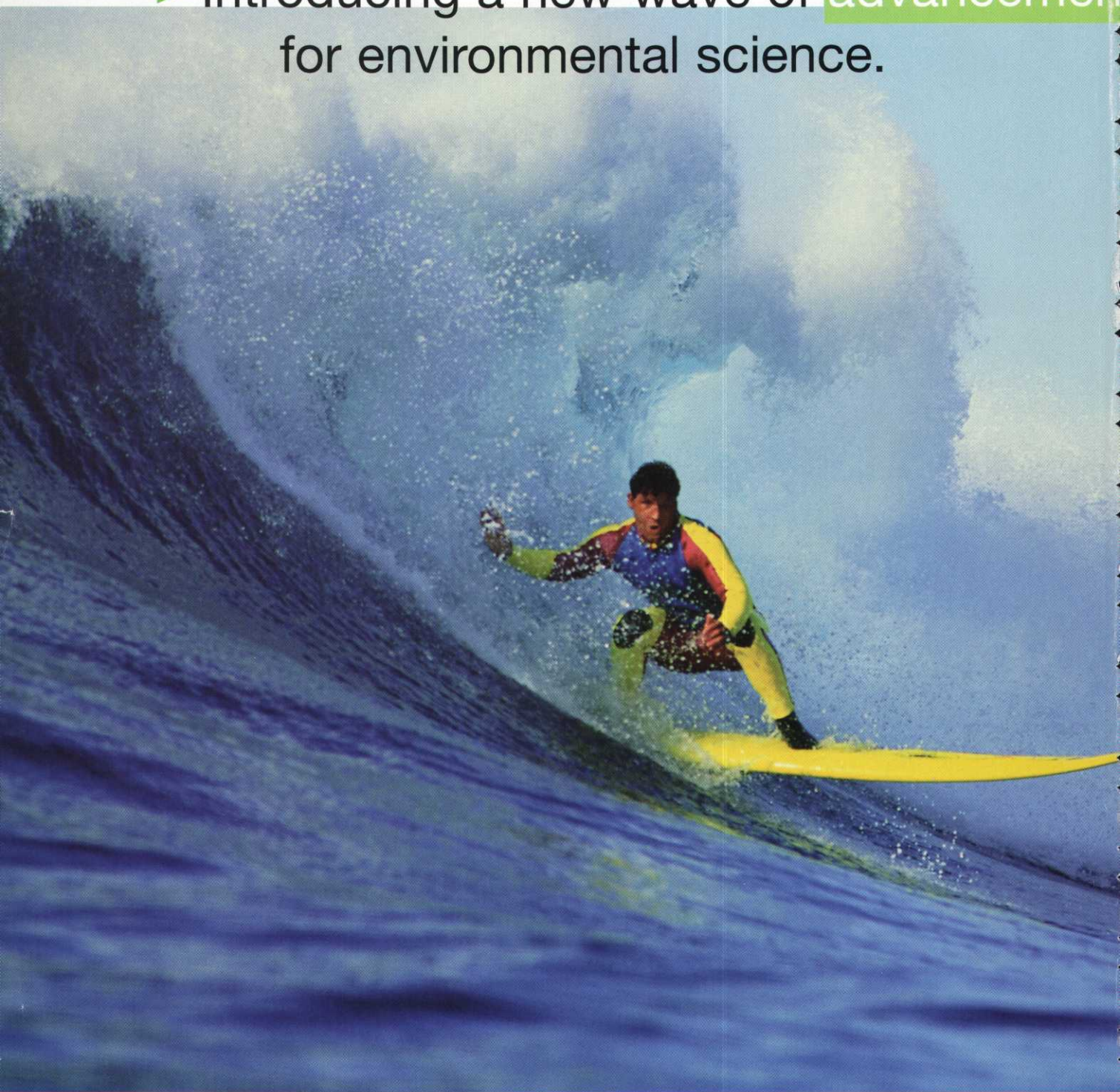



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Transitional ryegrass finds its place in the overseeding market.

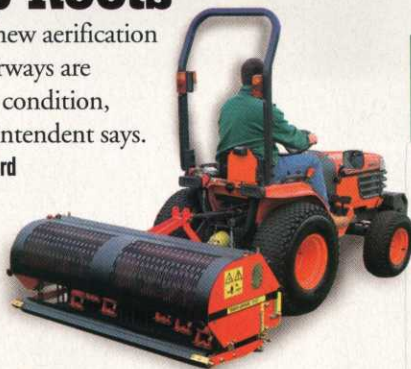
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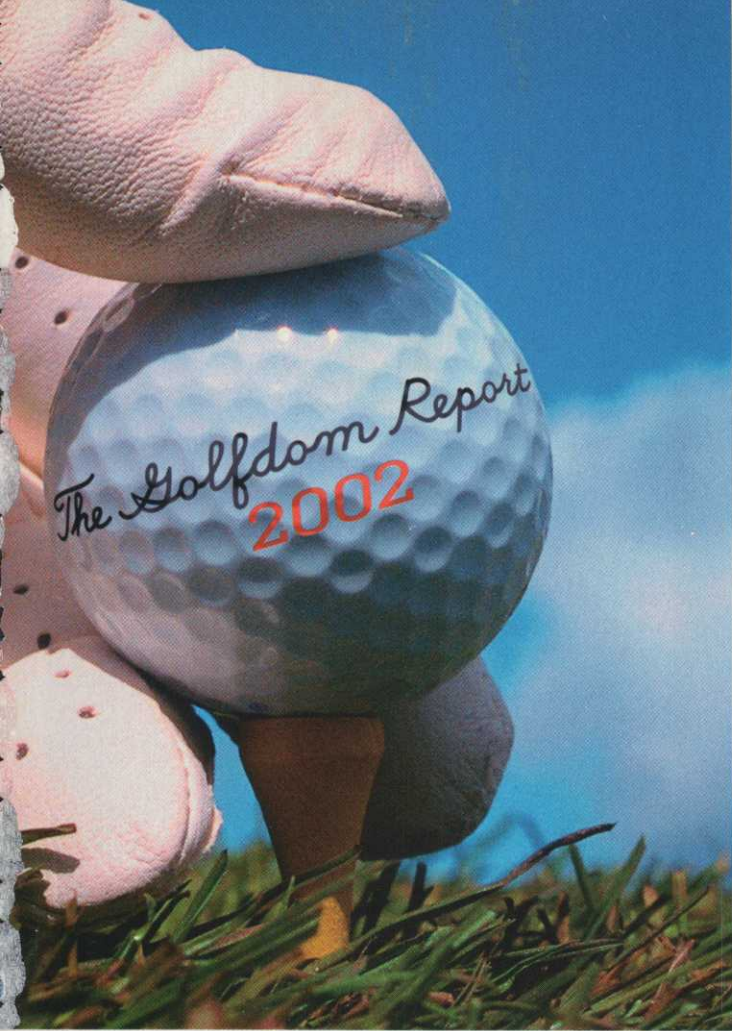
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BY LARRY AYLWARD AND
FRANK H. ANDORKA JR.

Economics and agronomics. Those are the two key issues that come to mind when we think of the industry in 2002. A special report.

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Golfdom graphic designer Dan Beedy was able to script Titleist-like type on this golf ball to tout our report. Image is by Eyewire.

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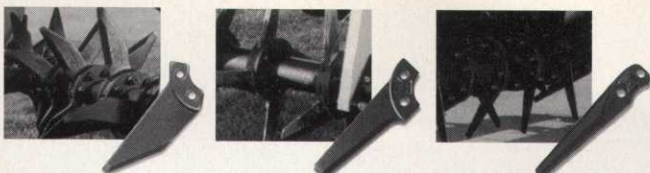
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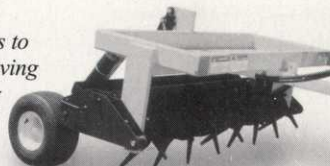
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Events

SEMINARS & CONFERENCES

DECEMBER

19 GCSAA Seminar: Management Strategies for the Turfgrass Systems

New Brunswick, N.J.
www.gcsaa.org

East Peoria, Ill.
www.gcsaa.org

15 Metropolitan GCSA Seminar

Westchester, N.Y.
www.metgcsaa.org

JANUARY

6 GCSAA Seminar: Advanced Weed Management

St. Louis
www.gcsaa.org

19-22 California Weed Science Society Annual Conference

Santa Barbara, Calif.
www.cwss.org

6 GCSAA Seminar: Maximizing Turfgrass Disease Control

Indianapolis
www.gcsaa.org

20 GCSAA Seminar: Developing a High-Performance, People-Oriented Golf Course Maintenance Staff

Cincinnati
www.gcsaa.org

7 GCSAA Seminar: Managing Turfgrass Root Systems

Pleasanton, Calif.
www.gcsaa.org

20 GCSAA Seminar: Solving Your Drainage Problems

Fishkill, N.Y.
www.gcsaa.org

8 GCSAA Seminar: Fundamentals of Turfgrass Management I

Pleasanton, Calif.
www.gcsaa.org

20-23 Ontario Turf Symposium

Toronto
www.open.uoguelph.ca/ots

8 GCSAA Seminar: Strategic Planning for Golf Course Operations

Nashville, Tenn.
www.gcsaa.org

21 GCSAA Seminar: Budgeting and Forecasting

Oakbrook, Ill.
www.gcsaa.org

8-10 Minnesota Green Expo

Minneapolis
www.mgcsa.org

23 GCSAA Seminar: Effective Uses of Soil Amendments in Golf Course Management

York, Pa.
www.gcsaa.org

14 GCSAA Seminar: Bentgrass Management and Rootzone Maintenance

Portland, Maine
www.gcsaa.org

24 GCSAA Seminar: The Microbiology of Turfgrass Soils

York, Pa.
www.gcsaa.org

14 GCSAA Seminar: Developing a High-Performance, People-Oriented Golf Course Maintenance Staff

Richmond, Va.
www.gcsaa.org

27-29 Iowa Turfgrass Conference & Trade Show

Des Moines, Iowa
www.iowaturfgrass.org

14 GCSAA Seminar: Irrigation Water Quality

Dallas
www.gcsaa.org

28 GCSAA Seminar: Bentgrass Management and Rootzone Maintenance

Lubbock, Texas
www.gcsaa.org

14-16 Virginia Turf & Landscape Conference

Richmond, Va.
www.thevtc.org

15 GCSAA Seminar: Managing Turfgrass Root Systems

Send events to Frank Andorka at 7500 Old Oak Blvd., Cleveland, 44130. Fax information to 440-891-2675 or e-mail to fandorka@advanstar.com.

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CIRCLE NO. 106

For many in our industry, 2002 was the year from hell. Rounds were down, new course openings evaporated and Mother Nature delighted in finding new and exotic ways to kill turf.

But there were a few bright spots amid the gloom. Thus, we're pleased to present our tribute to the best and worst of 2002.

Best Performance in the Spotlight: The winner — hands down — was our good friend Jim Nicol and his team at Hazeltine National GC who, when faced with torrential rains halfway through the PGA Championship, calmly oversaw the process of moving about a bazillion gallons of H₂O off the golf course. Noah wouldn't have needed the ark if he had these guys.

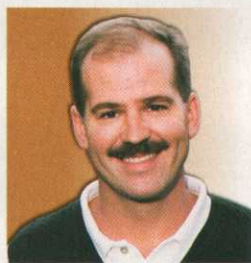
Worst Case of Gucci-in-Mouth: We must go with Masters chairman Hootie Johnson, who was obviously out practice-putting when they did the media training at Augusta. Instead of angrily blasting away with both barrels, he could have simply said, "We are within our well-established legal rights to accept whomever we wish for membership, and I'm sure that we'll one day accept a female member." End of story, end of pointless headache for our business.

Best Emerging Trend: I can't back it up with hard statistics, but it seems like more and more superintendents are moving into ownership roles. I'm talking to more and more who have "sweat equity" agreements that give them percentages of the operations. Even more common are superintendents who've set up small management/ownership groups and purchased a few nearby mom-and-pop facilities. Will superintendent/owners someday dominate the public golf market? Hey, we can dream can't we?

Worst Way to Make Lawyers Richer: Would someone please tell me why any club would hire a new general manager and then allow him to promptly fire a respected, long-time superintendent to bring in "his guy?" I've heard way too many of these horror stories this year, and it has to stop. Maybe some heavy publicity about all the illegal termination and age discrimination suits superintendents have filed against these boneheads would help. Hmmm ... that sounds like a job for *Golfdom*. Seriously, got an example and want to help? Contact me.

2002 Brought Out Best and Worst

BY PAT JONES



FOR MANY IN OUR
INDUSTRY, THIS HAS
BEEN THE YEAR
FROM HELL. BUT
THERE WERE A FEW
BRIGHT SPOTS
AMID THE GLOOM

Best Inside Joke: An anonymous superintendent who has a chainsaw nicknamed "Lightning," says, "When a member asks what happened to a tree we took out, we can look 'em right in the eye and say, 'Lightning' got it."

Worst Timing: On the heels of proposing a 20-percent dues increase, publicly acknowledging investment losses, and raising prices for educational seminars and trade show space, GCSAA offered critics a perfect opening by sending a generous contingent of staff, officers and spouses to England for the Ryder Cup. Is a dues increase overdue and probably justifiable? Sure. Is it good for GCSAA to be represented at major golf events? Yup. Do long-suffering spouses deserve an occasional perk to make up for all the time board of directors' members spend away from home? Unquestionably. Should the association have seen this coming and avoided raising the whole silly issue by just sending just the CEO and president? Yes.

The truth is that the association has operated in the red for the past two years. Managing costs, particularly discretionary expenses like these, is important for the fiscal integrity of the organization and for the integrity of its image with the members. The real issue is how an organization that is facing revenue challenges and asking for more money will respond to calls for clearer, more detailed financial reporting.

So, on that interesting note, we bid a not-so-fond farewell to 2002. What will the year ahead hold in store? Darned if I know. Hey, if I could predict the future, I wouldn't be using my Enron stock certificates as fireplace kindling.

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



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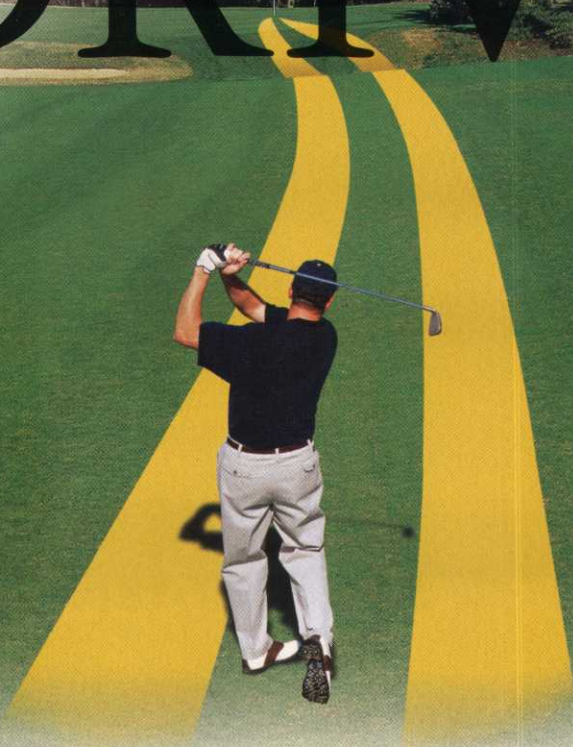
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