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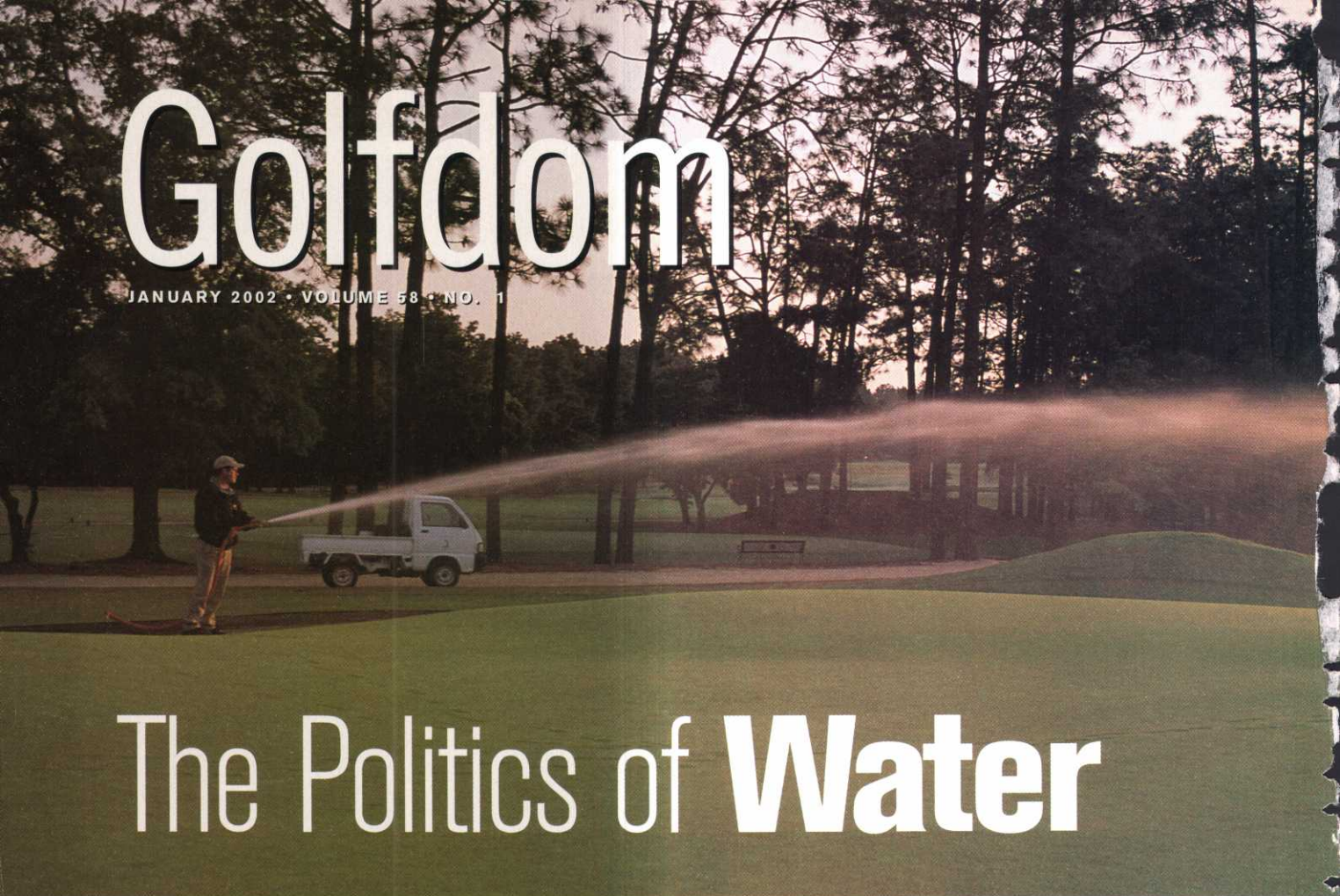
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CIRCLE NO. 101

Golfdom

JANUARY 2002 • VOLUME 58 • NO. 1



The Politics of **Water**

46 **All That Glitters Is *Not* Gold**

If the golf industry doesn't learn that expensive doesn't mean great, then the game's future is at risk

By Geoff Shackelford

54 **To What Degree?**

What does time spent behind a school desk have to do with being a capable superintendent?

By Ron Furlong



GCSAA PREVIEW

61 **No Offense, Mickey**

Here's how to get off Orlando's beaten path for a little R&R during the greatest show on Earth ... err ... turf

By Joel Jackson

64 **What's New?**

Here are some of the new items you'll find on the GCSAA trade-show floor

By Larry Aylward



WILL WALDRON

◀ Rick Slattery, superintendent of Locust Hill CC in Rochester, N.Y., realizes the country and the world may be on the verge of a freshwater crisis the golf industry can't escape.

cover story

BY LARRY AYLWARD

Should superintendents irrigate for the lush, green look to keep golfers happy? Or should they decrease irrigation for the environment's sake and risk losing their jobs?

28

About the cover

Rob Schuster of Fort Thomas, Ky., created the digital illustration on the cover. He leaves it to viewers to decide whether the glass is half-full or half-empty.

68 Moving Ahead

Change is the only constant in the lives of *Golfdom's* millennium kids
By Frank H. Andorka Jr.

News with a hook

- 10 More Than a Mess
- 12 Who's No. 1?

columns

- 8 **Flagstick**
New Year Brings Cool, New Things
- 18 **Pin High**
Wallace Picks Up Where Witt Left Off
- 22 **Shades of Green**
How Secure Is Your Course?
- 27 **Designs On Golf**
An Opportune Time to Visit the Past
- 45 **Dave's World**
The Oz Method of Turfgrass Care
- 86 **Out of Bounds**
Show Safety

real-life solutions

- 58 **Featuring Flexibility**
New York municipal complex replaced outdated pump stations with more flexible ones to increase irrigation coverage
- 74 **Bring on the Night**
Here's how to supply the 'daylight' to rebuild bunkers and perform other construction projects under the moon

departments

- 4 Going Postal
- 6 Events
- 10 Off the Fringe
- 24 Hole of the Month
- 79 Tips: Fungicide Mapping
- 82 Leaders
- 85 Classifieds

Going Postal

■ WE'VE GOT MAIL

Seeking Normal

In response to your editorial, "Seeking a New Sense of Normal" (Flagstick, November), I would like to share the following story:

One day shortly after Sept. 11, I was on the phone with my sister and used the word "normal" to describe our lives. It was met with silence on her end. So I added, "Well, the new normal." I believe her response went something like, "Whatever the hell that is."

For my sister, Jeanine, the "new normal" will mean redefining every expectation she has ever had, from recent hopes of decorating the new home she and her husband were to move into on Sept. 15 to starting their own family. Her husband, Jim, died in the World Trade Center attack. For Jeanine and thousands of other moms, dads, husbands, wives and children, the new normal will take years to define.

In the rocky and unstable time ahead, they and all Americans will depend on things that stay the same, like golf. Superintendents will help people heal and move through this tragedy by providing places of beauty where people can gather to relax and learn how to enjoy life again.

My husband, Joe Liebsch, superintendent at Kennett Square Golf & CC in Kennett Square, Pa., put it succinctly in a recent article in his club's newsletter. He wrote: "It is through this great game that some of my pain has been eased — remembering all the times we played and the joy that the game gave us. Although difficult, continuing to play the game without our 'fourth' has been therapeutic for our family."

Kristen Liebsch
Executive Secretary/Newsletter Editor
Philadelphia Association GSCA
Philadelphia

It's Heacock's Fault

I just finished reading Mike Heacock's column, "Inherited Assistants and Lessons Learned" (Been There, Seen That, December). I'm distressed at his generalizations about inherited assistants.

Perhaps Paul did have an attitude problem, but was your job to change his attitude or change Paul. In addition, you were apparently aware of the problems associated with this green and were proactive in your maintenance. However, you were not proactive in Paul's training. As his superintendent, you should have made him aware of potential symptoms of distress and instructed him to call you if these symptoms were present.

I know that during stressful summer weather, I would never go through the weekend (or any other two-day period) without talking to the superintendent. These conversations usually occur about most of the greens on the course.

Finally, I think you dropped the ball in this situation, not Paul. You left him unsupervised in a situation he was not capable of handling. Apparently, you are still blaming Paul for the problem instead of looking in the mirror to see the real person at fault.

Vince DeFusco
Assistant Superintendent
White Manor CC
Malvern, Pa.

Feel like going postal? We want to hear from you. You can e-mail your letters to Frank Andorka at fandorka@advanstar.com, fax to 440-891-2675 or send them via snail-mail to: 7500 Old Oak Blvd., Cleveland, OH 44130. Make sure to include your name and phone number for verification. Letters may be edited for length or relevance.

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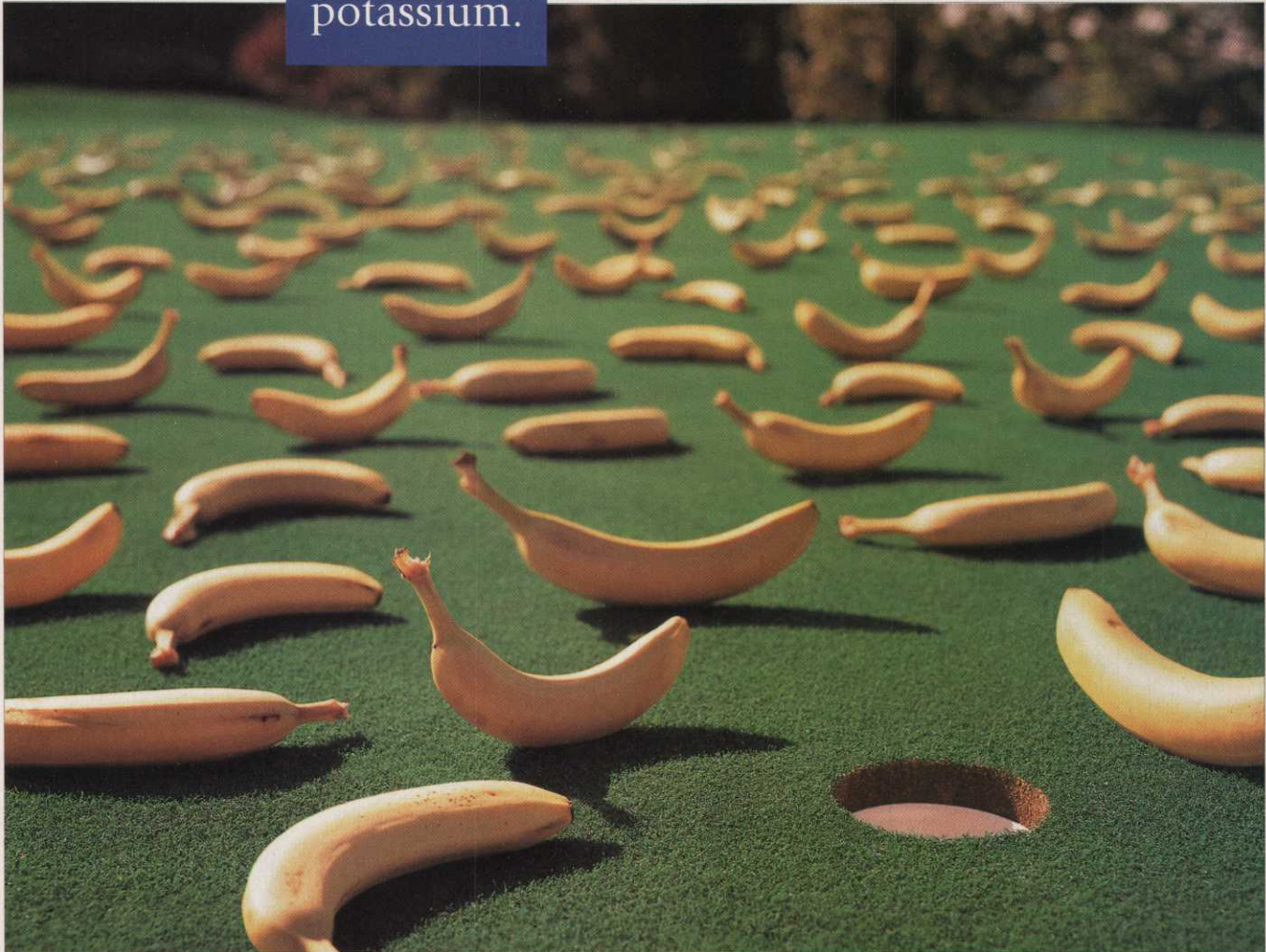


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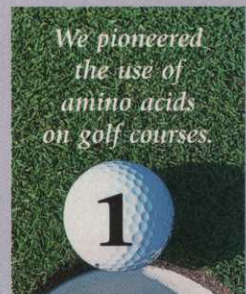
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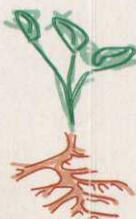


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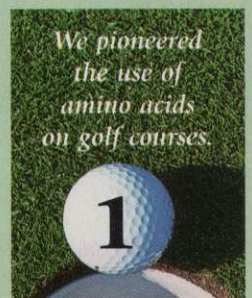
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One of my journalistic idols, Hunter S. Thompson, once said, “When the going gets weird, the weird turn pro.” Well, it couldn’t have gotten much weirder than

2001. The first year of the new millennium brought us confusion, pain, fear and a collective sense that we’d entered a bizarre new chapter in American life. Last year, in a word, stunk.

So, what’s the appropriate way to enter 2002? Should we tiptoe into the year with trepidation? Should we sit back and play wait and see? Should we bury our head in a bunker and hope everything turns out OK?

Well, the professionally weird here at *Golfdom* humbly submit that our philosophy for 2002 can be summed up in two words: “Let’s rock!”

We’re not tiptoeing, twiddling our thumbs or resting on our (considerable) laurels. In fact, we’re kicking out the jams this year with a bunch of new goodies for you, dear reader, and we think you’re going to love them.

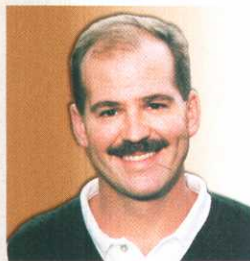
First, we’re thrilled to announce that we’re adding some scientific steak to *Golfdom*’s editorial sizzle as we deliver *TurfGrass Trends* — the nation’s best research newsletter — with every issue. For more than a decade, *TurfGrass Trends* has been a subscription-based monthly publication for leading turf professionals that features the best applied research, scientific views and cutting-edge technical updates.

Now, all superintendents, assistants, architects and other agronomically inclined *Golfdom* readers will receive it for free, thanks to the generous support of Bayer Professional Care, The Andersons Golf Division, The Scotts Co. and Textron Golf, Turf & Specialty Products. We haven’t stopped there, since we know many past *TurfGrass Trends* subscribers have notebooks filled with back issues. We’ve glued it into the magazine to make it easy for you to remove and keep for future reference. Cool, huh?

Second, we have a brand-spanking-new Web site that’s way more content-rich and user-friendly than the semi-lame site we’ve operated for the past three years. The new improved *golfdom.com* features important industry news, and we’ve started to archive your

New Year Brings Cool, New Things

BY PAT JONES



WE’RE KICKING OUT

THE JAMS THIS

YEAR WITH A

BUNCH OF NEW

GOODIES FOR YOU

favorite articles from the past. The site highlights our special reports on major industry topics and a links list that we think will have you coming back for more. There are also easy click-throughs to send your article ideas, comments, events or even invitations to play golf to yours truly and the other folks here at *Golfdom*’s Global HQ. Go check it out now — and happy surfing.

We’re also proud to welcome John Deere as the sponsor of our “Hole of the Month” feature. In each issue, you’ll see a stunning photo of one of the world’s great golf holes along with the superintendent’s viewpoint on its maintenance challenges. We think you might just recognize the hole we feature this month as Deere debuts as our sponsor.

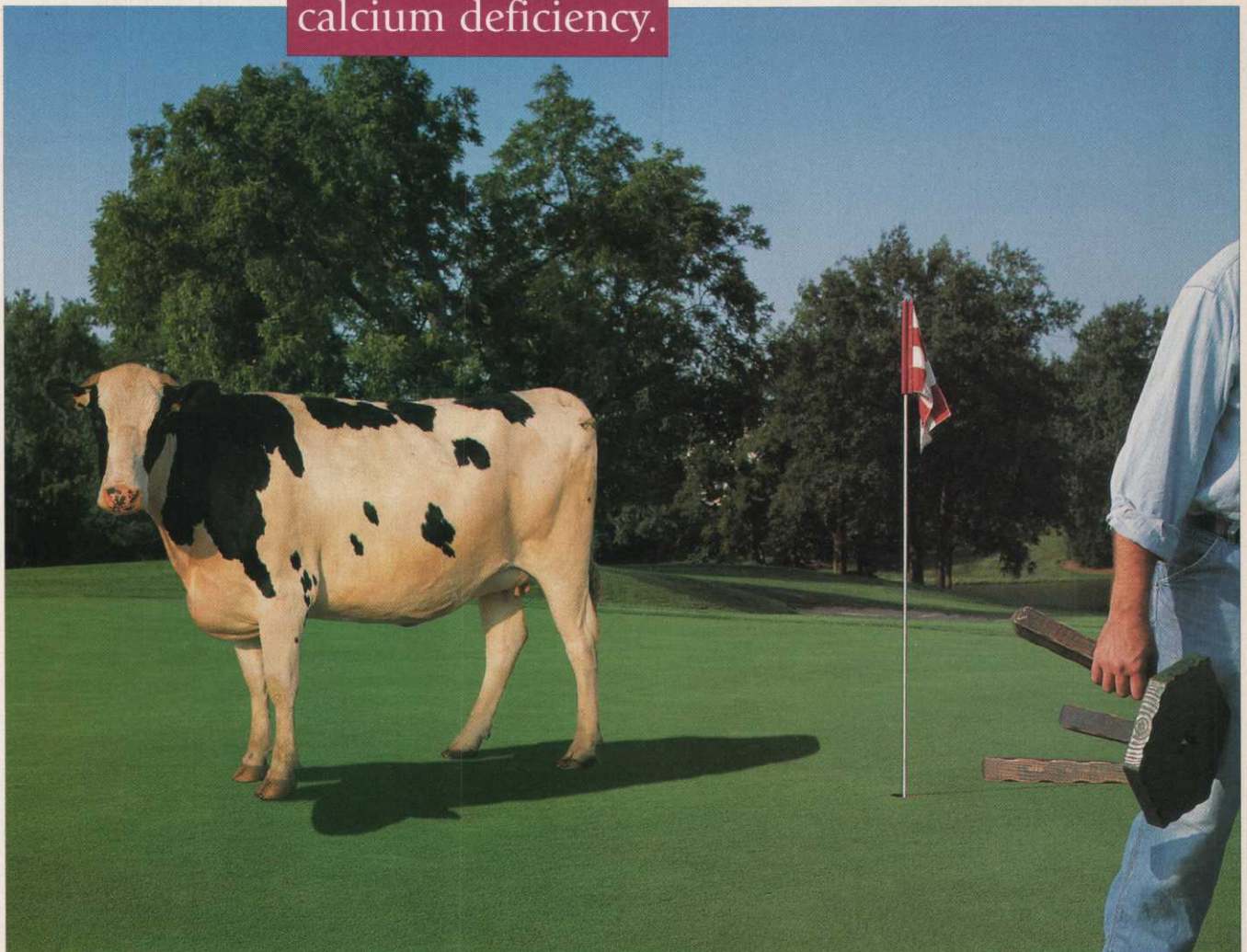
Finally, starting in February, look for a new column titled, “It’s Academic,” in which the brightest scientific minds of the industry share candid opinions on the technical trends currently shaping the future. *Golfdom*’s chief science editor, Dr. Karl Danneberger, provides the inaugural column next month, but look for other leading industry researchers to share their thoughts in every other issue after that.

We may have a few other tricks up our sleeve as the year progresses, but I want to assure you that the stuff that’s made *Golfdom* a breath of fresh air in the industry won’t change. We’ll have the same attitude, same award-winning writing and design and, of course, the same all-star lineup of contributing editors in 2002.

After all, why would we abandon the approach that won us a national Folio: Editorial Excellence Award and a passel of other honors last year? Hey, we may be professionally weird, but we’re not stupid.

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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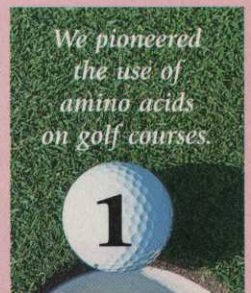
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Off The Fringe

NEWS WITH A HOOK

Business briefs

Toro selling Riverside facility

Bloomington, Minn.-based The Toro Co. is selling its Riverside, Calif., headquarters and plant, and moving manufacturing operations to its facility in El Paso, Texas. Toro said its office staff will remain in a leased facility in Riverside. "The move is part of a strategy to reduce production costs and improve asset utilization, insuring long-term competitiveness and leadership in irrigation markets," the company said.

Toro began shifting its manufacturing of residential and commercial irrigation products to El Paso earlier this year, but was to retain the manufacturing of golf-related products in Riverside. "Consolidating the manufacture of all products in El Paso follows strategic moves by other industry competitors and maintains the company's position in response to unfavorable economic conditions and changing market dynamics," the company said.

About 440 jobs will be lost because of the plant closing and restructuring.

Previously, Toro announced it will close its Evansville, Ind., plant and shift manufacturing to its Tomah, Wis., and Windom, Minn., plants. Toro said the move is part of its long-term strategy to strengthen operations and leverage enterprise-wide manufacturing assets. The move will affect about 94 employees.

In related news, Toro reported record sales and profitability for fiscal 2001. The company said it beat analyst expectations for the year, with diluted earnings per share of \$3.86 compared to \$3.47 for fiscal 2000, an increase of 11.2 percent. Net sales were \$1.35 billion in 2001, an increase of 1.1 percent. Net income for 2001 increased 11.4 percent to \$50.4 million.

Briefs continue on page 12

More Than a Mess

GEESE DROPPINGS ARE MORE DANGEROUS THAN THOUGHT

By Thomas E. Williams

Researchers from the Medical College of Ohio have discovered that Canadian geese may pose a more serious public threat than previously believed. The geese, which often congregate in large numbers on golf courses, are known for the mess they make.

It's not uncommon for a goose to produce up to a half-pound of fecal



MIKE KLEMMER

Beware of the droppings that geese leave on your course.

matter a day, and this is where the danger lies. According to the Medical College of Ohio study, the droppings often contain parasitic microorganisms that cause gastrointestinal illnesses. Among the parasites are *Giardia* and *Cryptosporidium*.

Brian Harrington, Ph.D., one of

the study's authors, says the parasites are found throughout the country and primarily transmitted via hand-to-mouth contact. While they may cause only minor stomach irritation to healthy individuals, Harrington warns that their infection can be fatal to elderly individuals or others with weakened immune systems.

The Medical College of Ohio is urging routine testing for the parasites in course maintenance workers and golfers who are exposed to geese droppings and suffer characteristic intestinal problems. The college also suggests workers wear protective clothing and wash thoroughly after work.

"People should take precautions wherever possible," Harrington says. "Washing equipment

and hands is important because the parasites are highly resistant to disinfectants. The parasites can become imbedded on shoes and transmitted to people who themselves have not even visited a golf course."

This story is reprinted with permission of Golf Journal, the official publication of the USGA. Williams is a reporter for the magazine.