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# Golfdom

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Golfdom's



of the month

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# Golfdom

OCTOBER 2001 • VOLUME 57 • NO. 10



## dot.dud?

### TECHNOLOGY UPDATE

30

## A Glimpse Into the Future

Superintendents expect computer-driven mowers and the global positioning system to be at the forefront of the next generation of technological advances.

By Frank H. Andorka Jr.



WADE PAYNE



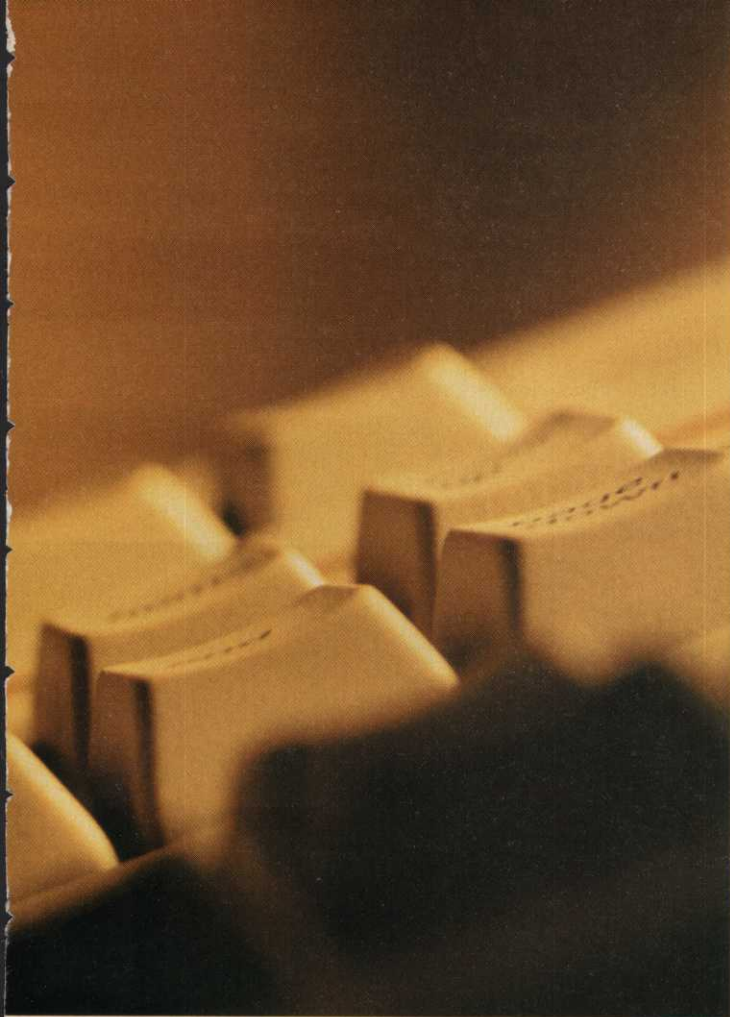
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By Joe Dysart





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Cleveland illustrator Dan Beedy enhanced this image from PhotoDisc.

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Themed courses have made their mark — for better or worse.

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Clem and Bruce Wolfrom designed, built, operate and cherish White Pine National GC.

By Larry Aylward





# Events

SEMINARS & CONFERENCES

## OCTOBER

### 15 Rocky Mountain GCSA's Annual Meeting

Denver  
Contact 888-576-4272

### 15-16 Oregon Golf Course Owners Association's Fall Meeting

Black Butte Ranch, Ore.  
Contact 503-378-0344

### 18 Western Washington GCSA's Annual Meeting

Kent, Wash.  
Contact 360-705-3049

### 22 Georgia GCSA's Innovative Superintendent Series

Rome, Ga.  
Contact 706-742-2651

### 29 Georgia GCSA's Assistant Superintendent Seminar and Tournament

Villa Rica, Ga.  
Contact 706-742-2651

## NOVEMBER

### 1 Golf Course Managers Association of Cape Cod's Annual Meeting

Sandwich, Mass.  
Contact 508-693-0578

### 3-7 Georgia GCSA's Annual Meeting

St. Simons Island, Ga.  
Contact 706-742-2651

### 5 GCSA of New England's Nine-Hole Meeting

Amherst, Mass.  
Contact 413-253-3520

### 5-8 Virginia Turfgrass Conference

Virginia Beach, Va.  
Contact 888-634-8873

### 6-8 Penn State Golf Turf Conference

State College, Pa.  
Contact 814-863-3475

### 6-9 West Virginia GCSA's Annual Turf Conference and Show

Morgantown, W.Va.  
Contact 304-243-4112

### 10-13 Green Industry Expo

Tampa, Fla.  
Contact 770-973-2019

### 12-15 Carolinas GCSA's Annual

### Conference & Trade Show

Myrtle Beach, S.C.  
Contact 800-476-4272

### 13-15 Turf and Grounds Exposition

Syracuse, N.Y.  
Contact 518-783-1229

### 15 Western Washington GCSA's Chapter Meeting

Everett, Wash.  
Contact 360-705-3049

### 27 Cactus and Pine GCSA: Tournament Preparation Seminar

Scottsdale, Ariz.  
Contact 480-609-6778

### 30 Cactus and Pine GCSA: Affiliate Member Meeting

Phoenix  
Contact 480-609-6778

## DECEMBER

### 3-4 Michigan Golf Course Owners Association's Annual Meeting

Mt. Pleasant, Mich.  
Contact 517-482-4312

### 4-6 Ohio Turfgrass Foundation 35th Annual Conference & Show

Columbus, Ohio  
Contact 888-683-3445

### 6 GCSAA Seminar – Sustainable Golf Course Landscape Design: Enhancing Aesthetics, Function and Maintenance

Ames, Iowa,  
Contact 800-472-7878

### 11 Maine GCSA's Annual Meeting

Portland, Maine  
Contact 207-781-5881

### 11 Mid-Atlantic GCSA's Annual Meeting

Hunt Valley, Md.  
Contact 888-634-8873

## JANUARY 2002

### 13-14 National Institute of Golf Management

Wheeling, W.Va.  
Contact 561-744-6006

Let us know about your events. Send information to Frank Andorka at 7500 Old Oak Blvd., Cleveland, 44130. Fax information to 440-891-2675 or e-mail to [fandorka@advanstar.com](mailto:fandorka@advanstar.com).

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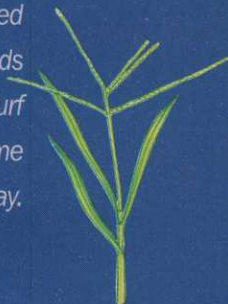
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# Going Postal

■ WE'VE GOT MAIL

## Mixed Reviews

The time has come for Pat Jones, GCSAA's former director of communications, to bury the hatchet and get over the fact that he is no longer a member of the GCSAA management team. His continued harassment of the organization and its management is both immature and boorish (Flagstick, August).

There is no doubt that GCSAA, like any organization, is open to criticism and justifiably so. But Jones's remarks go beyond the professional and become attacks which embarrass the organization and its leadership.

The latest attempt to embarrass GCSAA came in the form of a comment from a supposed "longtime industry executive" about the funding of the 75th anniversary celebration.

[The remark] only trivializes what should be meaningful commentary on various aspects of the golf turf industry.

The members of GCSAA do not need Jones to be the conscience of their professional association. They are perfectly capable of both demonstrating and communicating their likes, dislikes, compliments or criticisms in a manner far more sophisticated than what is published in the Flagstick forum.

**Stephen G. Cadenelli, CGCS**  
**GCSAA Past President '91**  
**Cape Cod National GC**  
**Brewster, Mass.**

Your viewpoints about GCSAA are beneficial for the industry and GCSAA. If constructive criticism is handled in a positive manner, GCSAA will become a much better organization.

A Dale Carnegie instructor

recently suggested I move around less during my presentations because it distracts the audience. After thanking her for the constructive criticism, I tried it and soon noticed the audience was more attentive. Handling constructive criticism in a positive manner will improve anyone's performance, including an association's.

**Douglas Linde**  
**Assistant Professor of Agronomy**  
**Delaware Valley College**  
**Doylestown, Pa.**

## Focus on Family

I had the opportunity to read your article "Career and Family: The Balancing Act" (July). I thought it was brilliant and faxed it to all of the wives around the New England area.

My husband is an associate superintendent at Pine Brook CC in Weston, Mass. Therefore, I could more than identify with the subject matter. I have spoken to many wives in the past few months, some of whom have been married for years while others are just newlyweds. It certainly is a challenge juggling a husband's long work hours with family time.

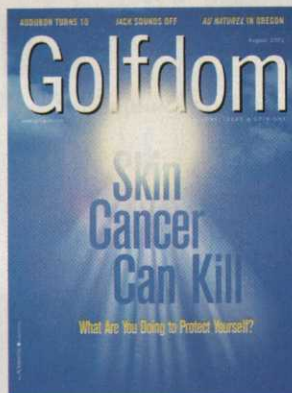
I believe you must savor every moment and enjoy not the amount of time your family has together, but the quality of the time spent instead.

I'm sure all the families and wives appreciated this topic. I know I did, and I hope that in the future there are more articles like this.

**Stephanie Carter**  
**Weston, Mass.**

## Skin Cancer Alert

I wanted to let you know how much of an impact your August cover story ("Serious About Skin Cancer") has made. There have



been numerous comments on the GCSAA Web site about the seriousness of skin cancer [since the article appeared].

Many supers feel this [article] may be the best eye-opener to our industry in some time. It was also well-written. I've made a doctor's visit to get a spot on my ear examined and a physical for an overall examination.

**Charlie Fultz**  
**CC of Culpeper**  
**Culpeper, Va.**

## Cowardly ELFs

I was baffled when I saw that the Earth Liberation Front had burnt down the University of Washington's Center of Urban Horticulture (Pin High, September).

As a superintendent, I'm not sure what possessed me to attend a seminar at the school to obtain pesticide applicator points. I warily eyed the other participants as I ate my sprout sandwich and drank my juice. We spent the morning discussing the evils of pesticides and what we could do to reduce them. The day was filled with organic fertilizer alternatives, corn gluten for weed suppression, various torch models for weed burning and hot water as an excellent weed killer.

I have used some of these methods to help in our golf course maintenance practices, and I made a good contact for organic fertilizers at the seminar. The people who run the Center of Urban Horticul-

ture should have been the last people targeted for an act of arson. If the ELF truly cared about the environment, it would not have attacked the Center of Urban Horticulture. The ELF is just a group of petty vandals and terrorists who will eventually become murderers through their reckless actions.

**NAME WITHHELD**

*Editor's Note: Golfdom withheld this writer's name and location to protect him from becoming a target of ELF.*

## Heat on Heacock

I read Mike Heacock's article ("CGCS Implies Something That Doesn't Always Deliver," August) with great interest, but felt that I needed to comment on a few of the items that he brought forward.

The title CGCS means many things to different people. To a person with that title, it means that he or she has spent the time, money and effort to study for a test and make a commitment to a career path. I agree that CGCS does not always mean that a person is a competent superintendent. I don't think that was the intention of it.

When you study to become a CGCS, no one tells you which seminars you must take. You decide in which competencies you are deficient and make the decision yourself. If that means that you have to travel to attend the seminars, the decision to do so is a choice you and your employer have to make. If your employer sees merit in what you are doing, maybe it's mutually beneficial to both parties to have a CGCS onboard.

I'm sure there are many superintendents who use the CGCS label as a steppingstone. Like everything else in life, you must look beyond the label to see

*Continued on page 8*





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*Continued from page 6*

whether the content itself is worth an investment. Just because it says CGCS on the outside doesn't mean the content is good. It just means that this person has a set of competencies that he or she can apply to his or her job.

Many superintendents (like myself) are not using the CGCS label as a steppingstone, but a motivational tool. Your CGCS allows you to say, "I must continue to strive to be the best in what I do. These are the classes and the type of education that I need to help me achieve that level of performance."

I know certified superintendents who are making \$30,000 to \$40,000 per year, so I take exception to Heacock comments that "some [CGCSs] are no better than someone available for \$30,000 or less." I admire the superintendents who make lower salaries and still have a CGCS label. Are they less than full superintendents? No. In many cases, these are people who have dedicated themselves to a profession, and they work on small budget golf courses. These people challenged themselves and are awaiting an opportunity some day to move ahead.

I think the term CGCS does sometimes imply something that it doesn't deliver when viewed in a vacuum. Employers who judge superintendents [strictly on their CGCS status] are narrow-minded. Many superintendents don't have the distinction of having a CGCS label. Many don't need or want it. They are in great positions, and it won't help their careers, so they choose not to obtain it.

For the employer, I feel that CGCS should mean that a superintendent has stayed current with trends in the industry and has tried to do a little more. I agree with Heacock that GCSAA has some

long-term issues it needs to work on, and it is doing that. I also believe there are many other associations and societies that have the same problems.

If superintendents are taking educational classes for the CEUs and getting nothing out of them, they should stop. I've had the the CGCS label for 16 years, and I plan to continue to have it until I retire. I hope I never stop learning and trying to educate myself. I hope that I belong to an association that feels the same way.

**Rick Tegtmeier, CGCS  
Elmcrest CC  
Cedar Rapids, Iowa**

I must say I was very disappointed in Mike Heacock's recent article "CGCS Implies Something That Doesn't Always Deliver."

I recently completed the certification process and becoming certified was one of the most gratifying experiences I've ever had. The CEUs I obtained on my way to certification were helpful to me and my employer.

I've always believed that if you find something you enjoy and become the very best at it, the money will follow. Receiving my CGCS gave me an avenue to reach the height of my profession. Becoming certified did not happen overnight. It took time, patience and study. I would not be as qualified today to do my job at my club without the GCSAA and the certification process it provides.

If I decide to accept a job at a more challenging course with higher pay, I do not expect to immediately walk in and master the position. But with time, persistence and continuing education, I expect to be worthy of the position. I sincerely hope you haven't discouraged anyone to take advantage of the services

the GCSAA provides, especially the certification process.

**Todd Caudill, CGCS  
Franklin CC  
Franklin, Ky.**

### Builder's Broadside

I read Geoff Shackelford's column about golf course contractors ("Time to Pick on Golf's Contractors," August) and was stunned by his cheeky attack on them. I put it down for several weeks and then reread it again. It is just as cheeky and factless as it was when I read it before.

What was Shackelford trying to accomplish? Just filling a page? That's about all he did. Was it an editorial? Was it an exposé (maybe Shackelford has spent years undercover following the sneaky world of contracting — I don't think so)? Was it a fact-filled article? Not a chance.



**Shack: Public Enemy No. 1?**

I have been in the golf course construction business for about 20 years and have seen a wonderful maturation of our business. Generally speaking, our business is full of qualified, honest people who enjoy building golf courses. We run into good and bad architects, and we have good and bad clients. We are often called upon to fix a situation that, in the field, is different from what the plans presented. Just as often, we are called upon to find a solution for disagreement between the architect and the owner. We are asked to build golf courses in difficult locations with difficult schedules and often nearly impossible site constraints.

I have no intention of refuting each of the stupid items that Shackelford mentioned — it is a waste of time. You have done some real damage to the fragile

relationship between the press and golf course contractors. You have also done a real disservice to our industry.

**Dan R. Garson  
Vice President of Golf  
GBS Golf Works  
Mountain View, Calif.**

### Non-workaholics Anonymous

One of your columns (Pin High, August) covered some remarks about superintendents being poor candidates for marriage, according to one turf professor.

I disagree. I don't feel it's necessary to work 60 to 80 hours a week in the summer season to be successful. What do I do when my crew is gone after its normal 40-hour day (we don't have unlimited funds to pay overtime, so they usually work 40 hours)? I tour the course, finish paperwork and go home to my wife and son. What ever happened to the old business adage of "working smarter, not harder"?

I'm not a workaholic. I've done this through efficiency, motivation and sound agronomic decisions. If I can't get the job done in a reasonable amount of time (less than 50 hours a week on average), I'm not doing it right.

I know that I'll probably never be at an Augusta National or Pebble Beach, but I am nearing the top of my profession in my hometown. Am I lazy and just getting away with it, or am I ahead of the curve?

**Name Withheld at Author's Request**

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**W**hen you're in the business of putting your opinions in print for 30,000 people every month, it's a given that not

everyone will like what you have to say. Last month, my old friend Steve Cadenelli, certified superintendent of Cape Cod National GC, *really* didn't like what I said about GCSAA and its relations with the industry in our August issue.

His e-mail (see "Going Postal") was so hot, it charred my inbox. He basically accused me of being obsessed with GCSAA because of my personal history with the association and suggests that I've wrongly appointed myself to be the "conscience" of the organization. Yikes! It was troubling, to say the least.

What troubled me most about Steve's note was that I didn't entirely disagree with it. After all, I worked for the association for nine years in a variety of communication capacities, including director of communications.

The fact is that five years later and 800 miles from Lawrence, Kan., I'm still too close to GCSAA's people, politics and programs to be 100 percent objective about things. Obsessed? Probably not. Mildly fixated? Guilty as charged, your honor.

Curiously, my condition is not unusual. I keep in touch with many former staff members who are still a bit consumed with the association. All I can say is there is something insular and intense about working at GCSAA headquarters that seems to keep a hold on people long after they move on to the "real world."

And, by way of disclosure, I'm certainly the only one of those former staff members who has access to a big-ass printing press that I use to compete against the association for advertising dollars. And trust me, there are only so many of those dollars around, so the competition can be tough.

So, you ask, what's the point of this rambling catharsis? Well, Steve's note reminded me that I could also use my fixation with GCSAA for good rather than evil. Thus, from my "insider" perspective, here are a couple of things about GCSAA that you might never appreciate unless you've been there.

## Am I Obsessed With the GCSAA?

BY PAT JONES



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First, too few members understand how hard staff members work or how passionate they are about you. You'd be surprised at how many cars are still in the parking lot at 9 p.m. each night or on a sunny Sunday afternoon when employees could be with their families. It ain't for the money, which was not exactly generous when I was there.

Instead, it's because of a culture of hard work, an emphasis on quality and a firm belief that they do make a difference in the lives of those they serve.

Second, I don't know of another association that offers a better combination of basic programs and services than GCSAA. You can pick nits about the educational seminars, but the scope and quality of the overall program is outstanding by comparison to any other organization I've ever seen.

The trade show, which is a humongous undertaking, usually comes off with only a few minor hitches. That magazine they put out is OK, too, I guess.

Finally, when, in my biased opinion, the association's leaders get off course, it's usually for the right reasons. They try to lead, and that irritates those who don't wish to be led. They try to innovate, and that carries the risk of failure. They try to think big, but some would prefer they kept their focus on the little stuff.

In short, it's like my son's tee-ball games: It's hard to blame them for errors when they're trying hard and their hearts are in the right place.

With all that said and my fixation laid bare before you, will I step away from my self-appointed role as the "conscience" of the association? Let's just say that I prefer the term "watchdog." Stay tuned ...

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