



POWERFUL²

Dual systemic fungicide works as a curative and a preventative.

RELENTLESS²

Starts working immediately and lasts up to 30 or more days.

CONTROL²

Controls over 30 fungi including dollar spot.

SysStar fungicide works twice as hard, on more sites, with more modes of action than any other fungicide on the market. **Dual Systemic** action is the key. This powerful systemic action works

from inside the plant to protect it from root tips to plant tops. Don't waste another season with a single action fungicide. Get the powerful dual systemic action of SysStar – and get it on the double... ()².

SYS X STAR

The dual systemic fungicide for turf, landscape and ornamentals. 1-800-621-5208.

Psst . . . hey you . . . superintendent. Come here. I want to talk to you about something. Earlier this year, I attended a panel discussion during the National Golf Course Owners Association's annual meeting titled, "How Should Golf Course Owners Evaluate the Agronomic Condition of Their Courses?" The five-member panel featured some of turf's heavy-hitters, including Jim Snow, national director of the USGA Green Section, and Teri Yamada, national director of the Royal Canadian Golf Association Green Section.

I'm telling you about this 90-minute discussion because your name came up several times. And remember: It took place in front of a bunch of *owners*. Yes, your bosses were trying to get the dirt on you (no pun intended).

But there's good news: The panel members were sympathetic to your plight of maintaining turf in this wacky world of golfers with whopping expectations. In fact, most panel members, especially Snow, went to bat for you. He told the audience that you often do a tremendous job under difficult circumstances that are out of your control. Snow also hinted to owners that they should be careful not to blame you for problems that aren't your fault. "If you're not aware of water-quality problems like high sodium, you might not realize why the course is having problems — even though the superintendent is working his tail off," Snow said.

Yamada also took your side. She told owners that "an extraordinary number of superintendents have vague job descriptions." She urged owners to redefine your job descriptions and improve communication with you. "You need to meet with your superintendent on a regular basis, just as your green committee does," Yamada said.

USGA agronomist Bud White echoed Yamada's take, but he also said you need to do your part. White said owners and superintendents are rarely on the same page when it comes to expectations for golf course maintenance. He urged owners to sit down with you and have a heart-to-heart talk.

"Make sure your superintendent understands beyond a shadow of a doubt what your expectations and desires are because they go hand in hand," White said. "Then the superintendent should have the professionalism to come back to

They Tried to Get the Dirt on You

BY LARRY AYLWARD



BUT YOU CAME OFF
LOOKING PRETTY
GOOD DURING A
PANEL DISCUSSION
IN FRONT OF GOLF
COURSE OWNERS

you with a detailed budget on what it will take to produce the results you're looking for."

Panel members touched on other issues. Joe DiPaola, golf market manager for Syngenta Crop Protection, urged owners to consult you regularly about turf science. "Have superintendents review their agronomic plans with you," he stressed.

White warned owners not to overextend your capabilities, especially when it comes to expecting you to perform major tee and bunker renovations.

"Superintendents are not set up for the construction business — they're set up for the maintenance business," White said. "They won't do [renovations] as efficiently and probably not as well [as experienced builders]."

Snow stressed the importance of continuing education for you. He politely told owners to free up the cash so you can keep up with turf's rapidly changing times. "Superintendents should belong to local chapters and go to meetings," Snow said. "You should encourage them to do so."

While Snow offered his unwavering support for you, he didn't let you off the hook so easily. He told owners they should only hire superintendents who are team players.

"I'm sure that's what you want for your facility — someone who's willing to cooperate in every possible way, get the most bang for your buck and produce an excellent quality facility," Snow said. "If a superintendent is not a team player, there could be problems."

That's about it. I've told you just about everything that went down during the panel discussion. Overall, you came off looking pretty good.

But, as you know (and I'm sure owners would agree), you've always got to keep working on improving and learning — no matter what your profession. When you don't want to improve and learn anymore, it's time to get out.

Editor Larry Aylward can be reached at 440-891-2770 or l aylward@advanstar.com.

Invested in nature's stewards, the...

Keepers of the Green

"Floratine products... exceptional results"

I have managed Crenshaw bentgrass over five years using a combination of Astron, Perk Up, NOW, Renaissance, Knife, CalpHlex, and Maxiplex.

After becoming superintendent at The Governor's Club, I expanded our use of Floratine products to include ProteSyn and Floradox.

We saw exceptional results, especially on a group of greens that were weak due to poor air movement and extensive periods of shade.

Floratine products are a staple of my fertility management program contributing to my success with Crenshaw bentgrass.

**Scott McNeer, Superintendent
The Governor's Club
Brentwood, Tennessee**



Floratine

Invested In The Wonder

Invested in the power of nature...

Committed to her custodians, the Keepers of the Green.



Platinum Tee Club

Over the years, I've seen plenty of knee-jerk, shoot-from-the-hip journalism which labels golf courses as toxic cesspools. Even if reporters don't explicitly say we're polluting the environment, they pretend that we're automatically the world's worst polluters because we use pesticides and fertilizers.

In many stories, reporters discuss issues like run-off and pollution as if they're given facts rather than suppositions that need to be proven. After all, the antigolf charges have been repeated so often (and challenged so infrequently by competent members of our profession) that reporters assume the charges are true without any proof.

Those assumptions won't disappear on their own. Therefore, it's time we remodel the way the popular (as opposed to the trade) press portrays what we do for a living.

We often focus too much on just doing our jobs and letting the press coverage take care of itself. As a result, the only time we react to faulty reporting is after some really onerous story has generated concern. By then, we're on the defensive and looking awful.

What if local superintendent chapters developed working relationships with their local media to educate them about the real world of golf course maintenance? You may find some local reporters are zealots, but most of them try to do the professional thing without letting personal prejudices get in the way.

I had two recent experiences here in Florida, one with a radio station and one with a newspaper, which convinced me it's worth our effort to respond vigorously to negative stories in the media. It's also worth it to work with (and become reliable sources for) reporters.

In the first case, a superintendent heard a canned show on National Public Radio called the "90-Second Naturalist." The commentator basically inferred that the Indian River Lagoon was being degraded by the practices of area golf courses. The superintendent, who has a course on the river, called the station, set up an interview and took the reporter on a tour of his operation. Less than 30 minutes into the visit, this lady said — and I quote — "I've seen more wildlife on your course than on any nature tour I've ever taken."

Make Local Media Friends, Not Foes

BY JOEL JACKSON



IT'S TIME WE
REMODEL THE WAY
THE PRESS
PORTRAYS WHAT
WE DO FOR A LIVING

He showed her the buffer zones, the native plantings, how run-off is retained and on and on. We are waiting for her follow-up program to air, and we're glad she saw the other side of the story.

The second case involved a call from a local newspaper reporter. She was working on a series on Florida's water "crisis," and she wanted to know how many Florida golf courses used reclaimed water. I didn't have the data handy, but I suggested several possible sources.

We talked about golf course water use and maintenance in general. She wasn't antagonistic, but she did start the conversation by repeating all the standard big water user, runoff and pollution myths we hear so often.

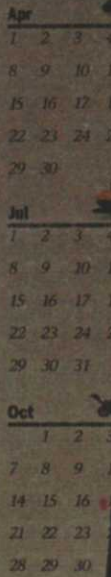
I was able to quote water management statistics that revealed golf courses only used 2.6 percent of the water consumed daily in Florida. I gave her the Web site addresses where she could find the data herself to verify it.

Within a week, I found the reclaimed water information on the Web and forwarded it to her. I also helped her set up a photo opportunity to show golf course irrigation in action. All of this took maybe one hour and three phone calls.

The result was that golf's write-up in the next article was positive, balanced and showed our real position concerning water consumption. The article also talked about superintendents being educated professionals and efficient water managers.

There are real opportunities to develop working relationships with your local media. The time is ripe to go on the offensive with verifiable factual information to become a valuable source instead of an erroneous target.

Joel Jackson, CGCS, retired from Disney's golf division in 1997 and is director of communications for the Florida GCSA.



THE HIGHLANDS COURSE

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY

| | | | | | | | |
|-------|--|-------------------------------|----------------------------------------------------------|--|--|--|--|
| JAKE | | MOVE SLATE TO CLUBHOUSE | | | | | |
| CAROL | | SYRINGE GREENS | WHY ERASABLE JOB BOARDS GET ERASED EVERY DAY. | | | | |
| JOHN | | CUT CUPS | | | | | |
| ROSS | | MOW FAIRWAYS | | | | | |
| MIKE | | HAUL SAND TO #12 BUNKERS | | | | | |
| DAVE | | FILL COOLERS + WASHERS | | | | | |
| JOSE | | TAKE PINE STRAW TO #8 TEE BOX | | | | | |
| DEB | | MOW GREENS | | | | | |
| LARRY | | REMOVE TREE ON #3 CART PATH | | | | | |



No one has to tell you there is more to maintaining a golf course than mowing fairways and greens. Post holes have to be dug. Mulch has to be spread. And countless other jobs that seem to materialize right before your very eyes. To help lighten the load, we have a trio of utility vehicles made especially for golf course work. The ProGator® Heavy-Duty Utility Vehicle has a 2,650 payload capacity, with a five speed, synchro-mesh transmission that allows for seamless shifting. The Turf Gator® Utility Vehicle features a golf-car-style transmission, with a tough unibody construction and one-piece forged axles. And our E-Gator® Electric Utility Vehicle is virtually silent, thanks to a 48-volt electrical system. But it can work a full-day on a single charge and has a respectable 900-lb. payload. For a closer look at three of the hardest workers you'll find, see your local John Deere distributor or call 1-800-537-8233.



www.JohnDeere.com



JOHN DEERE

NOTHING RUNS LIKE A DEERE

CIRCLE NO. 115

Hole of the

■ **No. 4**
Old Head Golf Links
Kinsale, Ireland



Month

An Ill Wind

As you step on the tee of the 427-yard, par-4 fourth hole on Old Head Golf Links in Kinsale, Ireland, you'd better have a caddy determine which way the wind is blowing.

The hole, nicknamed The Razor's Edge, sits atop an 180-foot cliff that juts angrily into the Atlantic Ocean. It's buffeted daily by winds ranging up to 20 mph, though they routinely gust to speeds of 35 mph to 60 mph, says Martin Galvin, greenkeeper at the course.

The winds splash ocean saltwater on the green, which damages the turf unless Galvin and his staff drench it with fresh water four to eight times a day. Dessication also saps water from the turf's crown. "I've spent the last six months researching what products we might use next year on the problem," Galvin says.

Remember: Play the Major Challenge at www.majorchallenge.com.

Golfdom's Hole of the Month is presented in partnership with:

www.johndeere.com



JOHN DEERE

MIKE KLINE

WHAT THE ROUGH LOOKS LIKE TO LESSER UTILITY MOWERS.



The rough can indeed be rough on a trim mower, especially one that has a problem with balance. But the John Deere 2653A Utility Mower is a machine born of stability and simplicity. It features wide, low profile turf tires for excellent stability and superior performance in rugged conditions. For extra traction, a standard hydraulic weight transfer comes to the rescue. And the reel pump and cutting unit motor sizes have been increased for better cutting performance. The 2653A is also anything but rough on the operator: an adjustable high-back seat, power steering, and 2-pedal traction drive make for a comfortable yet productive day on the course. To test drive the machine that makes mole hills out of mountains, visit your local John Deere distributor.



Sitting in La Cumbre CC's makeshift ballroom during the American Society of Golf Course Architects Donald Ross Banquet in April, I began to wonder, "How did all of these bizarre men get so lucky and marry all of these classy, beautiful women?" I asked myself.

Then, during the hour between the salad and main-course arrival, I realized how fortunate I was to be sitting at the same table as Geoffrey Cornish, who charmed us with stories about A.W. Tillinghast, Stanley Thompson, Donald Ross and C.B. Macdonald. We learned that Cornish knew these famous architects and remembers them well. After some gentle tugging by Dana Fry, Cornish told the story of how snow forced him to make 50-mile trip by dogsled to get to a job at Cape Breton Highlands in Canada. I wondered if Cornish is the Ernest Shackleton of golf design.

My wondering continued when Eddie Merrins, the legendary "Little Pro" from Bel-Air CC, took the podium to accept the Ross Award for 2002 recipient Byron Nelson. As the Little Pro mentioned all of the George Thomas courses the ASGCA has visited in recent years, I wondered what "The Captain" would think of certain men in that room who touted about how they're restoring Thomas' courses, while they're doing just the opposite. (There I go again, loving only anything built prior to the Depression, as Rees Jones demanded I just admit. He didn't believe me when I said there were post-1930 courses I liked. Really, Rees — Bethpage Black is super.)

The Little Pro's remarks continued. I wondered if his acceptance speech would last longer than Nelson's 11-tournament winning streak. (Incidentally, Nelson's pal, Jay Morrish, pointed out it was actually 12 straight wins. One win was actually omitted because of a technicality.)

I continued wondering . . . how nice it is to see Bill Coore in a plaid coat. Then I dreamed about what Jack Nicklaus' renderings must have looked like when he joined the ASGCA. (If you don't know, to have the opportunity to pay your tailor to make you a plaid coat, you have to present your architectural renderings

Banquet Put Me in a Wondering Mood

BY GEOFF SHACKELFORD



WHO WOULD HAVE
BELIEVED THAT
THE ASGCA, AS
OPPOSED TO THE
USGA, WOULD BE
THE ORGANIZATION
STICKING UP FOR
TRADITION AND THE
FUTURE OF GOLF?

for deep analysis by the ASGCA's top-secret plans committee. I'm sure Jack's were very thorough.)

As the Little Pro embarked on an unusual tale about Robert Trent Jones Jr. (is that redundant?), he mentioned something about Russian engineers zigzagging "like ants" around Spanish Bay, all the while hitting it off with a Russian-speaking bagpiper.

Feeling assured that no end was in sight, I wondered about that architect at the next table. Apparently after receiving his spool of Ross tartan, he decided to break from tradition by making his plaid into a vest. (Do you think he gets handed valet-parking tickets when he goes to fancy gigs like this?)

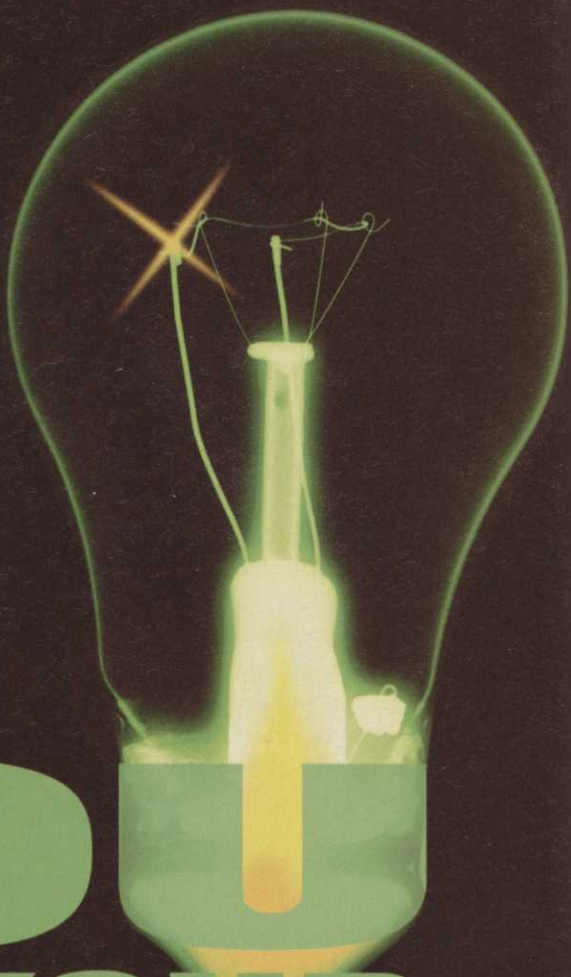
While Merrins mentioned something about another feather in Nelson's multi-plumed hat, I wondered, "Isn't it interesting that this group of men and women, who dress like Scottish morticians, turned out to be golf's most unwavering organization in the technology debate? Who would have believed five years ago that the ASGCA, as opposed to the USGA, would be the organization sticking up for tradition and the future of golf? After all, designers could benefit from courses needing to expand. Instead, most architects are trying to push golf toward downsizing and developing fun-to-play alternative facilities."

As the Little Pro wound up 25 minutes of memories, some even relating to Nelson, I wondered how the USGA chaps in the room felt when the ever-diplomatic Merrins recommended a competition ball to save classic courses and the character of golf. At least one thing required no more wondering: the Little Pro and the ASGCA are taking a stand for the good of the game.

*Geoff Shackelford can be reached at
geoffshackelford@aol.com*

Being an inventor is
fun and exciting,
but not as glamorous
(or lucrative) as you think

BY LARRY AYLWARD, EDITOR



**YOU
AND YOUR
BRIGHT
IDEAS**