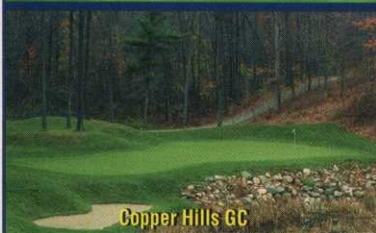


Fundamentally Speaking

with Andrew Dalton



Copper Hills GC

Andrew Dalton, like many turf professionals, is challenged to translate a tight budget into exceptional playing conditions. For the past three years, Andrew has been Superintendent at Copper Hills Golf and Country Club in Oxford, Michigan, where he is credited with making every budget dollar deliver dramatic improvements in turf health and quality.

Professional Profile

Alma Mater:
Ferris State University
- Horticulture

Age:
29

Career Highlights:

- Superintendent
Copper Hills GC,
1998-Present
Oxford, MI
- Superintendent
Brookwood GC, 1997-8
Rochester Hills, MI
- Assist. Superintendent
Copper Hills GC, 1996-7
Oxford, MI
- Assist. Superintendent
Brookwood GC, 1994-6
Rochester Hills, MI

Most rewarding professional experience:

"I've really enjoyed developing programs that put me in control of my turf conditions and expenses."

Secrets to your success?

"Sticking to a program. I believe in building a program around proven products that work together to achieve results on the course as well as the bottom line."

Fertility philosophy?

"The nutrition-based, efficient organic fertility of Nature Safe gives me unbelievable results in terms of density, color and disease management. It's the foundation for my entire program."

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"Other superintendents told me about the incredible results. So, I talked to my distributor and reviewed the extensive research and product information. I was really impressed that every Nature Safe attribute is validated by independent research."

How has Nature Safe impacted your maintenance program?

"The longer you use the product, the better the results. Also, the added safety I get from Nature Safe gives me the flexibility and confidence to adjust my programs and be more aggressive in addressing the weaker areas on the course."

What about the impact on your budget?

"Nature Safe definitely gives me the most bang for my budget buck. I'm spending far less on various 'quick fix' products, which saves us time and money. In fact, just in the reduction of spray applications, I've saved over \$20,000 this year. The extra time and resources can be invested into rebuilding tees and cosmetically refining and improving the overall look of the course."



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Designs on Golf

■ ARCHITECTURE

When he was fed up, confused or just bored, sportswriter Jimmy Cannon used to pen a column titled, "Nobody Asked Me,

But..." To carry on this vital journalistic innovation introduced to yours truly by the late, great *Los Angeles Times* sports columnist Jim Murray... nobody asked me, but ...

■ The Ocean Course at Kiawah Island sent out a press release announcing that it's now offering "walking caddies." What other types of caddies are there besides the kind who walk?

■ Speaking of former Ryder Cup venues, The Belfry proved to be a splendidly banal architectural marvel yet again. And the Europeans have selected even more American-looking and playing courses for the next few overseas Cups. Not that it helps our boys.

■ Has anyone noticed the ever-less-humble comments from architects praising their own design work? Try this one from Greg Norman, commenting on his Doonbeg GC in Ireland: "Doonbeg is the epitome of what links golf is all about. This is probably the most natural experience that modern golf has ever delivered."

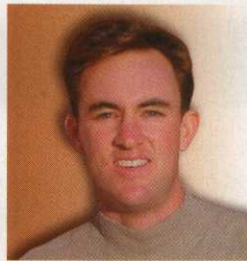
Then there's Tom Doak. He just returned from Down Under after seeing the first five holes under construction at his latest and told an Internet discussion group that his next course was the "eighth wonder of the world." You were joking, right Tom?

■ Certified superintendent Karl Olson undertook and completed the single-greatest restoration work that modern golf has seen with his efforts at The National Golf Links of America. Olson, who left the course a few months ago, spawned a movement and salvaged an American classic after years of neglect. Comparisons with historic photographs look eerily identical to the C.B. Macdonald holes. Olson's presence will be missed at America's version of the Old Course at St. Andrews. Let's hope the people of Southampton, N.Y., appreciate the disparity he unraveled.

■ One developer, grumbling about the downturn in the golf business, is telling folks about his efforts to start a new trend by making golf more fun. His next course will have 100-yard-wide fairways on an 8,200-yard John Daly-

Nobody Asked Me, But . . .

BY GEOFF SHACKELFORD



KARL OLSON

SPAWNED A
MOVEMENT AND
SALVAGED AN
AMERICAN CLASSIC
AFTER YEARS
OF NEGLECT

designed course. Then he told a noted golf writer that the most important element of all was to give the customers "perceived value." Keep up that attitude and you'll be getting "perceived customers" paying you "perceived money."

■ The USGA is preparing to buy New York city's old Russian Tea Room restaurant for a cool \$16 million and turn it into a golf museum. The thinking is a new museum location will get more traffic and generate enthusiasm for the sport. I can't wait to hear about the number of new golfers spawned from this. Sounds like USGA will be creating a bunch of "perceived golfers."

■ It's fun to watch super-slick PGA Tour Commissioner Tim Finchem maneuver around the Martha Burk mess. But he's even slyer when ducking the Tour's difficulty finding 2003 sponsors. The commissioner apparently has a few people still believing that companies are dropping out because of the economy, not the exorbitant cost to host a dull event in a market flooded with too many tournaments. Sponsorship entails a minimum of \$6 million for one week of golf with no guarantee Tiger is coming. What a deal.

■ And then there's the Senior Tour — excuse me, the "Champions Tour." The Senior Tour could lose as many as 12 events next year, but it will probably be closer to seven. Cutting 15 would have been a nice start.

■ And finally, nobody asked me, but "Champions" like Allen Doyle sure are compelling to watch. I was lucky enough to see him toss his putter toward his daughter/caddie during the second round of an event following a three-putt. He missed his target/daughter. The putter nicked a spectator in the leg. All Doyle managed was a nod and waist-high wave in lieu of an apology.

Hey, these guys are good!

Contributing Editor Geoff Shackelford can be reached at geoffshac@aol.com.



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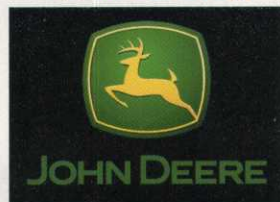
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SOLUTIONS, IDEAS & OPINIONS

The Scoop on Herbicides

Experts say tweaking old chemistries and refining control spectrums will fuel 2003 market

By Frank H. Andorka Jr.
Managing Editor

Superintendents across the country are sitting down with their owners to crunch the numbers and figure out a chemical budget for 2003, and herbicides are part of that number. With that in mind, *Golfdom* talked to several members of the herbicide industry to see what they think the market will look like in 2003. Here's what we learned:

Pre-emergent vs. postemergent

In what was widely considered by superintendents to be one of the wackiest weather years in history, postemergent herbicides gained ground over pre-emergent applications, says George Raymond, brand manager for herbicides and plant growth regulators for Bayer Environmental Sciences.

"During the time of year when people usually applied their pre-emergent products, the weather prevented them from doing so," Raymond says. "That left them with only one alternative: Treat the weeds as they appeared later in the year."

Pre-emergent herbicides still play a vital role as a weapon in superintendents' arsenals, but there is clearly a partial shift away to postemergent herbicides. Raymond expects the trend to continue as 2003 approaches.

BASF's William Strickland, marketing manager for herbicides and soil fumigants, disagrees with Raymond, however. He says advances in pre-emergent herbicides have made that segment more effective.



USGA/TODD LOWE

"The latest pre-emergent herbicides can be sprayed at much lower rates and cost less," Strickland says. "The postemergent market is shrinking. It won't go away, but it will continue to get smaller."

There is also a trend toward some superintendents in the North using pre-emergent products in the fall rather than in the spring, says Scott Eicher, senior product manager for herbicides for Dow AgroSciences.

"It makes more sense for superintendents to apply pre-emergent herbicides in the fall if they have the labor available," Eicher says. "You don't have to spend as much time or labor at the start of the season putting down herbicides, so your workers can do other tasks."

Rethinking labels

Strickland says he's looking at BASF's 2003 labels to make sure they display warning information clearly. He embarked on a review

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Experts expect new formulations of herbicides to focus on attacking regional weed problems, like the annual sedge pictured above.

Continued from page 45

of BASF's warning labels to make sure they were clear and displayed prominently.

"We went back and looked at our labels to make sure all the 't's' were crossed and the 'i's' were dotted," he says. "We don't want people to have problems with our products."

Still, Strickland says chemical companies can put all the warnings possible on packages, but it doesn't matter unless superintendents and other users follow *all* directions on labels.

"We need to label them as clearly as possible, but end-users have to follow the application directions," Strickland says. "If users don't follow the guidelines and problems arise, it can send companies into a tailspin quickly."

Generics make some inroads

Jay Turner, product development manager for TopPro Specialties, says he saw a spike in the number of superintendents using generic herbicides in these economically trying times. Since TopPro produces primarily generic products, its business grew this year.

"In my travels around the country, I've talked to superintendents and distributors, and money is becoming a larger factor than in past years," Turner says. "Efficacy will always be the No. 1 determining factor for superintendents, but they're taking a longer look at generics. Superintendents should check university trials to verify the efficacy of new generic or post-patent products."

With more active ingredients coming off patents in the next few years, Turner believes there will be an explosion of generic herbicide formulations coming on the market in the next few years. "As long as they have the same level of control as the brand names, I think superintendents will continue to move in the direction of generics," he says.

Shift in schedules

The most surprising thing Joe DiPaola, golf market manager for Syngenta Professional Products, saw in 2002 was a shift in herbicide application patterns nearly 30 days later than

Continues on page 48

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“There are huge differences in herbicide efficacy depending on what region of the country you’re in.”

GEORGE RAYMOND,
BRAND MANAGER,
BAYER ENVIRONMENTAL
SCIENCES

Continued from page 46

usual. DiPaola found a familiar culprit for the shift: the weather.

“It was uncanny how the patterns shifted,” DiPaola says. “What we expected in February happened in March, what we expected in March happened in April and so on.”

DiPaola says he expects the patterns to return to normal in 2003 unless the weather makes a repeat performance. “We’re not looking for any surprises next year in purchase patterns.”

Focus on formulations

Though new chemistries won’t flood the market in 2003, different formulations of old chemistries should provide superintendents with new treatment options.

Raymond says companies are focusing on creating more specialty tools than in the past. New formulations will allow superintendents to focus their herbicide applications to meet specific problems.

“There are huge differences in herbicide efficacy depending on what region of the coun-



USGA/BUD WHITE

Herbicide application patterns, which shifted one month later than expected in some regions in 2002, should return to normal in 2003.

try you are in,” Raymond says. “What we see is a trend toward more regional tools to deal with different weeds.”

Owen Towne, business director for speciality marketing for Griffin LLC, says he sees a new class of chemistries — sulfonul-ureas — entering the market in 2003. The herbicides are a cost-effective way for superintendents to manage bermudagrass transitions.

“They will change the way superintendents manage their turf at that critical time of year,” Towne says. “Their low-dose, limited-application schedule will help superintendents be

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more environmentally friendly without inhibiting the control.”

Towne also says some formulations of sulfonol-ureas will help Northern superintendents remove *Poa* from bentgrass greens.

Eicher says new formulations will narrow the spectrum of weeds they control. “With the focus on reducing the amount of wall-to-wall spraying superintendents will do, I think you’ll see more chemicals, but they will each be focused on a smaller number of plants,” he says.

Companies are also tweaking current formulations to allow superintendents to use lower rates of the product, DiPaola says. “Superintendents are expecting herbicides to be more accurate, so we’re working hard to dial down the rates,” he says.

Another opportunity for growth in the herbicide market is combination products, BASF’s Strickland says. More herbicides will be combined with fertilizers, reducing the time and

labor superintendents have to spend on their chemical applications.

“It’s better for superintendents if they can get more done with less labor,” Strickland says. “Companies are trying to provide them with the tools to do so.” ■

You can reach the author of this story, Andorka, at fandorka@advanstar.com

For more information on other herbicide products, see these companies:

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www.simplot.com

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St. Louis 63167
314-694-1000
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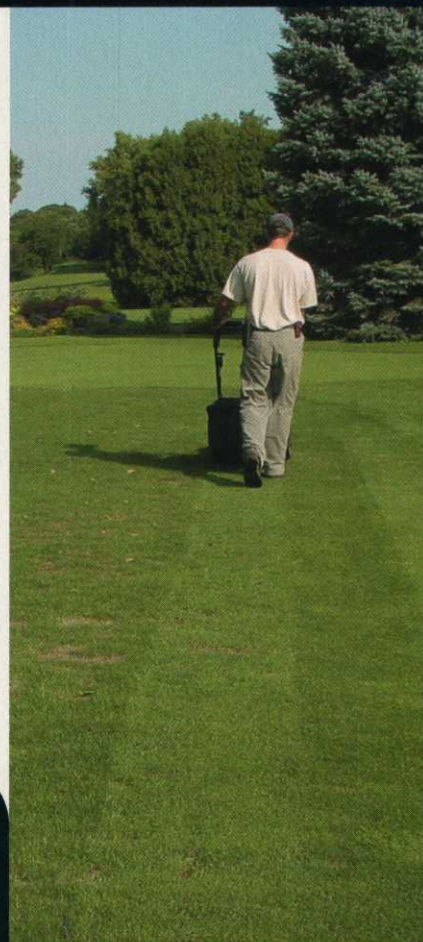
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*Bill Larson, CGCS
Town & Country Club, St. Paul, MN*



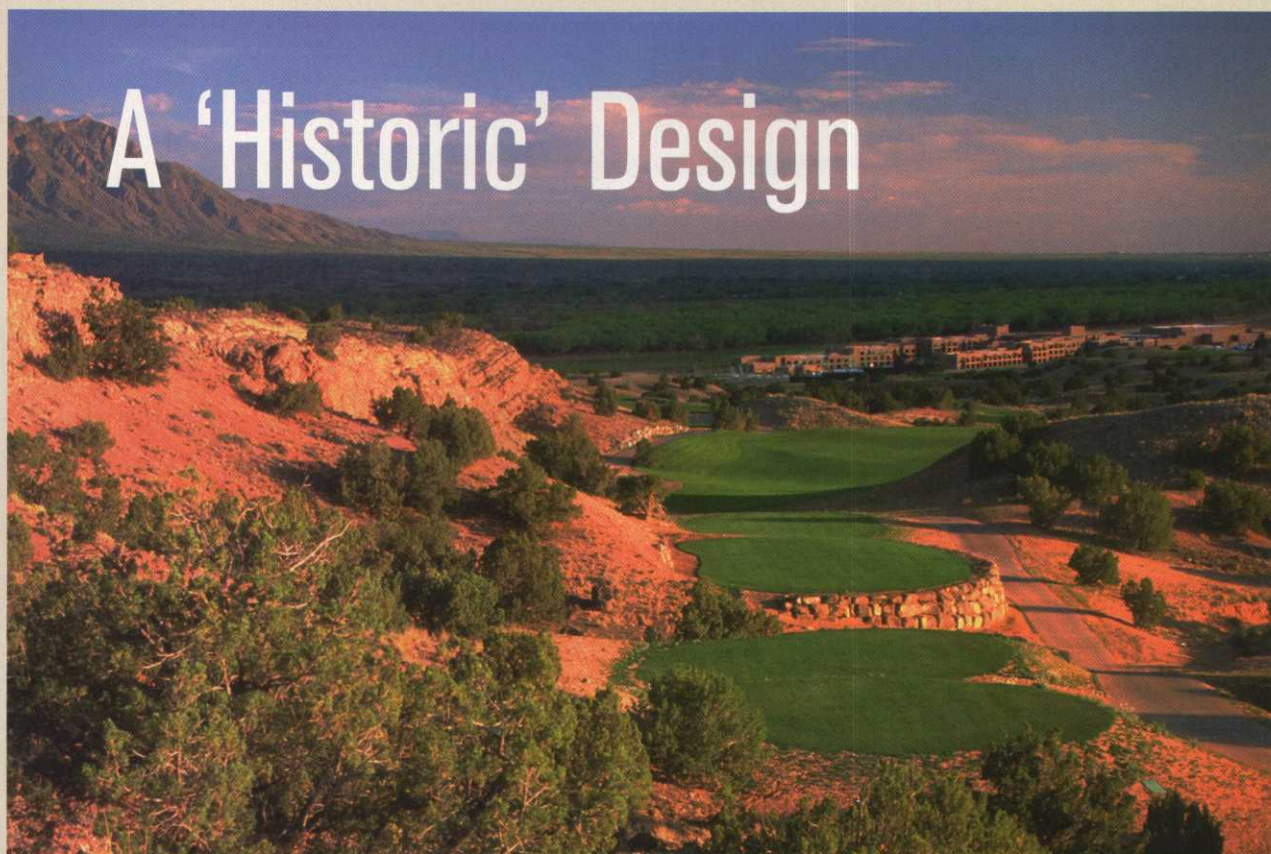
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A 'Historic' Design

COURTESY OF GARY PANKS

Arizona architect Gary Panks was more than happy to reroute his initial design of Twin Warriors GC to preserve the sacred grounds of a local Indian tribe

BY BRUCE ALLAR

When architect Gary Panks won the competition to design Twin Warriors GC in Santa Ana Pueblo, N.M., he knew he'd be laying out 18 holes in an unique desert environment. But he didn't know how unique.

From the very beginning, Panks took a strong personal interest in the project. He traveled five times to New Mexico during the interview phase and produced preliminary routing plans to further his chances (the other

two finalists, Tom Fazio and Jack Nicklaus, sent representatives to the interviews, according to Roger Martinez, director of operations for Twin Warriors). Those early renderings showed how Panks would design the course around sacred grounds on the site belonging to the Santa Ana Pueblo tribe, whose reservation land also encompasses nearby Santa Ana GC and the Hyatt Regency Tamaya Resort & Spa.

Nothing's final

Panks' persistence won him the job, but it was only the beginning. Later on, after much work, Panks pro-



Gary Panks took a strong personal interest in Twin Warriors GC even before he was hired as the course's designer.

The Challenge

To design a golf course on a New Mexico Indian reservation around sacred grounds to preserve artifacts and maintain the property's history.

The Solution

Do it carefully. Scottsdale, Ariz.-based architect Gary Panks did his homework and worked closely with members of the Santa Ana Pueblo tribe to make sure the course was designed to not disturb the sacred sites.