

Relationships that last for 12 years are something special. Just ask Brian Darrock.

As superintendent of Fairbanks Ranch Country Club in Rancho Santa Fe, California and a 2003 Keeper of the Green, Brian has relied on Floratine products for over a decade to keep his greens as pristine as the club's coastal setting.

To combat the ever-present salt in the water and soil, he applies CalpHlex. When his turf is stressed during hot weather, Brian turns to Astron. And for strong, consistent growth, Brian uses a program based on a variety of Floratine products, including FG-20, Renaissance and Maxiplex.

"When I started as a superintendent, I used a lot of different products to formulate my own recipe for healthy greens but had limited success. I tried Floratine for a couple of months and had great results. I've been a Floratine customer ever since," he says.

Unparalleled products. A dedicated superintendent. Add them together and you get a successful long-term relationship.

Floratine and its associates are dedicated to the success of turfgrass managers. We strive to provide environmentally conscientious, integrated turfgrass solutions through uncompromising quality and value in products, technical assistance, and customer focus.

We are invested in the success of the Keepers of the Green.



For more information, call 901-853-2898 or e-mail techinfo@floratine.com



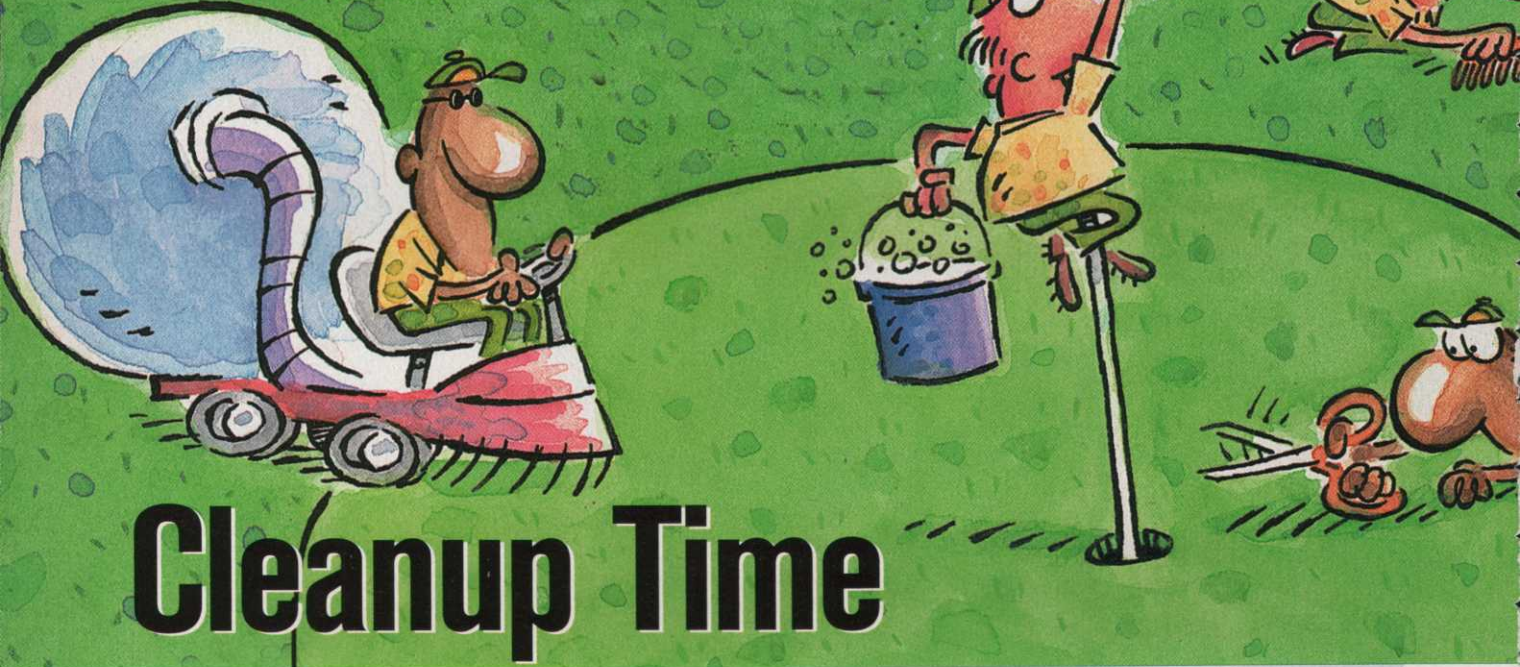
Brian Darrock


Floratine
Invested In The Wonder

CIRCLE NO. 101

Golfdom

APRIL 2003 • VOLUME 59 • NO. 4



Cleanup Time

60

The Ugly Truth About Phytotoxicity

It's not a big problem, but it can turn your beautiful golf course into a wasteland of brown turf if it happens. Experts offer common-sense tips to avoid the problem
By Frank H. Andorka Jr.

64

Real-Life Solutions Righting A Wrong

It was a bad idea to grass the new fairways at Apache Stronghold in Arizona with a cool-season mixture of turfgrass. So it's back to bermuda to get the award-winning course back on track.
By Shane Sharp



69

Dry Measures

Superintendents must manage the agronomics and politics that come with drought restrictions.
By Larry Aylward

74

On the Horizon

Basic manufacturers plan to bring new fungicides to market soon and to continue their R&D efforts.
By Peter Blais



cover story

BY LARRY AYLWARD

It takes a lot of blood, sweat, tears *and* planning to prep your course for the member-guest, the club championship and other events.

28

About the cover

Akron, Ohio-based illustrator Leo Michael drew up this crew to work on our cover course.

81 Show Business

We came, we saw and we conquered. Now we're filing our report on what went down at the Big Show in Atlanta.
By the Golfdom Staff



Getting It Straight

Nufarm manufactures the post-patent glyphosate herbicide *Pro*. The company does not manufacture Prosecutor, a private-label herbicide distributed by LESCO. These errors were made in a chart accompanying the "Generics Generate Competition" article in the February issue (page 42).

News with a hook

14 Superintendent or
Baseball Manager?

SERIALS

39

NOV 11 2003

MICHIGAN STATE UNIVERSITY
LIBRARIES

columns

- 8 **Flagstick**
Jots & Scribbles
From Atlanta
- 22 **Pin High**
There's No Place
Like Lawrence
- 27 **Shades of Green**
Doing Turf Grads
A Major Disservice
- 72 **Designs On Golf**
What Jones Said,
What I Think
- 94 **It's Academic**
PGRs Have Become
Vital for Turfgrass Care
- 106 **Out of Bounds**
Scorecards

departments

- 4 Events
- 6 Letters
- 10 The Big Picture
- 14 Off the Fringe
- 24 Hole of the Month
- 88 Real-Life Solutions
Doing Double (and
Sometimes Triple) Duty
- 95 Company Line
- 104 Classifieds

TurfGrass Trends

This month, *Golfdom's* practical research digest for turf managers discusses fine fescue's disease resistance. Pages 39-56.

Events

SEMINARS & CONFERENCES

APRIL

15 Central California GCSA Monthly Meeting
Paso Robles, Calif.
www.californiagcsa.org

17 Western North Carolina Turfgrass Association and Carolinas GCSA's Educational Seminar
Hickory, N.C.
www.gcsa.org

17 Florida GCSA Monthly Meeting
Naples, Fla.
www.floridagcsa.com

23 GCSA of New England Monthly Meeting
Chatham, Mass.
www.gcsane.org

24-26 Hydro Turf Planters Association's Annual Conference
Bay St. Louis, Miss.
www.htpa.org

28 USGA Regional Meeting
Honolulu
www.usga.org

29 Maine GCSA Monthly Meeting
Arundel, Maine
www.mgcsa.com

MAY

2 GCSAA Seminar: Golf Course Drainage – Application and Design
Orlando
www.gcsaa.org

2-6 American Society of Irrigation Consultants Annual Conference
Asheville, N.C.
www.asic.org

2-4 Oregon GCSA Annual Meeting
Agate Beach, Ore.
www.ogcsa.org

5-7 Urban Wildlife National Conference
Nebraska City, Neb.
www.arboday.org

5 Low Country GCSA Monthly Meeting
Hilton Head, S.C.
www.cgcsa.org

5 Golf Course Managers of Cape Cod Monthly Meeting

Franklin, Mass.
www.gcmacc.com

6-7 University of Arizona Field Day and Seminar
Tucson, Ariz.
www.cactusandpine.com

6 Iowa GCSA Equipment Demo Day
Iowa City, Iowa
www.iowaturfgrass.org

6 Rutgers University Turf Research Golf Classic
Hillsborough, N.J.
turf.rutgers.edu

12-15 Second International Conference on Irrigation and Drainage
Phoenix
www.uscid.org

13 Central Texas GCSA Monthly Meeting
Spring Branch, Texas
www.ctgcsa.org

16 Cactus and Pine GCSA Affiliate Meeting
Scottsdale, Ariz.
www.cactusandpine.com

17-21 American Society of Golf Course Architects Annual Conference
Pittsburgh
www.golfdesign.org

18-20 California GCSA Annual Meeting and Golf Championship
Monterey, Calif.
www.californiagcsa.org

19 Minnesota GCSA Monthly Meeting
Houston, Minn.
www.mgcsa.org

20 Palmetto GCSA Monthly Meeting
Pawleys Island, S.C.
www.cgcsa.org

21 Gulf Coast GCSA Monthly Meeting
Panama City, Fla.
www.gcgcsa.com

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.

Golfdom

www.golfdom.com

EDITORIAL STAFF

Pat Jones PUBLISHER/EDITORIAL DIRECTOR 440-891-3126 pjones@advanstar.com
Larry Aylward EDITOR 440-891-2770 larry@advanstar.com
Frank H. Andorka Jr. MANAGING EDITOR 440-891-2708 fandorka@advanstar.com
Geoff Shackelford CONTRIBUTING EDITOR 310-451-5877 geoffshackelford@aol.com
Joel Jackson CONTRIBUTING EDITOR 407-248-1971 figm@aol.com
Mark Luce CONTRIBUTING EDITOR 785-841-6044 mluce@sunflower.net
Dave Wilber CONTRIBUTING EDITOR 916-630-7600 dave@soil.com
Dr. Karl Danneberger CHIEF SCIENCE EDITOR danneberger.1@osu.edu
Lisa Lehman CORP. CREATIVE DIRECTOR 440-891-2785 llehman@advanstar.com
Kim Traum SR. GRAPHIC DESIGNER 440-891-3175 ktraum@advanstar.com
Mike Klemme CHIEF PHOTO EDITOR 580-234-8284 mike@golfoto.com
Sue Porter EXECUTIVE EDITOR 440-891-2729 sporter@advanstar.com
Vernon Henry CORP. EDITORIAL DIRECTOR 440-826-2829 vhenry@advanstar.com
Lynne Brakeman WEB EDITOR 440-891-2869 lbrakeman@advanstar.com

CLEVELAND HEADQUARTERS

7500 OLD OAK BLVD.
CLEVELAND, OH 44130-3609

OFFICIAL PUBLICATION OF



American Society of Irrigation Consultants 111 E. WACKER,
18TH FLOOR, CHICAGO 60601; 312-372-7090; WWW.ASIC.ORG

GOLFDOM ADVISORY STAFF

Joe Baidy, CGCS,
TURNING STONE GC

Jim Barrett, ASIC,
JAMES BARRETT ASSOCIATES

Jan Beljan, ASGCA,
FAZIO DESIGN

Pat Blum
COLONIAL ACRES CC

Joe Boe
CORAL OAKS GC

Jerry Coldiron, CGCS,
LASSING POINTE GC

Bill Coore
COORE & CRENSHAW

David Davis, FASIC,
DAVID D. DAVIS ASSOCIATES

Tripp Davis
TRIPP DAVIS AND ASSOCIATES

Michelle Frazier, CGCS,
BOSTON HILLS CC

Charlie Fultz
COUNTRY CLUB OF CULPEPPER

Paul Gillen
AERWAY

Dean Graves
CHEVY CHASE CLUB

John Gurke, CGCS,
AURORA CC

Steve Hammon
TRAVERSE CITY G&CC

Jim Husting, CGCS,
WOODBIDGE G&CC

Tom Kastler
CLUB AT RUNAWAY BAY

Armand LeSage
LAKE ARROWHEAD CC

Bob Lohmann, ASGCA,
LOHMANN GOLF DESIGN

Jim Loke, CGCS,
BENT CREEK CC

Walter Mattison
(IN MEMORY)

Steve Merkel, CGCS,
LANDSCAPES UNLIMITED

Bill Montague, CGCS, MG
CUYAHOGA COMMUNITY COLLEGE

Don Naumann
SIERRA PACIFIC TURF

Jim Nicol, CGCS,
HAZELTINE NATIONAL GC

Steven Numbers
WESTFIELD CC

Joel Ratcliff, CGCS
WORLD TOUR

Ken Sakai, CGCS,
GOLF PACIFIC MANAGEMENT GROUP

James Simonini
SYNCROFLO

ASSOCIATIONS



American Society of Golf Course Architects 111 E. WACKER,
18TH FLOOR, CHICAGO 60601; 312-372-7090; WWW.GOLFDESIGN.ORG



Golf Course Superintendents Association of America
1421 RESEARCH PARK DR., LAWRENCE, KS 66049-3859; 800-472-7878;
WWW.GCSAA.ORG



Golf Course Builders Association of America
727 "O" STREET, LINCOLN, NE 68508; 402-476-4444;
WWW.GCBAA.ORG



National Golf Course Owners Association 1470 BEN SAWYER BLVD.,
STE. 18, MOUNT PLEASANT, SC 29464; 843-881-9956;
WWW.NGCOA.ORG



Responsible Industry for a Sound Environment 1156 15TH ST. NW,
SUITE 400, WASHINGTON, DC; 202-872-3860; WWW.PESTFACTS.ORG

BUSINESS STAFF

Tony D'Avino GROUP PUBLISHER 440-891-2640 tdavino@advanstar.com
Mindy Moczulski ADMIN. COORDINATOR 440-891-2734 mmoczulski@advanstar.com
Jill Hood PRODUCTION MANAGER 218-723-9129 jhood@advanstar.com
Rosy Bradley PRODUCTION DIRECTOR 218-723-9720 rbradley@advanstar.com
Tracy White CIRCULATION MANAGER 218-723-9540 tracy.white@advanstar.com

ADVERTISING STAFF

CLEVELAND HEADQUARTERS

7500 OLD OAK BLVD.
CLEVELAND, OH 44130-3609

Kevin Stoltman MIDWEST MANAGER kstoltman@advanstar.com
440-891-2772 FAX: 440-891-2675

Pat Roberts WESTERN MANAGER proberts@advanstar.com
440-891-2609 FAX: 440-891-2675

Michael Harris ACCOUNT MANAGER mharris@advanstar.com
440-891-3118 FAX: 440-826-2865

Laura Cieker CLASSIFIED, ACCOUNT EXECUTIVE lcieker@advanstar.com
800-225-4569 X2670 FAX: 440-826-2865

REGIONAL OFFICES

Joseph Sosnowski EASTERN MANAGER jsosnowski@advanstar.com
150 STRAFFORD AVE.
WAYNE, PA 19087
610-687-2356 FAX: 610-687-1419

MARKETING SERVICES

Marcie Nagy REPRINTS (500 MINIMUM) 440-891-2744 mnagy@advanstar.com

Tamara Phillips CIRC. LIST RENTAL 800-225-4569, EXT. 2773 tphillips@advanstar.com

Subscriber, Customer Service 218-723-9477; 888-527-7008

**Books, Directories, Current Issues, Back Issues, Photocopies,
Microfiche, Film Copies, CD-Rom** 800-598-6008; 218-723-9180

CORPORATE



Robert L. Krakoff CHAIRMAN AND CEO

James M. Alic VICE CHAIRMAN

Joe Loggia PRESIDENT AND COO

David W. Montgomery VP/FINANCE, CFO AND SECRETARY

Alexander S. DeBarr EXECUTIVE VICE PRESIDENT

Daniel M. Phillips EXECUTIVE VICE PRESIDENT

Scott E. Pierce EXECUTIVE VICE PRESIDENT

Eric I. Lisman EXECUTIVE VICE PRESIDENT/CORPORATE DEVELOPMENT

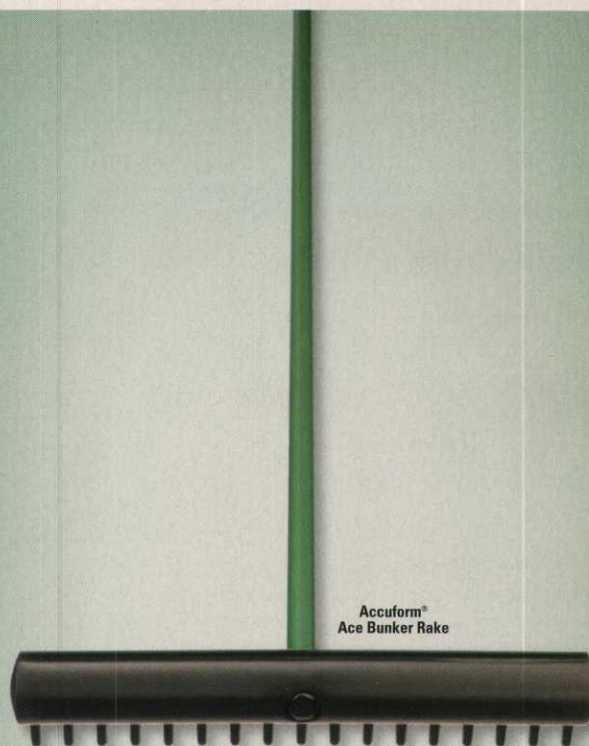
Adele D. Hartwick VICE PRESIDENT, TREASURER & CONTROLLER

Rick Treese VICE PRESIDENT & CHIEF TECHNOLOGY OFFICER

Goldfom does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content.

Goldfom welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return.

Advanstar Communications provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call toll-free 888-527-7008 between the hours of 7:30 am and 5 pm CT and a customer service representative will assist you in removing your name from Advanstar's lists. Outside the U.S., please phone 218-723-9477.



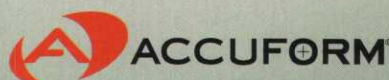
Accuform®
Ace Bunker Rake

**SMOOTHES OVER A BUNKER
LIKE ROSES SMOOTH OVER A
MISSED ANNIVERSARY.**

Short tines for raking and a special surface for smoothing make this the preferred rake among top superintendents. To learn more call 1-888-893-2433 or visit www.paraide.com



WHEREVER GOLF IS PLAYED.



CIRCLE NO. 121

www.golfdom.com

Goldfom 5

Hose On-The-Go!

REEL & TRAILER COMBO



FAST
React quickly

SAVE TIME
Wind up hose at the touch of a button

EFFICIENT
Take along tool boxes and more

COMPACT
Wheels mounted under bed to get thru tight spots

EASY TO USE
Extra long 32" tongue allows sharp turns

Reelcraft's rugged 30000 series reel and trailer makes hose handling easier, quicker and more convenient. Call the reel experts for water when and where you need it!



REELCRAFT

Wind Things Up With Reelcraft

Toll free: **800-444-3134**
www.reelcraft.com

03TA 029 4GB

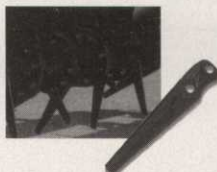
CIRCLE NO. 106



Shattertine®



Sportstine®

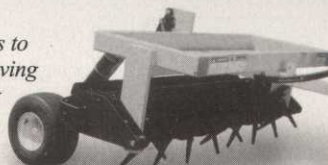


Finetina®

AerWay® offers low cost, low maintenance, long lasting options for all your turf aeration needs!

A Full Family of Tines - AerWay® offers you customized aeration options for your greens, tees, fairways and roughs.

Effective Deep Tine Action - goes to the heart of soil problems by relieving compaction. This results in strong root growth and outstanding drought resistance.



AerWay® - Effective Aeration When You Need It - Where You Need It!

for further information call **1-800-457-8310**

Advanced Aeration Systems

www.aerway.com aerway@thehollandgroupinc.com

CIRCLE NO. 107

We've Got Mail

■ LETTERS FROM THE FIELD

American Golf Fires Back

We were disturbed by the misinformation and negative conclusions in Shane Sharp's article about American Golf Corp. ("American Golf at the Turn," January). We hope American Golf's customers, club members and employees will dismiss Sharp's unwarranted criticism and cavalier inferences.

By Sharp's own admission, he has little experience playing our courses. More importantly, he mentioned no unpleasant experiences of his own. It may surprise him to know that more than 12 million rounds are played at our courses annually. Certainly, the "dozens of e-mails" he has received in the past year don't resemble the "majority of the golfing population" he contends are dissatisfied [with our service].

To make a case against American Golf based on such meager and unreliable evidence is as unfair as it is irresponsible, especially given that Sharp has no direct experience to substantiate it. American Golf greatly values guest and member feedback and actively solicits it through annual surveys, customer satisfaction programs and comment cards. The high level of dissatisfaction that Sharp presumes would hardly be ignored by a company that strives to exceed the needs and expectations of its guests, members and landlords.

Sharp points to positive features of American Golf in his article — that the company employs more superintendents than any other golf-based corporation in the world, it invests a great deal in education for its superintendents and that a number of American Golf-operated courses are in excellent condition. What he neglected to discover was that American Golf makes a great effort creating a career path for superintendents and assistants. In light of these facts, it is disconcerting that Sharp would choose to draw only unfavorable conclu-

sions. This is a disservice to our company and your readers.

Craig Kniffen
Executive Vice President,
Maintenance and Construction
American Golf Corp.
Frisco, Texas

Thanks for the Jump-Start

I've been carrying around the equivalent of a 5-pound bag of fertilizer for the last five years. Sounds strange? In layman's terms, the "bag" is my stomach. After reading a *Golfdom* article about getting into shape ("Getting Into Shape, September 2002"), I realized that a lot of the things in the article were about me. I was sluggish at work, had no energy and no idea where to turn.

I then decided that diet and exercise had to be a part of my life if I was to continue to have a long life. I had been on blood pressure medicine for the past year.

I started to exercise and eat healthier. I'm happy to say that I've gotten rid of almost 30 pounds in two months. I went to the GCSAA conference in Atlanta and never gained a pound. I wore clothes that I had not had on in three years. I worked out every day in the hotel. To my surprise, there were a number of superintendents doing the same. I have a tremendous amount of energy every day, and I hope to attain my goal of losing 50 pounds by the end of the golf season.

Thanks for giving me the jump-start that I needed.

Rick Tegtmeier
Certified Superintendent, Elmcrest CC
Cedar Rapids, Iowa

Got something to say? 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.

EVOLVED



Toolcat™ Utility Work Machine ...an entirely new concept!

The Toolcat 5600 combines the best features of a loader, pickup truck and attachment carrier. Designed to excel at large property maintenance and commercial grounds keeping, the 5600 is an entirely new concept — the utility work machine!

Call toll-free **1-866-823-7898** ext. 0189
for a FREE Video Catalog and 2003 Buyer's Guide.
Or visit our website www.bobcat.com/0189

Bobcat Company • P.O. Box 6000 • West Fargo, ND 58078



Bobcat®
One Tough Animal

An **IR** Ingersoll Rand business

Longtime readers may recall that I annually return from the GCSAA Conference & Show with indecipherable notes jotted on napkins, business cards, my forearm, etc. This year's big event in Atlanta was no exception. But with the help of that brilliant guy from *A Beautiful Mind*, I was able to decode my pile of useless scribbles into the following insightful (not) and in-depth (hardly) report on the 2003 show.

Atlanta didn't stink

OK, let's just say it at the top: My fears that Atlanta would be a lousy site for the show were largely unfounded. The convention center was good, the hotels were closer than expected and the bus system actually worked well. Nobody was mugged. Even the weather cooperated.

It was as if the ghost of Scarlett O'Hara hovered over the event to ensure that our visit to Tara would be as pleasant as peach pie and we'll all would want to come back again *reeeaaaaal* soon. Well, frankly Scarlett, we don't think so.

Great expectations

Exhibitors — the folks who pay the light bill for the association by ponying up for expensive booths — left the show pretty much happy. Most told me the show exceeded their expectations. Despite the lowest total attendance in years, suppliers felt that quality attendees made up for weaker traffic.

Staff of greatness

Big-time kudos to the GCSAA staff members for putting something extra into the management of the show. They knew this show would be under a microscope given last year's logistical problems (picture 1,000 angry people standing in line for badges) and concerns about the site and economy. But the execution was flawless and by week's end staff members sported weary smiles that seemed to say, "Whew! We dodged a bullet."

Know when to fold 'em

The GCSAA board bagged the planned vote that would have essentially empowered it to move the association's headquarters at will. If the board's straw poll was the same as our poll, its members knew at least five of the largest

Jots & Scribbles From Atlanta

BY PAT JONES



DESPITE THE
LOWEST TOTAL
ATTENDANCE IN
YEARS, SUPPLIERS
FELT THAT QUALITY
ATTENDEES MADE
UP FOR WEAKER
TRAFFIC

chapters had told their delegates to vote against the idea. In short, the vote was a nonstarter.

Two former board members who've seen this type of stuff from the inside essentially told me the same thing: Trusting the elected leadership is one thing, but allowing a major decision like relocation to potentially come down to a 5-4 split vote just didn't sit well with anyone. Despite this setback, rest assured that the fat lady has not sung on the idea of relocation. "The board wants this badly," said one past president. "They are determined to do it."

Speaking of location

With all the talk of moving, I've been asked several times lately why GCSAA ended up in Lawrence to begin with. Well, ironically, the man who helped attract them to Kansas passed away recently. Back in 1972, Bob Billings — a visionary Lawrence developer and civic booster extraordinaire — made it affordable for the association to construct the previous headquarters next to his new Alvamar GC. Say what you will about the shortcomings of Lawrence, but Mr. Billings was a truly great man who was a great booster of the association. Our condolences and best wishes to Bev and his family as well as to certified superintendent Dick Stuntz and the whole team at Alvamar.

The final word

The relatively low attendance but overall success of GCSAA/Atlanta is reflective of the state of our chunk of this happy little industry. Sure, there are rough spots along the way, but the core of the market remains strong. Now it's on to San Diego in 2004. Great city, great weather, great golf courses ... does that combo equal a great conference and show? Stay tuned.

Jones can be reached at 440-891-3126 or pjones@advanstar.com.

Thinking about
LIGHT AND FREQUENT?



Heavy application



Medium application



Comes as a tow behind or truck mount



Works great with organics and other materials

03/2009 REF0229

The ProPass from Ty-Crop has the lightest footprint and the most accurate spread pattern on the market. Plus customers can use it to spread a wide variety of materials at different depths and widths!



**High Performance Material Handling
and Topdressing Equipment**
turfsales@tycrop.com • www.tycrop.com

Tel (604) 794-7078 • Toll Free 1-800-845-7249 • Fax (604) 794-3446

Great tools to help you get the job done!

CIRCLE NO. 109

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



Major Slow Down

According to the National Golf Foundation's *Golf Facilities in the U.S. 2003 Edition*, about 220 18-hole golf courses opened in 2002. That's down 13 percent from 2001, and down 38 percent from 2000. But NGF predicts that openings will stabilize this year.

Movin' Out?

A new *Golfdom* online poll reveals that most superintendents are against the GCSAA moving its current headquarters in Lawrence, Kan., to a more "golf-centric" location.



No, GCSAA shouldn't move **43%**

Yes, GCSAA should move **34%**

I don't care if GCSAA moves **12%**

Maybe GCSAA should move **11%**

(Based on 425 responses)

GOLFDOM

PHOTODISC

Golf Rounds Played

The percentages below represent the difference in number of rounds played in the month of December 2002 compared to the number of rounds played December 2001.

| REGION | DECEMBER | Y.T.D. |
|--|----------|--------|
| New England ME, VT, NH, MA, RI, CT | -38.7% | -1.7% |
| Middle Atlantic NY, PA, NJ | -69.5% | -4.3% |
| East North Central MI, OH, IN, IL, WI | -79.5% | -5.7% |
| West North Central ND, MN, SD, NE, KS, IA, MO | 21.9% | -7.2% |
| South Atlantic WV, VA, DE, MD, NC, SC, GA, FL | -21.5% | -2.2% |
| Florida | -9.5% | 2.1% |
| South Atlantic without FL | -39.5% | -5.3% |
| East South Central KY, TN, AL, MS | -17.8% | -4.8% |
| West South Central OK, AR, LA, TX | -2.1% | -1.8% |
| West South Central without TX | -28.2% | -7.4% |
| Texas | 10.2% | 1.7% |
| Mountain MT, ID, WY, NV, UT, CO, AZ, NM | 6.1% | -1% |
| Pacific WA, OR, AK, HI, CA | 5.7% | 1.9% |
| Pacific without CA | 3% | 3.2% |
| California | 6.2% | 1.5% |
| TOTAL UNITED STATES | -10.7% | -2.9% |

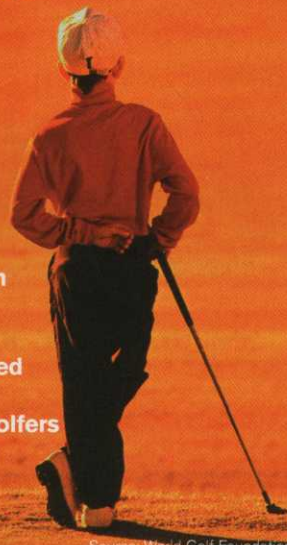
GOLF DATATECH

Anatomy of a Golfer

1 in 10 kids who are not exposed to golf at all become long-term adult golfers

3 in 10 kids who are only exposed to golf loosely (i.e., tagging along with a relative as they play golf) become long-term adult golfers

6 in 10 kids who are introduced to golf in a structured junior golf program become long-term adult golfers



Source: World Golf Foundation

DIGITAL STOCK