, and wrote numerous books). He and his brother are largely credited with creating the National Golf Foundation and were important catalysts in the early days of both GCSAA and the PGA of America. Herb and the legendary Grantland Rice put their heads together and formed the Golf Writers Association of America.

Why should every superintendent know the name Herb Graffis? His words from more than four decades ago still ring true today:

"If everything is going along in great shape, anybody can run a golf course," he said. "But when there's heck to pay, the emergency requires a first-class superintendent."

Thanks, Herb, for your wisdom, your words and your eternal patience with our efforts to follow in your footsteps.

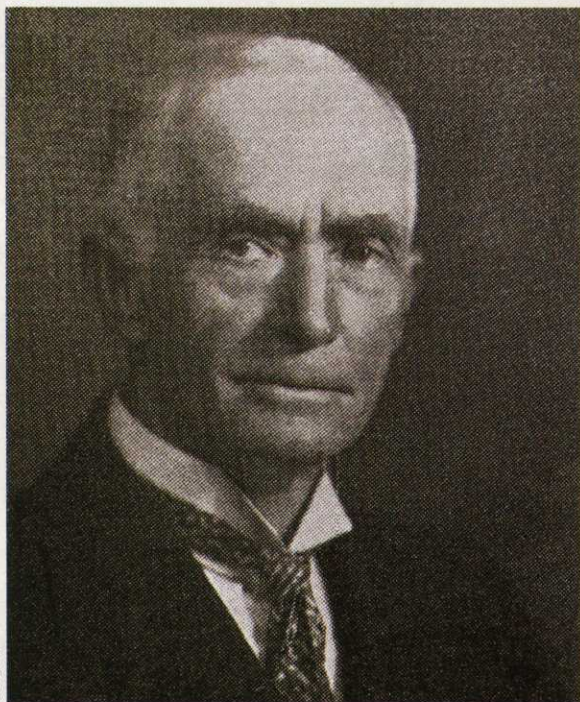
— Pat Jones, Publisher



RALPH LIMA



# Col. John Morley



## A man of vision for superintendents

**C**ol. John Morley was the founding father of the GCSAA. There were other organizers, but the “Little Colonel” was the undisputed kingpin.

Morley wasn't a military colonel; he was a Kentucky colonel. The governor of that state commissioned him with that honorary rank in 1930 when the National Association of Greenkeepers of America (NAGA) — now GCSAA — held its annual conference and trade show in Louisville. Morley was also NAGA's first president. He served in that position longer than anyone, from 1926 to 1932.

Born in 1867 in Middleboro, England, Morley was a successful vegetable grower before becoming a “greenkeeper.” An Ohio club, in search of a way to distinguish its dining room from the others, decided to feature fresh vegetables on its menu. It hired Morley to supply them.

Somehow, that job also led to growing turfgrass, and Morley was off and running in a new

career. Before long, he was widely recognized as an outstanding turfgrass expert. Over the years, he traveled far and wide as a consultant, spreading the word about superintendents and their need to organize as professionals.

“It seems like a very ordinary subject, the growing of grasses, but it's one of the most interesting subjects I've ever encountered,” Morley said. “I know of nothing that gives me so much pleasure as to see a greensward develop under daily care.”

In 1913, Morley went to work for the Youngstown (Ohio) CC. NAGA was formed on Sept. 13, 1926, when 60 turfgrass pioneers, including Morley, met at Sylvania CC in Toledo.

Morley was called the “Little Colonel” because of his size. In his prime, he stood only 5-foot-5 and weighed only 130 pounds. Nonetheless, Morley looked, spoke and acted like a founding father. In almost every published photo of him, he's wearing a stiff, winged-collar and pinstripe suit fashionable in the 1920s and 1930s.

But above all, Morley was a man of vision for superintendents, and he could articulate it. He was an eloquent public speaker and a fine writer. He may have sharpened those skills through his involvement in politics. He was active in Theodore Roosevelt's Bull Moose Party and served as secretary to one of its chapters.

“The National Association of Greenkeepers of America will be founded upon justice, faithful brotherhood and generous benevolence,” Morley wrote philosophically upon creation of the organization that was to become GCSAA.

Morley was the first to receive what is today's GCSAA Distinguished Service Award, which he received in 1932 and again in 1940.

Morley died in 1946 at 79. Perhaps the greatest tribute written about him — one that captures the essence of his vision for superintendents — is this inspired verse by Gertrude Farley, Morley's secretary when he was president of the old Cleveland District Association of Greenkeepers:

*“Welcome fellow greenkeepers, help hold our standard high, that NAGA colors may wave against the sky, that golfers of America may see them from afar and know what makes it possible to play a course in par.”*

— Clay Loyd, Contributor



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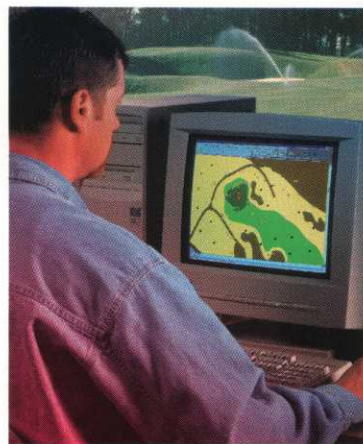


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**T**hey have been called “unsung heroes” and “quiet leaders.” They have led the United States Golf Association to many accomplishments.

Between them, William H. “Bill” Bengueyfield and James T. “Jim” Snow have acted as national director of the USGA Green Section for nearly 30 years. Bengueyfield was director from 1967 to 1978 and again from 1982 to 1990. Snow succeeded Bengueyfield and has held the post since.

“I’ve worked for both men, and they are two of the unsung heroes in the golf business,” says Patrick O’Brien, director of the Green Section’s Southeast region. “Both men have led the charge for the development of new grasses that use less water and fertilizer.”

The “retired” Bengueyfield, 78, lives in Caldwell, Idaho, in the winter but spends the warm months in Frankfort, Mich., where he and his family own and operate a nine-hole golf course. Snow, who worked under Bengueyfield when he joined USGA in 1976, remembers his mentor as always having an opinion.

“But you agreed with him 99 percent of time,” Snow says. “He was effective in convincing people to do the right things.”

Stan Zontek, director of the Green Section’s Mid-Atlantic Region who has worked at USGA for nearly 30 years, remembers Bengueyfield as a leader with a strong personality. “He was the one who could go in a room and pound the table and say, ‘I need this,’” Zontek says.

Bengueyfield spent nearly 38 years at USGA in two stints. He left in 1978 to become superintendent at Industry Hills GC in La Puente, Calif. Bengueyfield wanted to find out if he could practice as a superintendent what he preached as a USGA agronomic consultant.

“I said to myself, ‘Big Bill, let’s see if you can do the things you’ve been talking about all these years,’” Bengueyfield recalls of the challenge he made to himself upon taking the job at Industry Hills. “I found out that what we were recommending to people *really* did work.”

When USGA national director Alexander Radko became ill in 1982, Bengueyfield was asked to return to the post.

“Radko started a big effort to get the USGA Executive Committee to invest more in turfgrass research,” Bengueyfield says. “I came along at an opportune time because the Executive Committee wanted to go forward with [more research]. I stepped in and helped organize the Green Section Turfgrass Research Committee.”

Snow credits Bengueyfield for getting the turf research program in gear. “Without his forceful leadership, I don’t know if it would have happened,” Snow says.

Zontek says Bengueyfield never received enough recognition for his efforts. “He didn’t get credit for getting the USGA to spend hundreds of thousands and ultimately millions of dollars on turf research,” Zontek adds.

Bengueyfield credits Snow for taking turf research to another level. “He has been able to get

## ‘Unsung heroes’ spurred turfgrass research



# Bill Bengueyfield and Jim Snow

more support for turfgrass research out of the executive committee than I ever did,” he adds.

Snow’s signature, however, is his environmental prowess, which has been important to the industry.

“He has been very influential in environmental research,” O’Brien says. “He has spearheaded the movement of buffer zones and tall grass areas on golf courses.”

Snow was instrumental in promoting Audubon International, and he oversaw implementation of Wildlife Links, a program established in 1995 to fund research, management and education projects needed to provide the industry with leading-edge information on wildlife management issues. The programs helped change the minds of some skeptics who believed golf courses were a hindrance to the environment, Snow says.

Most golfers have never heard of them, but Bengueyfield and Snow have left their mark on the game. “The bottom line is that these guys have helped golf courses have better playing conditions and better presentation,” O’Brien says.

— Larry Aylward, Editor





## Legends in their own time



PENN STATE UNIVERSITY

**S**ome call them the co-fathers of the Penn State University's turfgrass maintenance program. Al Turgeon, professor of agronomy at the school, calls them a "father/son act."

"Those two did so much to put turfgrass management in general, and our program in particular, on the map," Turgeon says. "They propelled this program forward and put it out front, and [Burt] Musser passed it on to [Joe] Duich like an inheritance."

Musser, and later his protégé, Duich, turned Penn State into one of the most successful turfgrass programs in the country.

his mentor's work, commercializing Penncross cool-season turfgrasses that the two developed together to raise funds for the buildings that house Penn State's research facilities.

Duich, who retired in 1991, is also fondly remembered by the students who studied under him. Terry Laurent, superintendent at Saucon Valley CC in Bethlehem, Pa., still refers to Duich with a respectful "Doc." He says he still hears from his former professor from time to time.

"To this day, he could probably tell you where most of his students are," Laurent says. "When he calls you, he asks you how you are and if there's anything he can do to help."

# Burt Musser and Joe Duich

Stan Zontek, agronomist for the USGA's mid-Atlantic region, was a boy when Musser visited his father, a superintendent in West Virginia, to help him correct a turf problem. He only saw him from a distance, but the early visit made an impact.

"I remember being in awe of him," Zontek says. "He was the pre-eminent professor of turfgrass at the time and one of the first to do real research in the field. He was god-like to a lot of superintendents. When he talked, people listened."

Duich says Musser could be a stern man when he was teaching, but showed a remarkably human side outside of the classroom.

"I first got to know him well after he invited me on a raccoon hunting trip with him," Duich says. "He treated me like a son, and I learned so much from him."

Duich originally majored in landscape architecture, but when he saw some of Musser's turf research plots, he was hooked. After his advisor refused to help him transfer to the turf department, Duich met with Musser for two hours. Then he transferred his records to the turfgrass department and the rest, as they say, is history.

When Musser died in 1968, he left his work in the capable hands of Duich, who built upon



LARRY KASSELL

That's just the kind of man he is.

"I'm grateful for everything he taught me, and I know I wouldn't be where I am today without his guidance," he adds. "He has helped a lot of people get ahead in this industry."

Duich says the most gratifying part of his teaching career is seeing his students succeed at courses around the country, whether the courses are big budget or limited budget. Despite his retirement, he remains active as a consultant and speaker in the industry, traveling for months at a time to visit golf courses and interact with superintendents.

"I can do my own thing now," Duich says. "When people call, I go. I don't want to sit around in a rocking chair and die."

— Frank H. Andorka Jr., Associate Editor