

Just how consistent is your sprayer?



Perfect coverage. Every time. Only Toro® can do that. With their positive displacement diaphragm pump, Toro Multi Pro® sprayers ensure a precise application by adjusting flow rate to match changes in ground speed, automatically and instantaneously. Contact your local distributor at 1-800-803-8676 or toro.com for Toro Financing™ options.



A framed photograph of an eagle in flight against a sunset sky. The eagle is silhouetted against a bright orange and yellow background. The frame is made of rough, natural wood. The text is overlaid on the lower right portion of the image.

IT'S AN ENDURING SYMBOL OF FREEDOM
BROWN PATCH AND



FROM DOLLAR SPOT,
OTHER TURF-DESTROYING DISEASES.

Eagle* specialty fungicide provides long-term, systemic protection from the turf diseases that pose the greatest threat. And it's incredibly easy on turf. With Eagle, you can't lose.

EAGLE. TO WIN.

 Dow AgroSciences

Eagle*

Specialty Fungicide

www.dowagro.com/turf 1-800-255-3726 Always read and follow label directions. *Trademark of Dow AgroSciences LLC

Off The Fringe

NEWS WITH A HOOK

Business briefs

Deere profits up

Moline, Ill.-based Deere & Co. reported a better-than-expected profit of \$68 million for the first quarter. That's compared to a \$38 million loss in the period a year ago. It's the third consecutive quarter the company has posted a profit.

In other company news, Deere & Co. announced it has extended two agreements with the PGA Tour, guaranteeing the company will continue its sponsorship of the John Deere Classic and its exclusive partnership to provide equipment to the Tour.

The agreements extend the Deere's sponsorship of the Classic through 2010, and its status as the official equipment supplier to the PGA Tour through 2014. "Our company's relationship with professional golf has resulted in many positive benefits since our first agreement with the PGA Tour in 1997," said Robert W. Lane, Deere's chairman and CEO.

Toro off to good start

The Toro Co. reported net earnings of \$7 million on net sales of \$296 million for its fiscal 2003 first quarter ended Jan. 31. Compared to the same fiscal period in 2002, the Bloomington, Minn.-based company reported a net loss of \$29.7 million. Toro's professional segment sales increased 10.1 percent to \$193.4 million. The increase resulted from higher volume in golf, grounds and landscape contractor equipment and residential/commercial irrigation products.

The Andersons plans new products

The Andersons Golf Products expects to register and sell a new product by the second half of this year, though company officials wouldn't discuss specifics until the registration is complete. Mike Bandy, manager

Briefs continue on page 16

Baseball Manager or Superintendent?

LACK OF JOB SECURITY IN THE PROFESSION IS A BIG PROBLEM

By Dave Fearis

What's the common trait between a baseball manager and superintendent? The answer is that both lack job security.

Take the case of Mike Hargrove, manager of the Cleveland Indians from 1991-1999. In his last five years with the Indians, he led them to two American League pennants and five straight American League Central Division titles. His record in those five years was 491 wins and 319 losses. Sounds impressive, doesn't it? However, he was fired after the 1999 season, presumably for not winning a World Series.

It's a similar situation with some superintendents? I recently began writing down examples of superintendents being fired for what I would consider undue reasons. When I got done, I realized the list was too long to write this article. So I tried to find a common thread with all these firings.

Basically, it got down to personalities and egos — not on the superintendent's part, but on the part of the club president, board members and/or general manager. That's not to say that it certainly could be a two-way street, and the superintendent could also be at fault. But in the majority of the cases I had listed, I knew the superintendent

and would say that his ego and/or personality was not the problem.

When personality entered into the picture, it was that example where a superintendent had offended or upset a golfer. The golfer went on to become a board member and eventually president of the facility. Then the golfer made it his personal crusade to get rid of the superintendent.

Ego becomes a factor when a superintendent has tenure at a facility, such

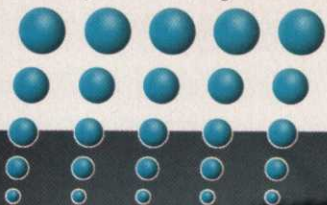
Ego becomes a factor when a superintendent has tenure at a facility, such as 15 to 30 years.

as 15 years to 30 years. The superintendent has done a fine job, and in many cases has been involved in rebuilding or renovating the course or installing a new irrigation system. The person also has a strong membership backing.

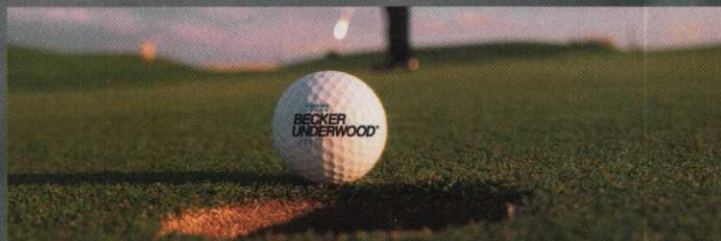
But sometimes it all comes undone when the facility hires a new general manager who feels threatened because of the superintendent's long tenure and membership alle-

Continued on page 16

always thinking ahead.



The truth about biostimulants from the company you trust.



Let's cut through all the hype about biostimulants. Fact is, many products marketed as "biostimulants" are little more than expensive, liquid fertilizers, and we've got analyses to prove it. They may make your turf look healthier for a short time, but they aren't going to improve its condition in the long run.

Becker Underwood understands the need for real biostimulants – powerful biological compounds and nutrients that help turf stay healthy, especially during levels of high stress. And we've got the answers: Vigaroot™, Canteen™, BioGain™ and BioGain WSP® + Sprint®. Used together as a complete program, they will positively deliver the performance you want and need. Ask your distributor about the true biostimulants from Becker Underwood.

It's just one more way we answer your needs with honest and effective solutions.

www.beckerunderwood.com

Guoping Yang, Ph.D.
Research & Development



Business briefs

Briefs continued from page 14

of control and combination products in the professional turf products division, said the last two years have been spent integrating the people and products from The Scotts Co.'s professional products division. The Andersons purchased the division in 2000.

During that transition, the company has invested heavily in research and development and focused on creating a national brand name. "The results are finally starting to show themselves this year," Bandy said. "We expect to launch one new product in the second half of 2003 and one before the GCSAA show next year."

LESCO sales up for 2002

Cleveland-based LESCO announced net sales for 2002 were \$511.7 million, up 1.5 percent from the \$504.3 million reported in 2001. Golf sales were flat (\$152.7 million vs. \$152.6 million).

Briggs & Stratton unveils division

Briggs & Stratton ramped up its commitment to the commercial market by unveiling a new division devoted solely to engines designed for it. The new division, called the Commercial Power Group, was created because Briggs & Stratton felt a need to create a clear distinction between its consumer products and its products for commercial suppliers.

Maycock is Cebecco's 'Man of Year'

Cebecco International Seeds honored Robert Cameron Maycock as its "Man of the Year." Maycock is the former owner of The Cameron Co. in Palm Springs, Calif., the first supplier of professional turf products to superintendents and landscapers in the area. He sold the company in 1997 to Eco Soil Systems DBA Turf Partners Inc. (now Simplot Partners).

Finlen honored by SRO

Seed Research of Oregon named Pat Finlen as its Superintendent of the Year for his efforts as director of golf course maintenance at The Olympic Club in San Francisco. Seed Research also named the Arnold Palmer Signature Golf Course at Stonewall Resort as its Course of the Year for 2002.

Continued from page 14
giance. Then, within two to three years, the general manager starts maneuvering to get rid of the superintendent. It's a matter of control — the general manager wants department heads that he or she hires and can control.

Another instance that is somewhat similar to the above happens when a new general manager is hired and soon fires the tenured and higher-paid department heads. He or she then replaces them with lower-paid and less-experienced people.

It looks good on the bottom line, but it doesn't work when the course conditions suffer in the ensuing years. However, that general manager is usually long gone to another job.

The last situation I will present is one where the average age of the membership at a facility changes from older to younger. These younger ones are what I call the "trust fund" group. Either they inherited their wealth or made it in the past five years in the stock market. They believe that money can solve any problem (even those dealing with Mother Nature) and want instant gratification. They rise to the ranks of board members at a golf facility and bring with them this "trust fund" philosophy. One of the first things they seem to do is make changes.

I realize that all of the above examples could be construed as whining. Also, I realize there are many golf facilities where the superintendent's relationship with the board and/or general manager is excellent. However, I believe that the situations described in the above paragraphs are realistic and not isolated situations. The lack of job security in golf course maintenance profession is a serious problem.

What's the answer to the problem? I called an attorney who deals with labor relations and asked him what he would recommend. He said every superintendent should have an employment agreement because it helps define his or



Dave Fearis

her position regarding expectations and addresses issues like benefits.

I realize the above explanation of an employment agreement is basic. However, the point I want to make is the importance of having one. According to the last GCSAA Employment & Compensation Survey, only 26 percent of the respondents had an employment agreement. Without an employment agreement, the employee is an "employee at will," which means he or she can be terminated anytime.

I realize that you know some superintendents who were terminated that had employment agreements, which proves there's no insurance policy that guarantees job security. However, another key that the attorney mentioned is communication.

That shouldn't surprise anyone because we all know that you can't communicate enough. Obviously, you have to communicate to the right people. This could be your immediate supervisor — the general manager, green chairman or director of golf. However, don't take it for granted that what you communicate to a person gets passed on.

For example, if you're at a country club, it would behoove you to attend the board meetings and give a brief presentation on what you are doing on the golf course — problems you're having and how you're solving them. Also, communicate with golfers through bulletin boards, newsletters and being accessible at the first tee. Plus, it doesn't hurt to be involved in your community.

Remember, you are constantly selling yourself. It certainly will help people realize that you are an important asset to your golf facility.

In comparison, perhaps it will be like winning a World Series — your own personal World Series.

Fearis was a superintendent for 30 years and is currently the turf and ornamental products specialist at PBI Gordon.

Queen of the Hill!



#1 Rated for overall turfgrass quality of all seeded or vegetative bermudas by NTEP*.

PENNINGTON PRINCESS 77, the world's first and only fine textured hybrid Bermudagrass available in seed and sod, has outperformed all commercially available varieties in the United States. And PENNINGTON PRINCESS 77 performs where it matters most, in the real world. Manageable at 3/16 inch (5mm), PRINCESS 77 is drought tolerant, using 21% less water than the most widely used vegetative Bermuda**, has beautiful dark green color and provides superior spring density. Rule with the PRINCESS. Call PENNINGTON SEED for the seed distributor or licensed sod grower nearest you.

*1997 National Bermudagrass Trials 2001 NTEP Final Report Table 1A

**Univ. of AZ 2000 Masters Thesis by Sean Reynolds









sportturf@penningtonseed.com

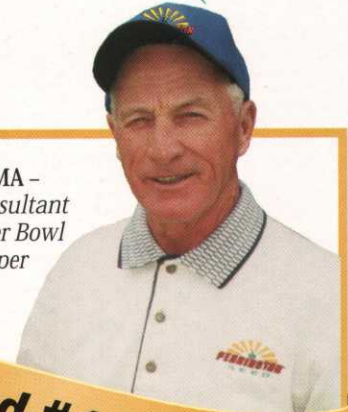
www.penningtonseed.com


1-800-286-6100 ext 280

PRINCESS-77



-  Outstanding drought tolerance
-  Requires 21% less water than Tifway†
-  Dark green color
-  Better divot recovery than Tifway
-  Medium fine leaf texture
-  High leaf density
-  Excellent fall color retention
-  Highest overall turf quality of all commercially available varieties in the U.S. including vegetative varieties



GEORGE TOMA -
Head turf consultant
for every Super Bowl
field from Super
Bowl #1-#36.

Rated #1 by NTEP

"In my opinion, when you want the #1 rated Bermuda, your only choice is Princess-77. Princess-77 was proven to be the top rated Bermuda in the latest NTEP trial evaluating vegetative and seeded varieties. An added bonus of this variety is that it is available in sod as well as seed."

- George P. Toma

**Mean Turfgrass Quality Ratings of Bermudagrass Cultivars
Grown At Nine Locations In The U.S. 1/
Maintained Using "Schedule A" **
1997-2001 Data
Turfgrass Quality Ratings 1-9; 9=Ideal Turf 2/**

Name	AZ1	FL1	MD1	MS1	NM1	OK1	SC2	VA1	VA4	Mean
* Princess	7.0	6.5	6.4	6.4	6.8	6.4	6.8	5.9	6.2	6.5
* Tifsport (Tift 94)	6.8	6.2	5.8	7.2	6.9	7.1	7.5	4.6	6.1	6.5
* Tifway	7.0	5.7	5.8	7.3	6.9	7.0	7.6	4.5	6.0	6.4
* Riviera (OKS 95-1)	6.7	5.8	6.5	5.9	6.8	6.9	7.0	5.8	6.1	6.4
* TifGreen	6.2	3.9	6.0	7.0	7.0	7.0	7.2	4.6	6.2	6.1
* Savannah	5.4	4.3	5.7	5.2	5.9	5.8	5.9	5.1	5.8	5.4
* Southern Star (J-1224)	5.4	4.6	5.6	5.2	5.8	5.3	5.7	5.0	5.7	5.4
* Arizona Common	5.0	3.4	4.6	4.6	5.5	5.4	4.9	4.4	4.9	4.7
LSD Value	0.5	0.8	1.2	0.3	0.6	0.5	0.5	0.7	0.4	0.2
C.V. (%)	11.0	20.4	23.6	8.5	13.0	10.0	8.9	21.1	9.3	14.0

*Commercially Available in the USA in 2002.

1/ To determine statistical differences among entries, subtract one entry's mean from another entry's mean. Statistical differences occur when this value is larger than the corresponding LSD value (LSD 0.05).

2/ C.V. (coefficient of variation) indicates the percent variation of the mean in each column.

** Schedule A - 1/2-3/4 inch mowing height
3/4-1 lb. N/1000 ft²/per growing month
Irrigation to prevent visual drought stress
Mowing frequency 3-5 times per week

1997 National Bermudagrass Trials
2001 NTEP Final Report Table 1A
† Univ. of AZ 2000 Masters Thesis by Sean Reynolds



Off The Fringe

A Complete (and Pleasant) Surprise

GARVIN IS CAGCS'S SUPERINTENDENT OF THE YEAR AND THE FIRST WOMAN TO RECEIVE THE HONOR

By Anthony Pioppi

The Lowell family has had its fair share of golf awards over the years, but the latest — and most likely the last — came as quite a surprise.

In January, the Connecticut Association of Golf Course Superintendents (CAGCS) named Heather Lowell Garvin its 2002 Superintendent of the Year, making her the first woman to hold that distinction in the 22 years of the award.

Garvin is the superintendent at the nine-hole Canton (Conn.) Public GC that was built by her great-grandfather



Heather Lowell Garvin (front) with her family: (from left) father Walter Lowell, mother Ruth and husband Dana Garvin.

and grandfather and run by the family since it opened in 1932. Her husband, Dana, is the assistant superintendent and mechanic. The previous superintendent was her father Walter Lowell, a

CAGCS Life Member who is also a PGA pro. In 1978, he was selected National PGA Golf Professional of the Year.

In 2000, the Metropolitan Golf Writers Association named the Lowells as the national golf family of the year.

For Garvin, the award was a complete surprise. The family was informed of the honor a few days before the presenta-

tion. Her father, mother Ruth, who works in the pro shop, and husband managed to sneak into the awards ceremony without Garvin finding out. When her name was announced, Garvin said she was stunned, but managed to leave the microphone before getting too choked up.

"I didn't say too much," she said. "You just say your thank yous. I got off before I cried. It's nice to be honored by your peers."

Voting was open to the 44 Class A superintendents as well as the life members of the Connecticut association. There are three other women Class A superintendents in the Connecticut Association.

John Callahan, president/owner of The Cardinals, a golf course supply company, is the commercial representative to the CAGCS and was in charge of the voting. He surmised many members cast their ballot for Garvin, 42, as a way of honoring her for her years of service to the association in what might be her final season as a superintendent.

Sadly, Canton may have hosted its last round. Since the mid-1990s, the extended Lowell family has been negotiating to sell some of the most viable undeveloped property in the wealthy Hartford suburb. The course has 1,400 feet that borders the busy four-lane Route 44. The final paperwork is expected to be completed this spring. Once sold, the layout is slated to be

Continued on page 20

Quotable

"Something that really gets twisted around is the idea that our headquarters needs to be close to the PGA for us to be respected. If we were in the same building as PGA, we'd still be in the basement."

— A California superintendent commenting on GCSAA's consideration to move to a "golf-centric" location.



"You can't say to your green chairman, 'You may be a successful businessman, but you don't know diddly-squat about growing grass,' but you want to."

— Tim Moraghan, USGA tournament agronomist, talking about the politics involved in golf course maintenance.

"I was having a discussion with Houston Couch about fairy ring the other day. Well, let's be honest: It was pretty much a one-way conversation."

Leon Lucas, agronomist of the Carolinas Golf Association, on talking with the notoriously opinionated professor from Virginia Tech.

Off The Fringe

Continued from page 19

turned into an upscale shopping mall.

Walter and his two brothers own the golf course, but there is little interest by the extended family, including Heather's sister and cousins, to continue operating the business, he said.

Garvin graduated from the University of Denver with a degree in psychology. Following her senior year in college, she spent her stint on the grounds crew. Although she had worked on the golf course nearly her whole life, it had been inside the pro shop.

"It was really enjoyable. I didn't realize there was that much science," she said of her stint outside.

Following college Garvin fulfilled a dream and moved to Bermuda. The only work she could find was in an office and after a month she realized the life was not for her and returned to golf course grounds crew. The following off-season, she attended her first turf classes

as part of the University of Massachusetts winter school. She continued her education through the state, regional and national associations.

Since joining the CAGCS, Garvin has been active within the organization. In 1993, she was appointed to the CAGCS Board of Directors. She continues to be re-elected.

Garvin also excels in golf, sporting a single-digit handicap. She has also donated her time in teaching the game.

With all her ties to golf, another job in the business seems the logical choice. But Garvin is unsure what her next step will be after cleaning out the pro shop and helping her parents move out of the house just off the first tee that contains a golf course's lifetime of memorabilia.

"We'll see what happens," she said. "I'm not going to rush into anything."

Pioppi is a free-lance writer from Middletown, Conn.

D'Avino Named Group Publisher

Tony D'Avino is the new group publisher of *Golfdom* magazine and three other magazines at Advanstar Communications, including *Landscape Management*, *Pest Control* and *Landscape Design/Build*. D'Avino comes to Ad-



vanstar from Penton Media, where he served as a group publisher. He replaces John Payne, who was group publisher from 1995 until early 2003.

"We're extremely fortunate to have Tony joining our team," said Alex DeBarr, Advanstar executive vice president. "We'd also like to wish John Payne the best in his next endeavor."

D'Avino said he's excited to take on the new role. "This is a great chance to work with the most-respected and fastest-growing group of magazines in our industry."

Get The Look of a Champion

Get a free Pro-Ap® Hose-End Applicator with a qualifying purchase of Tournament Ready liquid. Visit our website for details.

Tournament-Ready® liquid or granular soil surfactant keeps greens and tees looking and performing their best in the toughest conditions. For effective control and prevention of localized dry spot, get the look of a champion with the proven performance of Tournament-Ready.



Tournament-Ready®
SOIL SURFACTANT

Manufactured by KALO

www.kalo.com



NEW!
Economical
Tournament-Ready
Granular