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It's why Kurt Thuemmel, superintendent of Walnut Hills Country Club in East Lansing, Michigan and recently named Keeper of the Green, uses Floratine.

His weekly program includes Floratine solutions that help his course maintain a smooth growth curve. Kurt uses Maxiplex and CalpHlex to increase the availability of stored soil nutrients, while helping him gain more control — for healthier turf and lightning-fast greens. "We have reduced our nutrient inputs," says Kurt. It is "ultimate control."

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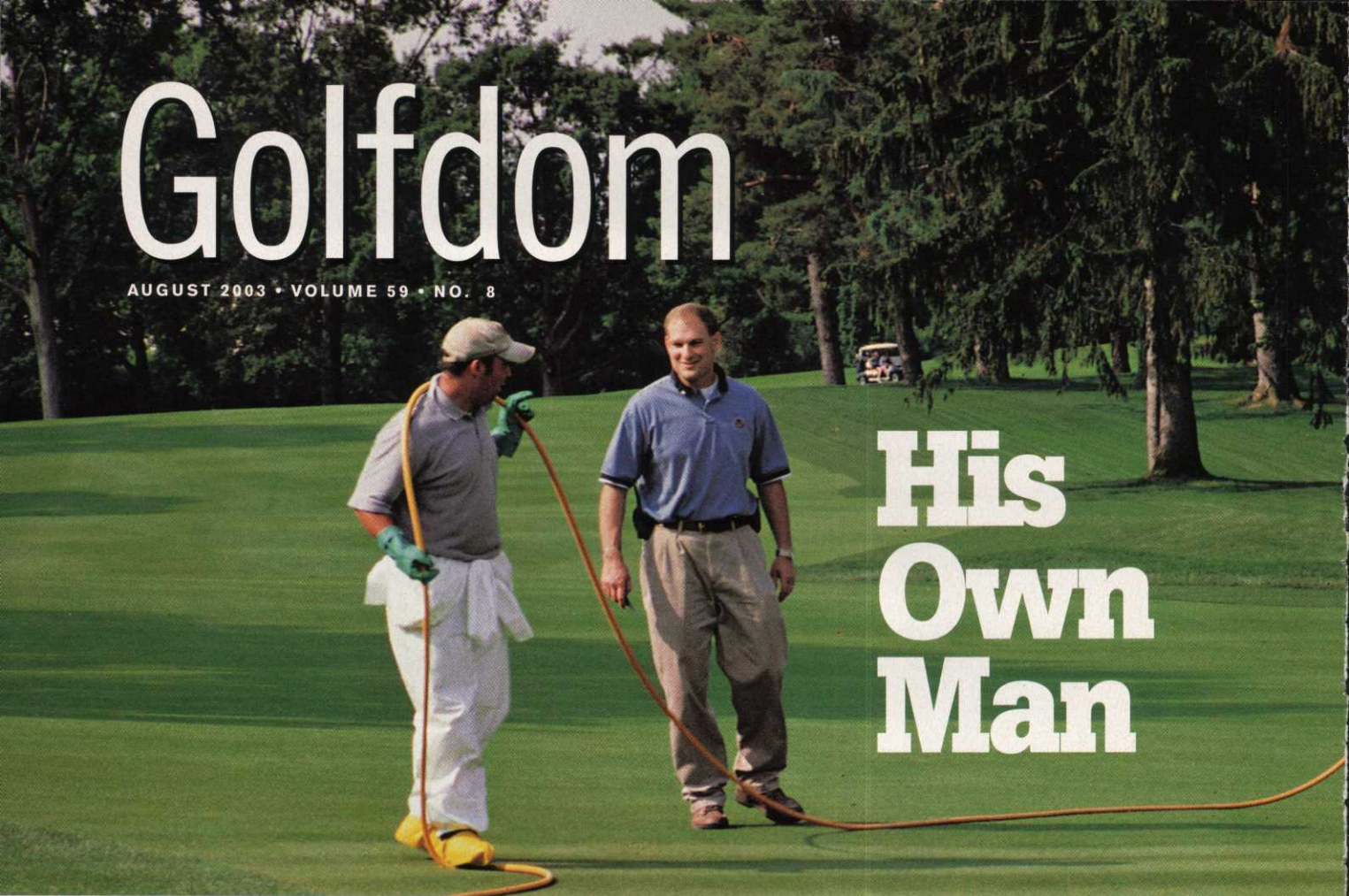
Kurt Thuemmel



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Golfdom

AUGUST 2003 • VOLUME 59 • NO. 8



His Own Man

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Time to Kill That Turf

No, *seriously*. Experts weigh in on how superintendents can choose the right chemical tool to ensure their regrassing projects go smoothly.

By Frank H. Andorka Jr.



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Real-Life Solutions

Put on the Map

Idaho superintendent discovers how beneficial it was to chart his course by GPS. It wasn't as complex and expensive as he thought it would be, either.

By Larry Aylward



MARY CORCORAN

cover story

BY LARRY AYLWARD

His father is hailed as one of the greatest superintendents ever, but Paul B. Latshaw (center) has made a name for *himself* in the business.

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About the cover

Newton, Mass.-based photographer Mary Corcoran followed Paul B. Latshaw around Oak Hill CC last month to freeze-frame him preparing for the PGA Championship.

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Down and Dirty Volunteers Stand at the Ready

Norma O'Leary realizes she couldn't have done much at Silver Bay without her 125 adult members and their volunteer efforts.

By Frank H. Andorka Jr.



Getting It Straight

A product writeup on foliar products in the July issue (page 79) should have been listed as belonging to Milliken Turf Products, not Milorganite.

A product listed in the June issue (page 90) from Wood Bay Enterprises should have been referred to as the GreensIRON 3000 turf roller.

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(if you're a nematode)

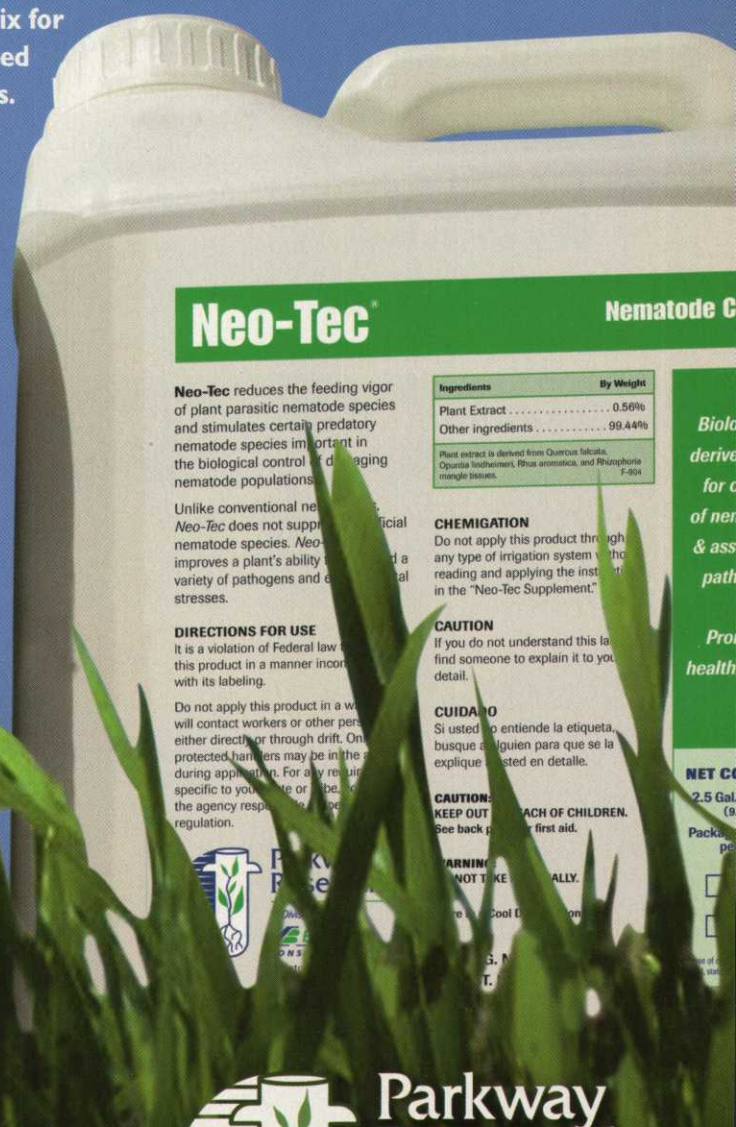
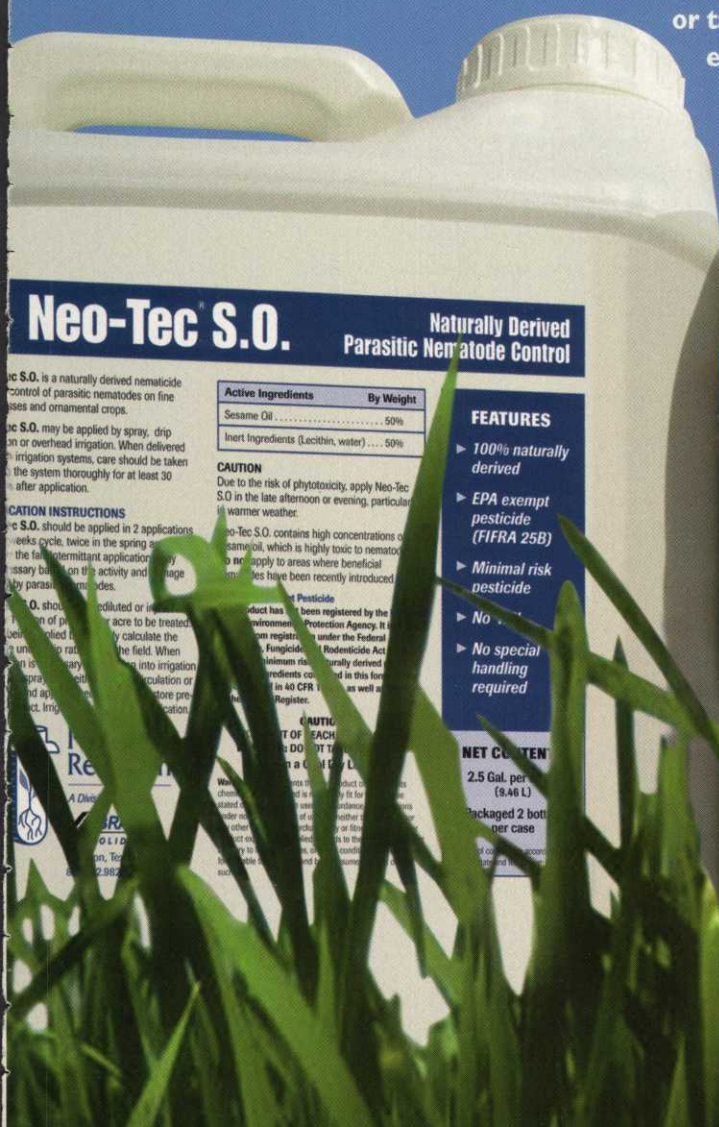
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Neo-Tec S.O. Naturally Derived Parasitic Nematode Control

Neo-Tec S.O. is a naturally derived nematicide for control of parasitic nematodes on fine grained and ornamental crops.

Neo-Tec S.O. may be applied by spray, drip or overhead irrigation. When delivered through irrigation systems, care should be taken to flush the system thoroughly for at least 30 minutes after application.

CAUTION INSTRUCTIONS
Neo-Tec S.O. should be applied in 2 applications per weeks cycle, twice in the spring and once in the fall. Intermittent applications may be necessary based on the activity and damage caused by parasitic nematodes.

Neo-Tec S.O. should be diluted or irrigated with water. A minimum of 100 gallons of water per acre should be applied. The water should be applied to the field. When used in irrigation systems, care should be taken to flush the system thoroughly for at least 30 minutes after application.

CAUTION
Due to the risk of phytotoxicity, apply Neo-Tec S.O. in the late afternoon or evening, particularly in warmer weather.

Neo-Tec S.O. contains high concentrations of sesame oil, which is highly toxic to nematodes. Do not apply to areas where beneficial nematodes have been recently introduced.

NET CONTENTS
2.5 Gal. per jug (9.46 L)
Packaged 2 bottles per case

Active Ingredients	By Weight
Sesame Oil	50%
Inert Ingredients (Lecithin, water)	50%

- FEATURES**
- ▶ 100% naturally derived
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It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

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CAUTION
If you do not understand this label, find someone to explain it to you in detail.

CAUTION
KEEP OUT OF REACH OF CHILDREN. See back panel for first aid.

WARNING
DO NOT TAKE ORALLY. Do not get in eyes, on face, or on clothing. Wash thoroughly with soap and water.

Ingredients	By Weight
Plant Extract	0.56%
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Nitrogen	3.08%	4.22%
Phosphorus	0.31%	0.29%
Potassium	1.80%	1.70%
Calcium	0.75%	0.77%
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Iron	92ppm	116ppm



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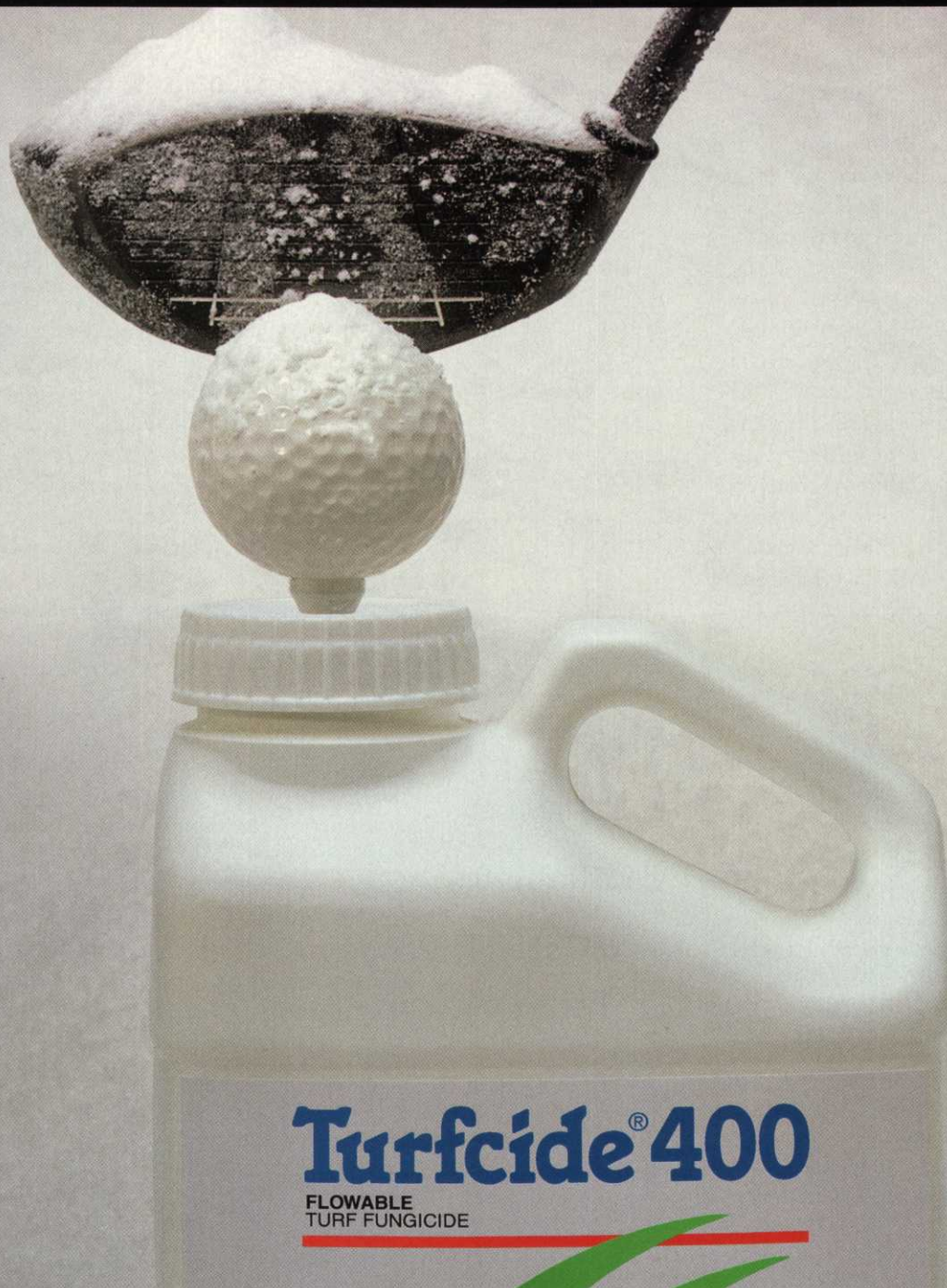




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Even though I'm not a huge baseball fan, I found myself strangely compelled to watch the Major League All-Star game last month. It certainly wasn't because I cared about any of the overpaid, steroid-munching monsters disguised as players. And it definitely had nothing to do with harboring any warm, fuzzy feelings about a sport that vacuums \$300 out of my wallet every time I take my family to a game.

So why did I watch? The answer is that I was sucked in by the hype. The money-grubbers who run MLB decided to boost TV ratings for the once-meaningless All-Star exhibition by linking it with home-field advantage in the World Series ... and good old Fox Sports had a heyday with it. The network hammered us with the "This Time it Matters" promos and commercials so relentlessly that even a baseball-hater like me had no choice but to tune in.

Now *that's* marketing.

The connection between this weird little experience and our business clicked in my head a few days later during a phone chat with Mike Klemme, our chief photo editor and arguably one of the greatest golf photographers in the world. Mike visits hundreds of the best facilities around the globe to capture their most beautiful holes in the best possible light. He also works closely with courses on brochures, scorecards, yardage books and other ways of using his images to "sell" their facilities.

We were talking about the general economic state of the industry and what he was seeing in his visits to courses. Basically, he said it's tough out there, but that well-run facilities are starting to get aggressive. "They finally understand that they have to *market or die*."

In any other business, this would seem pretty basic, but it's a bit of a revolution for golf. Historically, courses have relied on the "Field of Dreams" marketing plan: If we build it, they will come. Advertising, promotions, public relations and other such sales tools were somehow distasteful for many. It was as if the gentlemanly game of golf shouldn't have to stoop to such low tactics.

There's no room for that attitude anymore. This is the most competitive golf market in history as the industry pays the price for over-

It's a Whole New Ball Game in Golf

BY PAT JONES



THE CRUX OF THE
PROBLEM FOR
GOLF COURSES
IS ALSO THE
BEGINNING OF AN
OPPORTUNITY FOR
SUPERINTENDENTS

building, bad financing decisions and the glut in ego-driven \$20 million showcase courses that simply can't attract play at \$180 a round. "Market or Die" should become a buzz word for all but the most exclusive top-end clubs — and even a few of them could use help as waiting lists dwindle and memberships die off.

Here in Cleveland, I'm seeing specific examples of this every day. More and more midscale daily-fee courses and even a few high-end semiprivates are taking to the newspapers and airwaves with ads touting recent renovations, faster play, combo packages that include fees, food and fun extras and, increasingly, great course conditions.

So, the crux of the problem for courses — generating more rounds and revenue through marketing — is also the beginning of an opportunity for superintendents. The time has never been better for you to think about your role in "selling" the course and the benefits that may hold for you. For example, have you brainstormed with management about the key differentiators in your maintenance or design that could become highlight points for a marketing campaign? Have you considered changes in your programs that could help enhance your facility's reputation and revenues? Good examples could include widening fairways, adding yardage markers or lowering the cut of rough to speed play.

In short, there has never been a better time for superintendents to put on their marketing hats. Not only can it help with the short- and long-term economic success at your place, it can also be a rewarding way to grow your skills and remake your image within your facility. This is your chance to be an All-Star.

And this time, it definitely matters.

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



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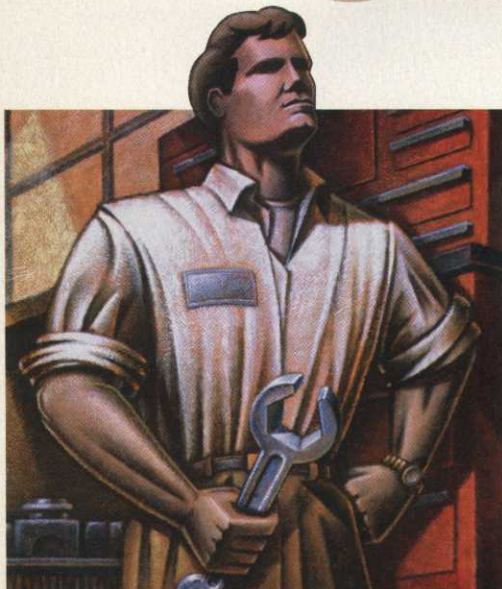


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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



Mechanics Rule

If you're a golf course maintenance mechanic and you're feeling unappreciated by your superintendent, get a load of this recent online study by *Golfdom*. We recently asked the question: What's the most important tool a superintendent can have in his shop?

- A competent mechanic **75%**
- Ear plugs to block out golfers' complaints **11%**
- A top-notch greens mower **10%**
- Plant growth regulators **4%**

BASED ON 193 RESPONDENTS

ARTVILLE

ME HATE IT WHEN...



According to a recent survey by the National Golf Foundation for the GCSAA, golfers noted these course condition problems as the most irksome:

1. Unrepaired ball marks on greens
2. Poor bunker conditions
3. Recently aerified greens
4. Poorly conditioned tees
5. Limited drinking water on course

DAN BEEDY

Golf Rounds Played

The percentages below represent the difference in number of rounds played in April 2003 compared to the number of rounds played in April 2002.

REGION	APRIL	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-23.2%	-27.3%
Middle Atlantic NY, PA, NJ	-9.2%	-16.8%
East North Central MI, OH, IN, IL, WI	9.9%	4.3%
West North Central ND, MN, SD, NE, KS, IA, MO	11.5%	15.2%
South Atlantic WV, VA, DE, MD, NC, SC, GA, FL	-5.5%	-5.1%
Florida	4.3%	3.7%
East South Central KY, TN, AL, MS	-9.7%	-3%
West South Central OK, AR, LA, TX	2.4%	-.2%
Texas	2.8%	-.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-3%	4.9%
Pacific WA, OR, AK, HI, CA	-4.2%	1%
California	-7%	-1.6%
TOTAL UNITED STATES	-2.4%	-2%

GOLF DATATECH

What Course Do You Want to Play?

Thirty-three percent of golf's best customers (those who play more than 25 rounds annually and/or live in a household that spends more than \$1,000 annually on golf fees and equipment) now use the Internet for travel planning. The top sources of information they used in choosing the destinations of their most recent golf trips were:

- Word of mouth **49%**
- Internet **33%**
- Golf-related magazine **29%**

SOURCE: NATIONAL GOLF FOUNDATION

EYEWIRE