

***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 Syngenta's latest imitator product.***

***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.*





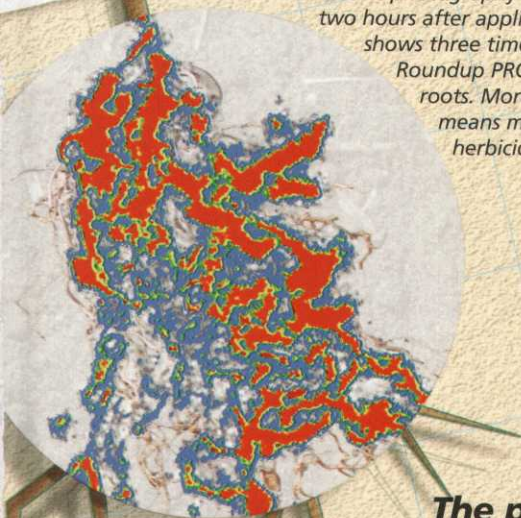
*This is a cross-section of a weed leaf magnified 1000x. The yellow droplets mean Roundup PRO is already at work inside.*



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

*Syngenta's latest imitator product*

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



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



**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 and Dr. Jimmy Liu demonstrate the autoradiography and cryo-SEM techniques used to compare Roundup PRO with an imitator 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 Syngenta product carrying EPA Reg. #10182-449. 1. Test methodology: In scanning-electron microscopy, Monsanto scientists identified penetrated formulations of both Roundup PRO and Touchdown Pro 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, 2001. Roundup®, Roundup PRO® and PROformance™ are trademarks of Monsanto Technology LLC. [12748 jct 10/01 ] ©2001 Monsanto Company RUPRO-12748

**Y**ou're in trouble. Something has happened, and this time it's a really big deal. It might be your fault, but it probably isn't. Still, everyone has seen your picture in the newsletter right next to your latest effort to explain why driving on frosty turf is a bad thing.

When you mess up, you claim the bottom of the barrel as yours. Right now, you'd be better off if you were filling the water glasses and replacing the butter.

One day, you're going to screw up. In this business, it's not an "if" as much it is a "when." So when you take your turn in the hot seat, you can be prepared and pad the proper places that might let you keep your job.

With that said, I offer you the opportunity to be initiated into what I call The Oz Method of surviving as a superintendent. Let me explain.

Remember Dorothy and Toto and the flying monkeys? Most people do. However, if you're going to understand the Oz Method, you also need to remember Dorothy's other traveling companions. Like them, the Oz method requires you to get a *brain*, have a *heart* and find some *courage* to do this job over the long haul.

Move over Dr. Phil. This is my own *Oprah*.

One thing I'll never understand about Turfheads is their unwillingness to seek assistance. What is it about people who don't ask for help when they need it? I know that answer: They need a brain. Getting a brain means dropping the Scarecrow act and seeking help when you need it. Your new brain will allow you to ask for help, listen carefully and even follow the advice others might have for you.

Yes, this means a certain amount of vulnerability and exposure as you admit you are in distress. A fellow superintendent, a spouse, an educator, your boss and even a consultant (shameless, I know) can be just a few of the many who are more than willing to help if you ask for it. Those with a brain learn to ask.

The Tin Man needed a heart. So do you. One of the ways people get into trouble is

## The Oz Method of Turfgrass Care

BY DAVE WILBER



YOU NEED A BRAIN,  
A HEART AND  
COURAGE TO DO  
THIS JOB OVER  
THE LONG HAUL

when deep inside they have no passion — for the game of golf, for the environment, for profit, for a higher power or whatever else you can find as a reason for your efforts. You can make a difference if you stay passionate, but losing sight of what you're about and what motivates you means setting yourself up not to care. In a business where caring about the details means the difference between good and great, Oz Method stewards *do* sweat the small stuff.

Follow the Yellow Turf Road and get yourself a spine. A Lion without courage is like a superintendent without, um .... courage. Being brave is definitely part of what makes for successful grass growing. The courageous are the ones who don't let people talk them into doing the wrong thing. The strong-willed are *not* the ones who make up lame excuses when something is obviously their fault.

The true turf Lions admit to, take credit for and own the good and the bad they do. The interesting thing is that people tend to trust and want to follow those with courage. That's why, when their Lion has a bad day, they understand that it's an exception, not a rule.

A talented person once told me that he really wasn't good at growing grass. Instead, he was just better at taking as much risk as possible without killing grass. When he really screwed up, he learned how to make it better. He spent a few days hanging around the first tee, taking credit for the mistake and explaining how he wouldn't like that to happen again.

That marks him as a true Oz Method Turfhead.

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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

A COMMENTARY BY GEOFF SHACKELFORD

**L**ike most other first-time visitors playing San Francisco GC, our group got lost looking for the entrance. When we finally did pull into an asphalt area, we assumed it was the parking lot, although the first tee and pro shop were just a few feet away. We found our way into the dark, musty locker room, and then we found the locker-room attendant. Old enough to have been at Ford's Theater the night Lincoln was shot, he was sound asleep at a desk at 8 a.m.

We thought: What an interesting start! Four hours later, after playing one of the world's most interesting designs, the so-called "experience" took on a charm like no other in golf. The corresponding low-profile maintenance of the wonderful old-course design gave the minimalist facilities genuine, world-class character.

Today's golf industry would have trouble grasping an "experience" so strange, even though this was only a little more than 10 years ago. Modern golf doesn't understand that an old club gets away with such odd experiences, not because of its age, but because the golf on its 18 holes is so timeless.

Virtually no new club or course built in the

last 10 years has learned from the old-style simplicity that emphasizes golf over the experience. The focus on everything but the character of the golf played has sent the game on a collision course with economic failure, even as golf supposedly enjoys more popularity than ever.

The values of modern golf revolve around a slick experience: manicured turf, lavish aesthetics, a costly and shallow obsession with "brand names" and an inability to take advantage of technology to build better, less-expensive courses. Instead, modern courses are built to be run like four-star hotels, with garish design features that in someone's mind look expensive, yet rarely lend themselves to playing golf. Such ephemeral effects fade when customers can't detect substance or genuine value in the product.

## Native golf

Golf evolved into a sport because, like fishing or hunting, it was a battle against nature, minus the bloodshed. It was played amidst natural settings, and no one had any inkling of complaining about unfair bounces, brown spots



MIKE KLEMM

in the fairway, unrepaired divots, blind shots or a green's proximity to a town road. Such elements were part of doing battle with the elements and part of the fun.

We will never get back to the purest forms of 19th century "native golf," nor do we need to. However, in the wake of the Sept. 11 terrorist attacks and the ensuing economic downturn, the golf business — particularly the design and construction markets — faces a rough road. Many of the potholes were created by an inability to understand the values that jump-started the game, many of which the customers who love the game still desire. Everyone who has an interest in the game — and hopes to continue to enjoy golf or profit from it — needs to reassess their golfing values.

### **Expensive equals great?**

The most perplexing mindset in today's golf is the notion that an expensive course is a great course. The second most perplexing notion is that an inexpensive course lacks the thrills and professional experience provided by the pricey one down the street.

You'd think the overwhelming notoriety of Sand Hills GC in Mullen, Neb., and the Bandon Dunes 36-hole resort in Bandon, Ore., would have revealed that "greatness" can still come from well-conceived and inexpensive designs. Their success starts with quality sites,

but only comes to fruition based on how the designs were applied to the land in careful, economically rational ways. The notion that these courses are anomalies is also perplexing when we have heard architects say for years that there are no great sites left and few decent ones either. Then how were these two gems and others by the same architects built for a fraction of the cost many believe is necessary to create a lasting course that golfers will cherish?

Their success (and their ability to maintain such complex-looking courses on reasonable budgets) comes from good, old-fashioned common sense, care, craftsmanship and respect for values that worked in the past.

### **What is beautiful?**

Modern golf has fallen in love with being pretty. Consider:

- "Orchestrating Color" was the title of a cover story on flowers in a recent issue of another magazine for superintendents.

- Ornamental trees, cascading waterfalls accented by bronze statues and garish colors of sand visible from space are imported at ridiculous expenses to make courses "beautiful."

- A half-million cubic yards of dirt, considered minimalist earth-moving today, is shifted so golfers can see an entire hole and not have to wonder if there are any mysteries to solve. In

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**Greatness can still come from a simple and inexpensive design. Sand Hills GC in Mullen, Neb., is a perfect example.**



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Perfect coverage. Every time. Only Toro® can. Their unique monitoring systems keep you constantly calibrated. Better control of turf disease. Better control. For a demonstration, call your local Toro distributor at





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do that. With their positive displacement diaphragm pump, Toro Multi Pro<sup>®</sup> rate to match changes in ground speed, automatically and instantaneously. informed, while the conveniently located controls allow for easy operation and of pests. Toro delivers the most accurate spray coverage available. Consistently. 1-800-803-8676. For more information or a free product video, visit [toro.com](http://toro.com).

CIRCLE NO. 120



**Count on it.**

The “pretty” that golf has embraced is entirely artificial and serves only to provide instant gratification.

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contrast, dirt is sometimes shifted so golfers *don't* have to see something egregious, like a road or community of homes.

The “pretty” that golf has embraced is entirely artificial and serves only to provide instant gratification. Beauty is no longer nature-based, it's the “prettiest” that technology can create.

Golf is learning the hard way that not only is the pretty mentality expensive to create and maintain, it fails to satisfy customers. Golf's idea of pretty also offends environmental agencies that will never warm up to new course development on sensitive sites until golf can learn how to treat nature with better care. Some courses are trying to resurrect the natural, native elements that create lasting satisfaction. Some new courses, mostly forced into action by governmental agencies, use natural contours and respectfully blend golf into the environment.

The kind of fabricated pretty that golf currently admires has a short-lived, effeminate quality. For a game that's so admired for its

fairness in society and the remarkable improvement in golf course maintenance over the past 10 years have raised expectations.

The fairness obsession, no matter how it has evolved as such an important value, is killing the game. Instead of creating thought-provoking golf with manageable yardages that golfers find fun, architects and superintendents are mandated to ensure fairness. Superintendents can't protect the artistic or strategic beauty of hazards because maintenance must protect the golfer's right to receive good lies throughout.

Golf is a recreational pursuit at which some people also make a living. Its mission should be to provide fun, satisfaction, diversion, exercise, laughs and, most of all, a passion to pursue. If this is achieved, both customers and the business win. We've learned, however, that trying to provide “fair golf” is an unrealistic golfing value.

It doesn't make sense when an architect rearranges a perfectly good piece of ground so a golfer can have bowled fairways and superintendents can have two payroll members whose lone jobs are to fill divots. Fairness is an expensive and sometimes ridiculous value in the face of so many other more important matters in life.

### Technology management

If golf is going to maintain its popularity and an economic future, it must look at the incredible technology and information it has. Instead of immediately viewing technology as a way to make everyone's jobs easier, technology must first be embraced and refined to make golf better.

Construction equipment should be advanced with an eye toward turning bastardized or unattractive property into natural-looking land, or to maintain the course in a way that exposes a golfer to natural beauty that he can't find anywhere else.

Club equipment technology must also be better understood. Courses are too long because nobody wants to be labeled un-American and antibusiness for suggesting regulating equipment, but what good is new equipment if the courses themselves are going out of business? The golf industry is finding out that few people want to spend \$150 for six hours and 7,300 yards of narrow fairways, when a round should be \$35 for three hours over a generously wide 6,300 yards.

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GEOFF SHACKELFORD

The multicolored rough at Huntington CC on Long Island stands out. The beautiful maintenance of the fairways and greens allows such “crusty” native areas to be accepted by golfers.

connection to the outdoors, the golf business seems intent on fighting nature and avoiding efforts to recreate natural settings. The artificial form of pretty looks great on paper, but not on the ground when contrasted with nature. The result is that golfers sour on new courses or bad redesigns at existing courses.

### Fairness fixation

The obsession with fairness in modern golf results from a combination of watching too much PGA Tour stroke-play golf and listening to inane comments from obtuse announcers. In addition, the overall fixation with