

NEW



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## COVER MORE TERRITORY WITHOUT LEAVING TRACKS BEHIND.

Introducing the industry's lightest 7-gang mowers. Weighing in at roughly 750 pounds less than other 7-gang mowers, the Jacobsen LF-4675 and LF-4677 models are the lightest available. Plus, you get a legendary Jake cut that stretches across nearly 140 inches — about 40% wider than with a 5-gang mower. While these 7-gangs may be new, their 22-inch cutting reels and chassis are not.

In fact, both models are built on the same time-tested chassis as our popular LF-3400 and LF-3800 fairway mowers, so you'll get the same reliable performance. Not to mention, those fairways will be cross-cut in no time — without the worry of leaving tire tracks behind. For more information or a free demonstration, call 1-888-922-TURF or visit [www.ttcsp.textron.com](http://www.ttcsp.textron.com).



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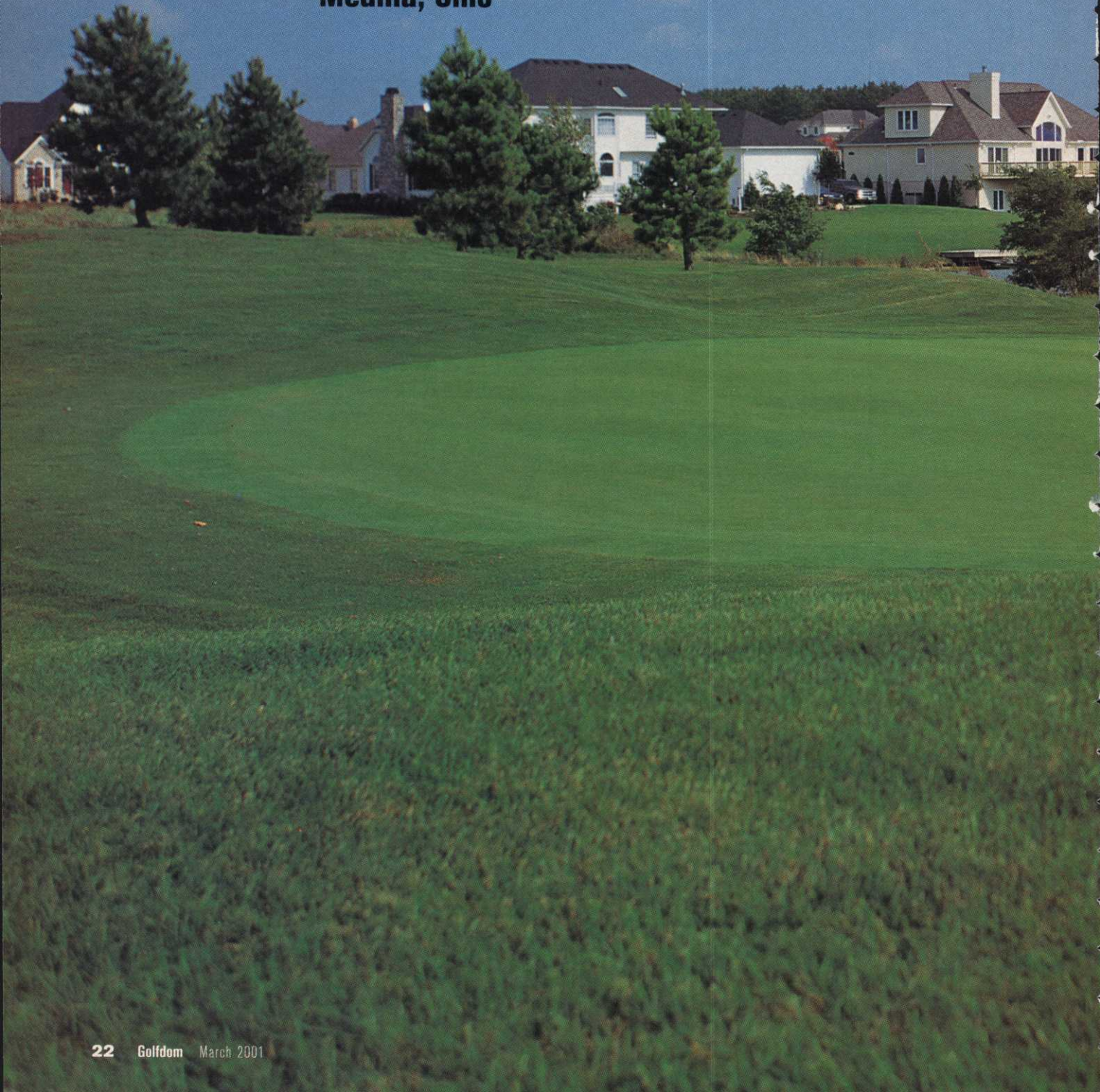
*Precision Cut. Legendary Performance.*



# Hole of the

■ No. 18

**The Meadows Course of Country Clubs of Fox Meadow  
Medina, Ohio**



# Month

## Carrying Capacity

The Meadows Course of Country Clubs of Fox Meadow, designed by Steve Burns, a former Tom Fazio associate who heads Burns Golf Design, features a fine finishing hole with all the fixings of challenging golf – a dogleg right and lots of water, sand and length.

A 55-acre lake on the Medina, Ohio-based course influences several holes, especially the 18th, a 564-yard par 5. The lake borders the right side of the hole. If you want to reach the green in two, you had better whack your second shot to carry the vast waterway, says Tim Cunningham, the course's superintendent.

"Because of the risk-reward factor, it's a great finishing hole," Cunningham says. "You'll either cap off a wonderful round, or the hole will leave you with a bad taste in your mouth."

The biggest maintenance challenge Cunningham faces on the hole is the 300-yard-long bunker that hugs the lake's shoreline, from the first landing area to the green.

"We try to maintain it on a regular basis," Cunningham says.

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

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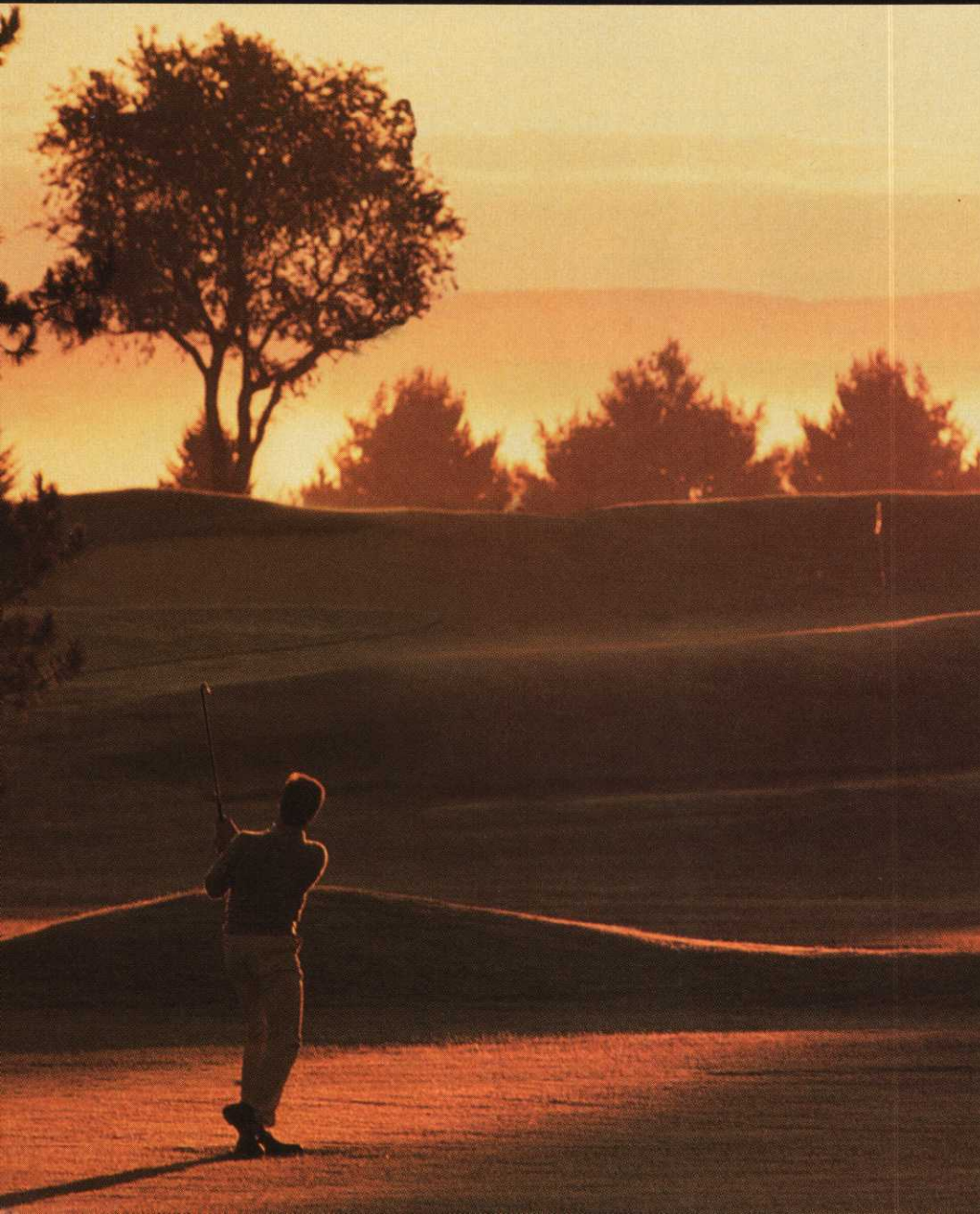
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JERRY MANN

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**EVERYTHING**

today's superintendent  
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**O**ver the past two years, I have witnessed or been directly involved in meetings with federal, state and local regulators on issues like the overall Food Quality Protection Act process, Dursban and Namacur reassessments, and water restrictions.

The good news is that officials are listening. They appreciate the honest and open input by stakeholders. The bad news is that you and I know there are still people who violate some of the laws and labels and undermine those efforts.

When the GCSAA, state and local turf associations present the best-case scenarios of turf management to the Environmental Protection Agency, they talk about the progress we have made in environmental stewardship. They are not blowing smoke or giving false testimony — it's true.

But there are those who spoil the wonderful story we have to tell. I don't have actual numbers on those who still practice in the dark ages of turf management. But you and I know environmental scofflaws are out there. For the sake of our image, they must be stopped.

They exist out of ignorance, arrogance and greed. They exist through their own shortcomings or from being employed by owners and managers more concerned with profit than practicing safe turf management. The origins don't really matter; the resulting lawlessness must still be fought.

Those who carry the title of superintendent, golf professional or course owner can no longer wink at or ignore environmental responsibility. If they do, they are headed down a lonely path.

We cannot improve the image of superintendents, the image of the game or the credibility of our claims of progress in environmental stewardship in the court of public opinion as long as too many of our peers and their superiors refuse to acknowledge that the age of accountability is here.

The leaders in golf who sit with environmental activist groups and government regulators deserve credit for bringing good golf practices to the attention of those who have no

## Stop Soiling Our Reputation

BY JOEL JACKSON



YOU AND I KNOW  
ENVIRONMENTAL  
SCOFFLAWS ARE  
OUT THERE — AND  
THEY MUST  
BE STOPPED

knowledge of turf-management practices. These efforts do not deserve to be sabotaged by those who cut corners that can potentially result in harsh scrutiny.

I know of one such case that is taking place in one drought-affected state. While other superintendents are working with a regional water management authority to revise its restrictions rules, a course owner is ordering his superintendent to violate current rules to keep his course green during the drought. The owner is being fined, but the damage to our credibility is much more costly than his loss as we try to gain confidence and respect from regulators.

There is a strong bond among superintendents worldwide. They have so many challenges in common, and they appreciate the demands and accomplishments of their peers. As a group, they share information on problems and solutions unlike many others who are in competition in the marketplace.

But responsible members of the industry can no longer tolerate the blatant disregard by others in the business who refuse to accept the changing climate of the environmental debate. Can we afford to sacrifice our growing credibility with regulators by ignoring those who violate the common trust for short-term gains?

The slackers and stragglers who can't or won't keep up will be left behind to fend for themselves. Those who are trying to do the right thing for golf may soon be forced to disavow publicly those who arrogantly endanger everyone else's access to the tools they need to do their jobs. Otherwise, we become complicit in their crimes.

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

# Buddy, Can You Spare a Million?

E-commerce companies face financial challenges if they want to enter the golf market

BY FRANK H. ANDORKA JR.

ASSOCIATE EDITOR

**T**he dust has settled after a rush of e-commerce companies flocked to the golf industry over the last 18 months. Companies have come and gone, and superintendents wonder which companies will exist tomorrow. With the landscape changing almost daily, it's sometimes hard to follow what's going on. Here's an update:

**Fewer new companies are coming online because the venture capital that had fueled the boom in e-commerce sites for the golf industry has dried up.**

Several companies ran into financial difficulties last spring when venture capitalists pulled back on funding when the NASDAQ dropped. For now, it will be difficult to find funding for new projects.

"If you're not already in the market, you'll have a tough time getting in," says Mike Scott, CEO of golfsat.com. "You could have a great idea today, but it's going to stay just an idea until the money markets open back up."

Scott says that once lenders are willing to fund new e-commerce sites again, companies hoping to take advantage of the golf course maintenance market must show business plans that include profits in the first 12 months to 18 months. Still, the lack of new capital hasn't stopped plans for new companies, such as Professional Golf Commerce (*pgcgolf.com*), from entering the market. Professional Golf Commerce had plans in place before funding evaporated.

Older companies (which in green industry e-commerce means they've been around for a year) are forming new al-



ROB COLVIN/ARTVILLE

liances to boost their standing. E-greenbiz.com joined forces with growzone.com in an effort to become a stronger player on the business-to-business stage. As the market continues to constrict, look for more mergers.

**Superintendents still haven't committed to buying online.**

According to a recent *Golfdom* survey, superintendents are still ambivalent about e-commerce as a way of doing business. Forty-two percent still insist they won't do business online in the next 12 months. Jim Bailey, vice president of golfbusiness.com, a Web site created in conjunction with the National Golf Course Owners Association, says e-commerce companies hoping to sell to this market will have to be patient.

*Continued on page 31*

***How do you get  
more power to  
the root of your  
weed problem?***

**Roundup**  
**PRO**  
Herbicide



***The proof is in the leaf.<sup>1</sup>***

*Monsanto scientists used scanning-electron microscopy to photograph the effects of weeds sprayed with Roundup Pro and an imitator. Taken just one hour after application, these images clearly show more formulation in the leaf sprayed with Roundup Pro.*

**Get Roundup Pro<sup>®</sup> herbicide with patented PROformance<sup>™</sup> technology.**

***In the first two hours, it delivers three times more power to the roots than Glypro Plus<sup>™</sup> herbicide.***

***The proof is in the roots.<sup>2</sup>***

*Scientists also used autoradiography to photograph and measure the amount of herbicide in the roots two hours after application. Time after time, at least three times more herbicide showed up in the weeds sprayed with Roundup Pro. With the imitator, barely any herbicide has moved to the roots.*

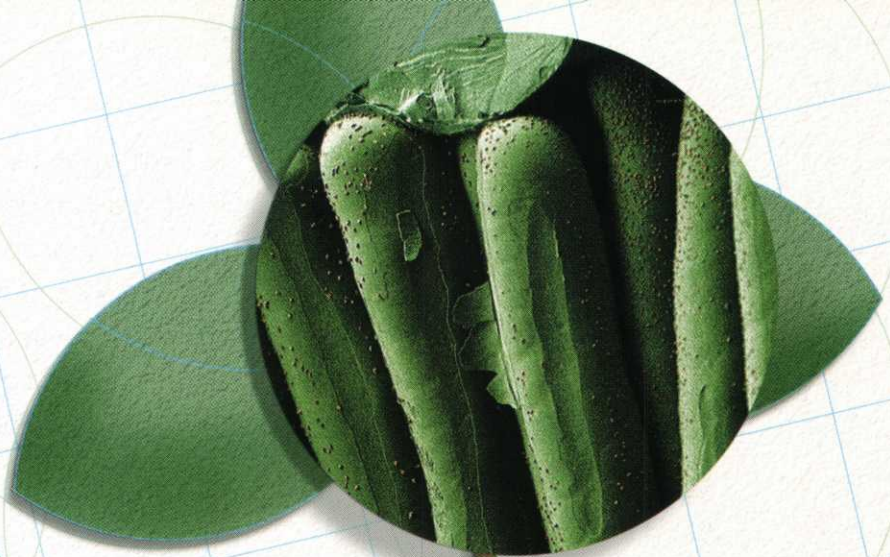
 **Roundup**  
**PRO<sup>®</sup>**  
Herbicide





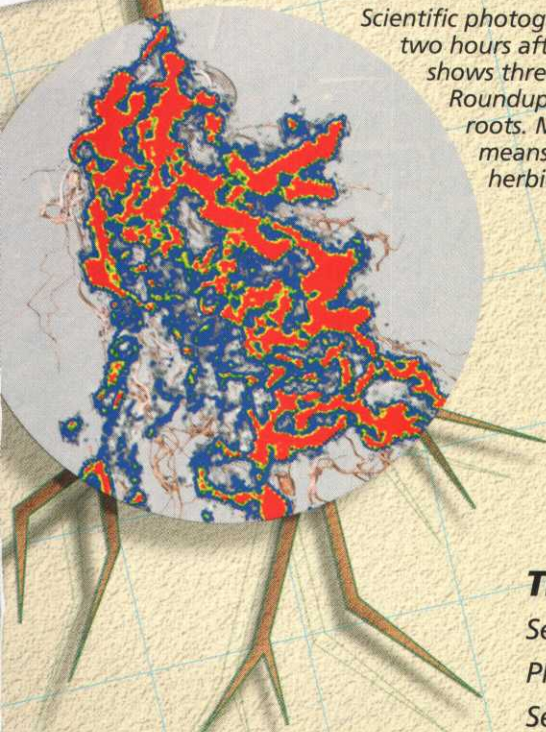


*This is a cross-section of a weed leaf magnified 1000x. The yellow droplets mean Roundup Pro is already at work inside.*

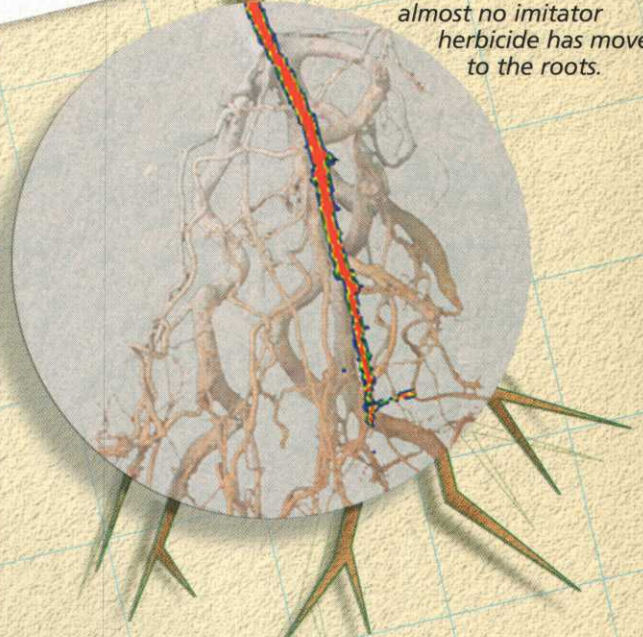


*This weed, sprayed with the imitator, has almost no droplets in the leaf.*

## *Glypro Plus*



*Scientific photography taken two hours after application shows three times more Roundup Pro in the roots. More color means more herbicide.*



*In the first two hours, almost no imitator herbicide has moved to the roots.*

### **The proof is in your control.**

*See for yourself the difference Roundup Pro with patented PROformance technology can make in your weed management. See your dealer or call 1-800-ROUNDUP for more information.*

**Free video shows science in action.**

See PROformance technology at work in a free, five-minute video. Scientists Dr. Tracey Reynolds, Ph.D., and Dr. Jimmy Liu, Ph.D. demonstrate the autoradiography and cryo-SEM techniques used to compare Roundup Pro with Glypro Plus on two identical weeds.

Call **1-800-ROUNDUP** and ask for your free Roundup Pro video today!



Always read and follow label directions. Test conducted with MON 77360, EPA Reg #524-475 with comparison to Dow product carrying EPA Reg. # 62719-322. 1. Test methodology: In scanning-electron microscopy Monsanto scientists identified penetrated formulations of both Roundup Pro and Glypro Plus in the mesophyll cell layer. These micrographs support the evidence that formulations containing Monsanto's patented PROformance technology rapidly penetrate the leaf surface. 2. Test methodology: Radiolabeled formulations were applied at equal acid-equivalent rates. Radioactivity was visualized by autoradiography following a simulated rain event two hours after application. Monsanto laboratory tests, 2000. Glypro Plus is a trademark of Dow AgroSciences LLC. Roundup®, Roundup Pro® and PROformance™ are trademarks of Monsanto Company. [10613 jct 1/01 ]  
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