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Golfdom

MAY 2002 • VOLUME 58 • NUMBER 5

Up a Tree And Loving It



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Bird Is the Word

Conservation for those 'merry minstrels of the morn' has never been more popular.

By Geoff Shackelford

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Jack's Right-Hand Agronomic Man

Ed Etchells has made a distinguished career out of watching over Nicklaus-designed golf courses.

By Larry Aylward

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Caring for the Carbon Copies

It's hard enough for most superintendents to take care of one signature hole.

Imagine trying to take care of 18 of them at a replica course.

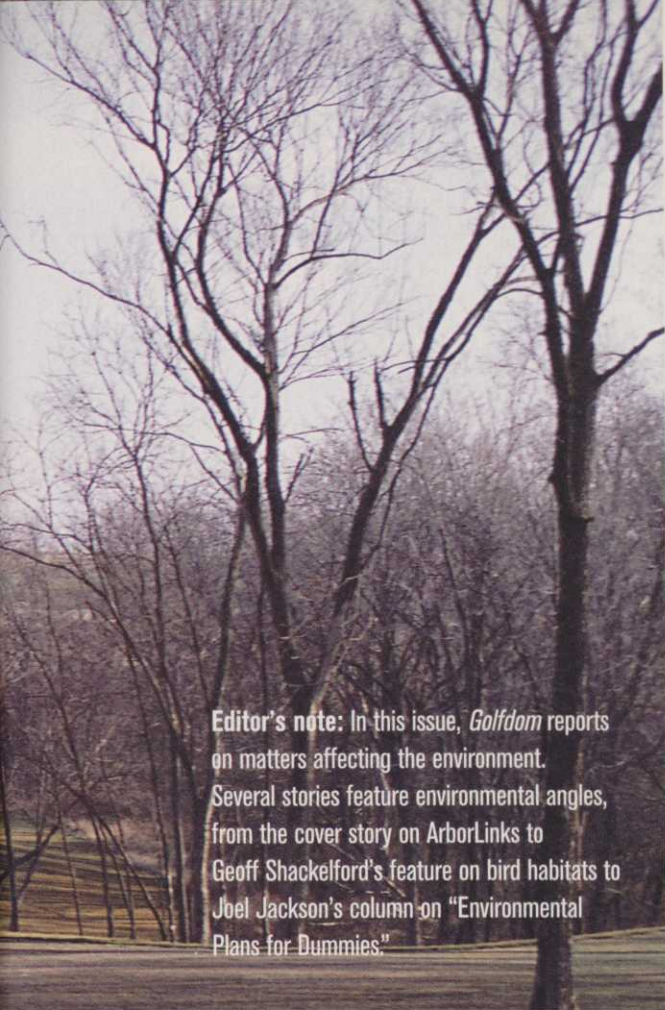
By Frank H. Andorka Jr.

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The Rise and Fall of Endophytes

The excitement over the famous fungi has died down. Researchers, however, haven't given up hope that it may rise again.

By Frank H. Andorka Jr.



Editor's note: In this issue, *Golfdom* reports on matters affecting the environment. Several stories feature environmental angles, from the cover story on ArborLinks to Geoff Shackelford's feature on bird habitats to Joel Jackson's column on "Environmental Plans for Dummies."

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cover story

BY LARRY AYLWARD

Led by superintendent Ryan Krings, the new ArborLinks golf course intends to enhance and sustain environmental stewardship through research, testing and documentation.

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Slow-release fertilizer helps maintain healthy turf on a high-traffic course.

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Studies spark debate on whether organic fertilizers suppress disease.
By Frank H. Andorka Jr.

78 Real-Life Solutions Good Greens and Good Fortune

Superintendent happens upon overseeding solution by sheer luck.
By David Roule



About the cover

Ryan Krings loved climbing trees as a kid. Still does. Lincoln, Neb.-based photographer Jason Nabb didn't have to talk Krings into climbing the hardwood on our cover to take this picture.

News with a hook

- 10 Embracing the 'Enemy'
- 20 The Pressure's On

Correction

In "The Price of Progress" story in April, we neglected to identify George Raymond, who is a business manager for Chipco Professional Products. Sorry about that, George.

Events

SEMINARS & CONFERENCES

MAY

9 Golf Course Managers Association of Cape Cod Monthly Meeting
Foxboro, Mass.
Contact 866-442-6222

13-15 American Water Resources Association's 2002 Summer Specialty Conference
New Orleans
Contact 540-687-8390

13-15 American Water Resources Association's 2002 Summer Specialty Conference
Keystone, Colo.
Contact 540-687-8390

13 West Texas GCSA Monthly Meeting
Big Spring, Texas
Contact 806-354-8447

13 Minnesota GCSA's Spring Mixer
Jordan, Minn.
Contact 952-473-0557

14 Kansas GCSA Monthly Meeting
Wichita, Kan.
Contact 785-532-6173

15 Cactus and Pine GCSA Seminar
Tucson, Ariz.
Contact 520-721-5600

15 Central Texas GCSAA Monthly Meeting
Burnet, Texas
Contact 512-892-3664

16 Cactus and Pine GCSA's Field Day
Tucson, Ariz.
Contact 480-609-6778

20 California GCSA's Annual Meeting
Indian Wells, Calif.
Contact 559-638-3925

21 Carolina GCSA's Seminar: Best Management Practices to Protect Water Quality
Monroe, N.C.
Contact 800-476-4272

21 Midwest Association of Golf Course Superintendents
Huntley, Ill.
Contact 630-406-5356

21 Rocky Mountain GCSA Seminar: Lightning and the Game of Golf
Denver
Contact 888-576-4272

29 USGA Green Section Regional Seminar
Anchorage, Alaska
Contact 253-858-2266

JUNE

1 Turf 2002
Phoenix
Contact 888-905-3434

3 GCSAA Seminar: Warm Season Turfgrass Disease Management
Hammond, La.
Contact 800-472-7878

8-11 Georgia GCSA's Summer Meeting
St. Simons Island, Ga.
Contact 706-742-2651

10 GCSA of New England's Monthly Meeting
Kingston, Mass.
Contact 508-758-6474

11 Cactus and Pines GCSA's Water Quality Seminar
Sedona, Ariz.
Contact 480-609-6778

11 Iowa GCSA's State Meeting
Waterloo, Iowa
Contact 515-232-8222

12 Kansas Turf Foundation's Research Fundraiser
Wichita, Kan.
Contact 785-532-6173

17 Indiana GCSA's Turf Research Fundraiser
Indianapolis
Contact 317-466-7878

20-22 OPEI 50th Anniversary Meeting
Santa Barbara, Calif.
Contact 812-949-9200

Let us know about your events. Send information 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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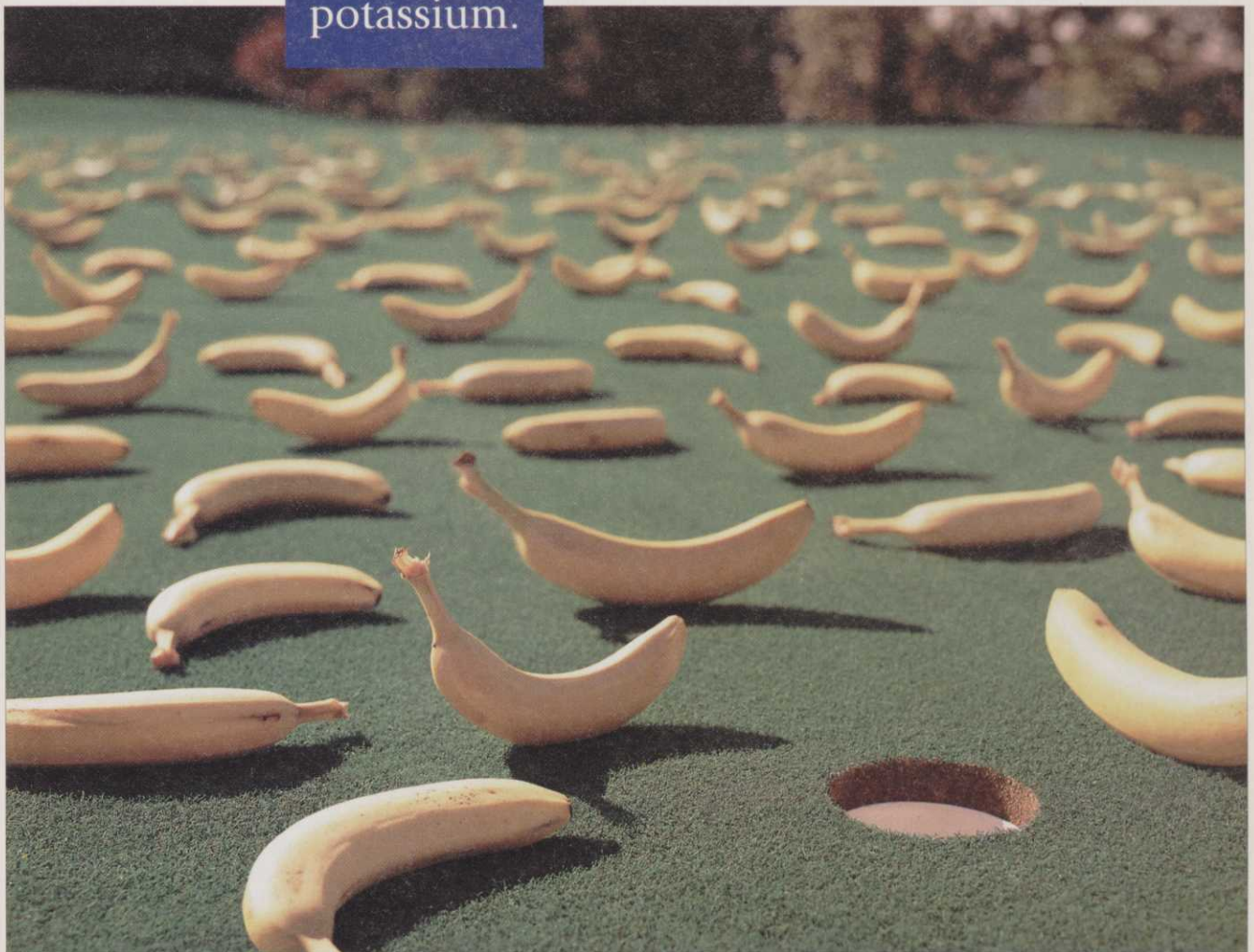


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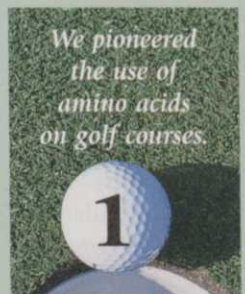
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Have you ever wondered how *Golfdom* ends up on your desk every month? Well, since I'm waaay past deadline (as I type this, our editor is standing in my doorway, tapping his foot and glowering), I'll give you the nickel tour of how *Golfdom* comes to life.

First, a little background: *Golfdom* is a "controlled circulation" publication, meaning we're free to you and 30,000 other folks. Our bills are paid by advertisers (God love 'em) who want to reach you with their messages. Thus, they invest their ad dollars in a publication that is read by all of their customers. So, our job — from a cynical business standpoint — is to keep you reading cover-to-cover so you see those ads.

The base cost for a full-color ad page in *Golfdom* is about \$5,700 (Ka-ching!), but the rate goes down for companies who buy a lot of ad space with us. On average, about half of *Golfdom* is advertising and half is content. So the more ads we sell, the more editorial space we have.

That leads us to the fun part. Every summer, Larry, Frank and I take input from our *Golfdom* Advisory Staff and put together an editorial calendar for the upcoming year. We try to schedule stories in months where they're helpful to you, but the calendar also helps our advertisers (who are truly wonderful people) place ads in issues that have articles related to their products.

Several months before the issue, Larry will start assigning articles. He and Frank do a lot of the reporting, writing and editing, but we also hire free-lance writers like Mark Leslie and Shane Sharp to do feature articles. We also rely on turf professionals like Ron Furlong and Jim Black, who have a flair for writing articles or essays. Finally, we have our posse of contributing editors like Joel Jackson, Geoff Shackelford, Dave Wilber, Mike Heacock and Mark Luce who do monthly or bimonthly columns.

We regularly accept articles from advertisers (who are all smart and attractive) and PR flacks. Most of these people have — for lack of a better term — an agenda. Honestly, the articles they submit are generally good, and these people are bright enough to back up their

How in the Heck Do They Do That?

BY PAT JONES



I'LL GIVE YOU THE
NICKEL TOUR OF
HOW *GOLFDOM*
COMES TO LIFE

claims with facts. We weed out blatantly commercial stuff and try to let you know who wrote the piece and who they work for. But ultimately, we're just scribblers, not experts on industry technology, so no one should bet the farm on any new widget they read about in *Golfdom* or any other trade rag.

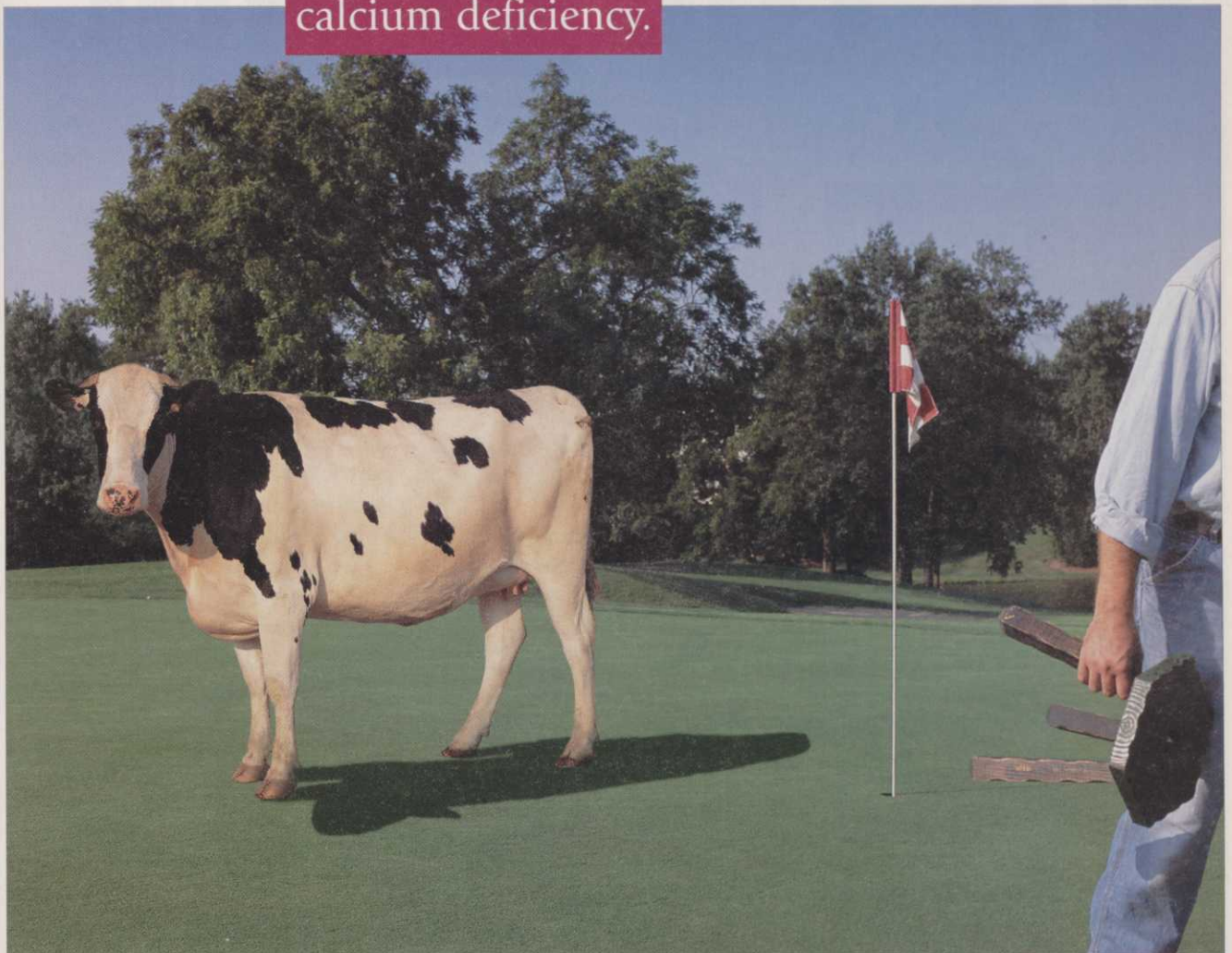
Once the copy comes in, Larry and Frank edit it, find art, write headlines and captions. Then, they work with our designers, Kim Traum and Lisa Lehman, to dump the whole thing into a mysterious computer program called "Quark" (which, as Dave Barry would say, would be an excellent name for a rock band). They lay out the pages and put the final layouts on my desk for approval. Then I pretend to scrutinize them while placing random red pencil marks on the pages. This drives the editors nuts, but it's fun.

Once approved, the pages are sent electronically to Duluth, Minn., where a wonderful person named Jill Hood takes all the advertisements (which are beautiful things, indeed) and shuffles them with the editorial content. She does this by creating a folio (which is Latin for "folio") that organizes everything for the printers, who are ink-stained trolls who work in a dark, noisy cave elsewhere in the wilds of Minnesota. The magazine starts as a digital file at one end of the cave and leaves on a postal truck at the other end. Then, the driver of the postal truck apparently takes a two-week coffee break before finally delivering it to you, dear reader.

So that's the way this thing happens. Each issue of *Golfdom* is the product of months of effort by reporters, editors, designers, salespeople, production managers, trolls and even advertisers (did I mention they're all lovely people?).

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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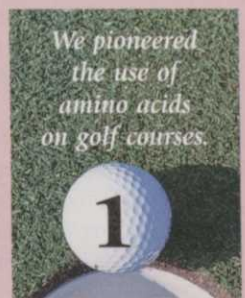


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Off The Fringe

Business briefs

Simplot disputes L-93 ruling

J.R. Simplot is disputing the U.S. Department of Agriculture's decision to abandon the Plant Variety Protection application of Loft L-93 bentgrass, marketed by the company's Jacklin Seed division.

The ruling, handed down by USDA's Plant Variety Protection office, means the cultivar has no proprietary owner and that generic versions of L-93 could be sold.

J.R. Simplot purchased the seed at a bankruptcy auction after the demise of AgroBioTech in 2000, but Simplot didn't obtain a new PVP, which is required when a variety changes hands.

"Simplot is aggressively pursuing all available avenues to restore the PVP application for L-93," the company announced in a media advisory. "Ultimately, Simplot believes the PVP office will reconsider its decision and reinstate the application."

NGP, AGC announce merger conditions

National Golf Properties and American Golf Corp., both based in Santa Monica, Calif., have announced conditions of their merger, which they reported in February. Under the merger, both companies would become subsidiaries of a new holding company that would be owned by current National Golf shareholders.

The new company would also not be a real-estate investment trust as National Golf was previously. The company plans a new name upon completion of the merger, which is expected late this summer.

Ruling doesn't affect golf industry

While the California Department of Pesticide Regulation (DPR) announced it wants to ban

Briefs continue on page 14

Embracing the 'Enemy'

SPEAKERS URGE COLLEAGUES TO USE GROUPS' EXPERTISE

By Frank H. Andorka Jr.,
Managing Editor

The words sent palpable shock waves through the conference room.

Two superintendents, appearing at a seminar on environmental success stories during February's GCSAA show, uttered words their colleagues never expected to hear about their ongoing battle with environmentalists: Embrace the "enemy."

Actually, Peter Lund and Ray Davies don't view environmentalists as the enemy at all — far from it. Lund, certified superintendent of Rhode Island CC in Barrington, R.I., said superintendents should embrace environmentalists because they have access to sufficient resources to

solve potential problems. Davies, a former superintendent who's now director of golf course maintenance and construction for CourseCo, a Petaluma, Calif.-based management company, says the environmentalists have access to government leaders in ways a superintendent will never achieve.

"These guys are the experts who know how to lobby governments, and they have the contacts," Davies said. "When you involve them in the process, you'd be amazed at how much they will help you accomplish."



"When you involve them in the process, you'd be amazed at how much they will help you accomplish."

RAY DAVIES,
COURSECO

Lund said environmentalists understand the complex web of government agencies that may have jurisdiction over projects and can help superintendents navigate those agencies.

"Engage the environmentalists and get them to contact the appropriate agencies on your behalf," Lund said. "They know which levers to flip, and they don't go away. They'll stay in the politicians' faces as long as necessary to accomplish their goals."



PHOTO COURTESY OF COLLIER'S RESERVE