

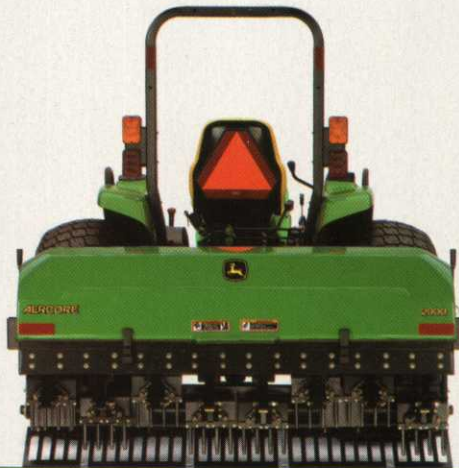


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EQUIPMENT
SUPPLIER

Multiply the number below by 12,000
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JOHN DEERE

Hole of the

■ No. 12

**The Golf Club at Redlands Mesa
Grand Junction, Colo.**



Month

No Easy Pickings

The 12th hole at The Golf Club at Redlands Mesa in Grand Junction, Colo., is a stunningly beautiful hole that can fool golfers into thinking it's easily conquered. The 151-yard par 3 appears to be easy pickings from the tee.

But there's a 4-foot deep pot bunker behind the green and it's also protected by a steep-faced bunker in front. Whatever you'd normally hit, you want to take at least a club less, says superintendent Andrew Nikkari.

"It's an incredibly shallow green," Nikkari says. "If you end up on the hill behind the hole, it's going to be a difficult shot. You want to make sure you hit the green."

Nikkari says the most difficult maintenance challenges on the hole are those protective bunkers. Originally cared for with hover mowers, the superintendent credits the crew with figuring out that rotary mowers do a better job.

"You can't adjust the hover mowers as accurately as you'd like," Nikkari says. "But the crew figured out a different way of doing things that made the job easier and more accurate. My crew is pretty resourceful!"

Remember to play the Major Challenge at www.majorchallenge.com.

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

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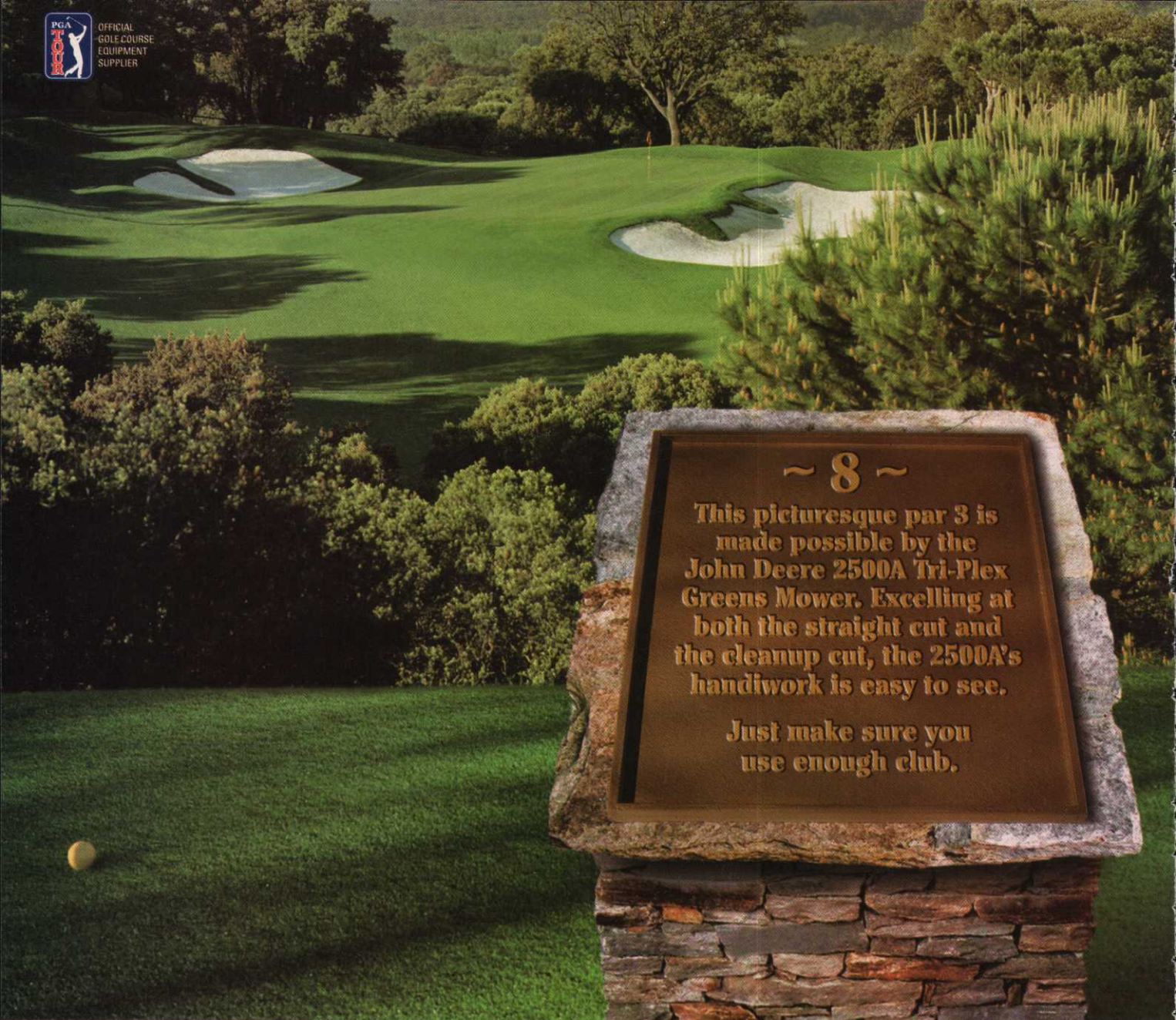


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DICK DURRANCE II



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~ 8 ~

This picturesque par 3 is made possible by the John Deere 2500A Tri-Plex Greens Mower. Excelling at both the straight cut and the cleanup cut, the 2500A's handiwork is easy to see.

Just make sure you use enough club.



Your golfers could probably care less. But you should know that no tri-plex greens mower performs quite like our new 2500A. A patented off-set cutting design eliminates "tri-plex" ring and gives your operators excellent visibility to the cutting units. We've also put in a new radiator system with stronger cross flow tubes to increase cooling performance. An enhanced lift/lower assembly increases the response to lifting and lowering reels. A new in-tank fuel pump allows for more reliable fuel delivery to the carburetor. And a new seat increases operator comfort and reliability.

To see one on your course, call your local John Deere Golf & Turf One Source distributor or 1-800-537-8233.

JOHN DEERE GOLF & TURF
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Shades Of Green

■ OPINION

It's great news that the Great White Shark, a.k.a. Greg Norman, is on board with GCSAA's Environmental Institute for Golf. I applaud his decision to get involved on behalf of superintendents, and I wish him godspeed.

I just don't expect many of his high-profile PGA Tour colleagues to follow anytime soon.

Do I sound fatalistic? Maybe I am. It would be fabulous for more high-profile members of the golf industry to take a position *other* than addressing a golf shot when it comes to the industry that makes them millionaires. But, frankly, they don't seem overly interested.

Does it ever get under your skin that the third-highest paid staff member at a golf club (you) making an "average" of \$67,000 a year has a bullseye painted on his or her back by the environmental activists? Those same superintendents battle bureaucrats to preserve the game, while millionaire-touring pros spend their lives on the golf courses and are willing to let you take all the heat.

Golfers rarely defend us publicly. When the Shark puts the bite on them to donate to environmental research, I wonder if they'll be willing to roll up their sleeves and trade in the dollar sign for a bullseye.

Those immaculate conditions they enjoy don't come out of a jug. We use legal products to fight off bugs, weeds and turf diseases so they can complain about how grainy the greens are or how soft the fairways are as they rake in the dough.

Why hasn't televised golf ever challenged a story like Jake Tapper's now infamous "Toxic Fairways?" Maybe it's time a high-profile member of the golfing elite comes out saying, "What a bunch of garbage. I've spent my life on golf courses. I'm living proof that golf courses aren't dangerous places to play and work."

Just once I'd like to see that happen. We have some pros that support us, but they preach to the choir and tell us what good guys we are. It will be interesting to see if Norman can raise the bar and get his playing companions to put their money and mouths where it counts — first with the research and then with the media and the public.

When the Daytona Beach paper runs an edi-

Thanks For Helping, Greg Norman

BY JOEL JACKSON



I APPLAUD HIS
DECISION TO GET
INVOLVED ON
BEHALF OF
SUPERINTENDENTS

torial titled, "Fairways multiply, but ecological concern doesn't," I'd like to see the executive director of the LPGA (located in Daytona) or a high-profile player like Nancy Lopez or Annika Sorenstam respond to such nonsense instead of one local superintendent writing a letter to the editor. If Annika says it, people listen. If John Smith says it, who cares?

Maybe the superstars have it figured out. Ignore it, and it doesn't exist. I don't expect to change a radical's mind, but when the media gets it wrong over and over, I do take exception and look for a little justice.

I don't know why I expect PGA Commissioner Tim Finchem, Tiger Woods, Jack Nicklaus or Annika Sorenstam to speak out. Maybe I just expect it from leaders who make a good living from the game.

Within the halls of the PGA, it seems the issues in golf are why Acushnet pulled out of the PGA Merchandise show, the tough pin placements at Riviera, and who can it get to sponsor a \$1 million purse for the Quad Cities Open. The PGA doesn't have to ignore those issues, but they could partner with us to battle unfair watering restrictions as well as pesticide and fertilizer runoff issues. I know they aren't "experts," but celebrities make headlines. Superintendents are lucky if they have the opportunity to tell the facts in a sentence buried on page A13.

It will be interesting to see how many golf celebrities rally to Norman's side as he takes on a leadership role in an area of the game they have previously shunned or ignored. Until Tiger antes up, I'm going to trade in my Nike swoosh for a Shark shirt.

You go, Greg.

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

Although often overshadowed
by his father's success,
Paul B. Latshaw has made
a name for himself as an
accomplished superintendent

BY LARRY AYLWARD, EDITOR

His Own Man

Biography

Name: Paul B. Latshaw (the "B" stands for Burdette)

Age: 37

Years as superintendent at Oak Hill CC: 4.5

Previous position as superintendent: Merion GC, 1992-1998

Education: Bachelor's degree in agricultural science from Penn State University in 1989; completed Turfgrass Management Program at PSU in 1990; Master's degree in management from Rosemont College, 1999.

Career highlights: Hosting this year's PGA Championship, hosted the 50th U.S. Girl's Junior Championship at Merion in 1998.

Wife: Ann Louise, married for almost 11 years

Children: David, 10; and J.T., 7

Favorite sports movie: *Rocky*

Favorite recreational activity: Ice hockey

If weren't for his father's clout, he surely wouldn't hold the prominent title he does at one of the top golf courses in the country.

Paul B. Latshaw is aware of such dubious talk about him. He knows there are those in the industry who believe the only reason he's the manager of golf courses and grounds at Oak Hill CC, site of this month's PGA Championship in Pittsford, N.Y., is because of his dad's influence.

Of course, Latshaw's father, Paul R., is hailed as one of the greatest superintendents ever. Now retired as a superintendent but keeping busy as a consultant, Paul R. worked at Augusta National, Oakmont CC and Winged Foot GC, among other great classical golf courses. He's a legend in the golf course maintenance business.

Paul B. sits at his large, cluttered office desk inside the club's weathered maintenance facility and talks candidly about how he has strived to make a name for himself while working in the shadow of his father. Paul B.'s friendly face, with its warm but penetrating eyes, appears pensive when he talks about his dad.

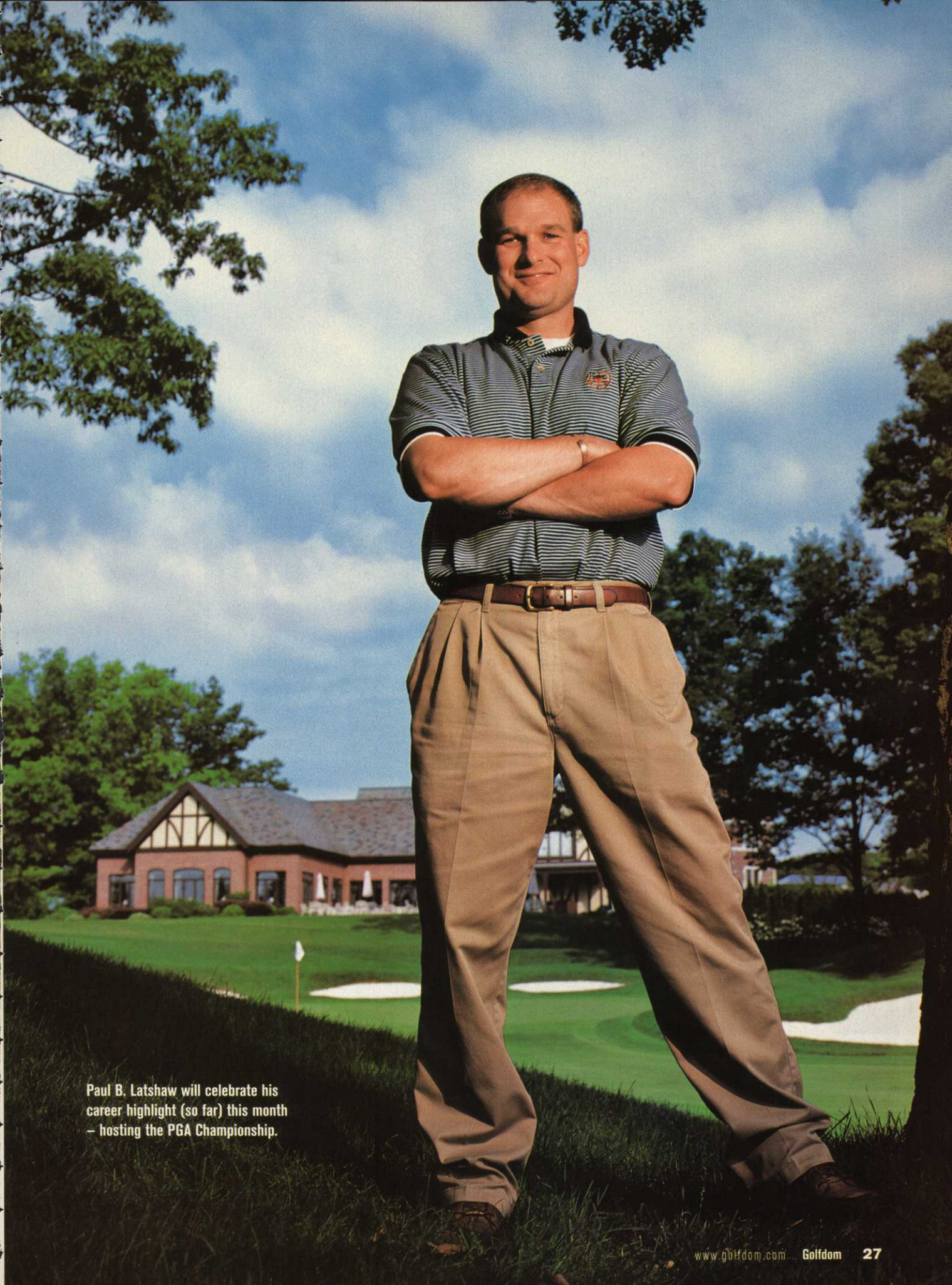
"A lot of what I've achieved gets overshadowed because of who my father is," Paul B. says in a businesslike tone.

The son is following in the father's footsteps of tending turf at high-profile classical golf courses. In 1992, when he was only 26, Paul B. landed his first job as a superintendent at Merion GC, the century-old classic in Ardmore, Pa. He joined the renowned Oak Hill CC, a 1924 Donald Ross design, in 1999.

But Paul B. has been an easy target for the detractors who claim his dad pulled a few strings to land him the jobs at the prestigious courses. He wouldn't be human if he said the talk didn't bother him.

Continued on page 30

MARY CORCORAN



Paul B. Latshaw will celebrate his career highlight (so far) this month – hosting the PGA Championship.



Using technology
to increase length and control
is a story as old as golf itself.

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SETTING A NEW STANDARD.

BASF

His Own Man

Continued from page 26

"I can't control what people think," the 37-year-old says in his soft-spoken voice. "I can only control my performance."

Paul B. is also not about to let such talk get in the way of the heartfelt relationship he has with his father, the man he says is the person he looks up to most in his life. Paul B. is his dad's biggest admirer, hailing him as "the Michael Jordan of superintendents."

His comment prompts an interesting observation. Michael Jordan's son will never get a free pass to the National Basketball Association because of his father's influence on the profession. It's simple: If Jordan's son doesn't have game, he won't play in the NBA.

The same is true in the golf course mainte-

nance business. Paul B. surely wouldn't be in the final stages of getting Oak Hill ready for golf's greatest players in the world if he didn't know anything about agronomics.

The people who know Paul B. and have worked with him say he's an accomplished superintendent with a take-no-prisoners work ethic. They say he's making a name for himself in the business without any help from his father.

"There's no better superintendent that I've ever seen," says Eric Rule, the general manager at Oak Hill for the past 14 years. "He is so passionate about what he does."

John Zimmers, superintendent of Oakmont CC in Pittsburgh and Paul B.'s good friend, says Latshaw never wanted nor expected any special

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Staying Put

Paul R. Latshaw was superintendent at several of the greatest golf courses in the world, including Augusta National, Oakmont CC, Winged Foot GC and Congressional CC. Needless to say, Latshaw was one of Ryder Trucks' best rental customers.

Living a nomadic life is common in the golf course maintenance business. Hey, you have to go where the jobs are.

But Latshaw made sure to stay in one location when his son, Paul B., was growing up. That was in Pittsburgh, where Paul R. was superintendent at Oakmont for 14 years. Paul B. attended grade school and high school in Pittsburgh, the city he calls "home."

"I think he had opportunities to leave [for other jobs], but it was more important for him to stay at [Oakmont] while I finished high school," Paul B. says.

As manager of golf courses and grounds for Oak Hill CC in Pittsford, N.Y., Paul B. is aware of the mobile lifestyle that is part of his profession. But the 37-year-old, who has two boys ages 10 and 7, doesn't want his profession to uproot their lives.

Paul B. says he hopes to stay at Oak Hill for the foreseeable



COURTESY OF THE LATSHAW FAMILY

He's a chip off the ol' blocks. Paul B. (left) says he has learned a lot about work ethic, responsibility and being a good father from his mother, Phyllis, and his father, Paul R.

future and live in the Rochester area, which he says is a great place to raise a family. Despite the long hours of the job, especially while gearing up Oak Hill's East Course for this year's PGA Championship, Latshaw says spending quality time with his boys, David and J.T., is at the top of his priority list.

"I don't want time to slip by and not be part of their lives," he says. "The next thing you know they're out of the house and you missed that opportunity."

Latshaw's sons occasionally visit Oak Hill. But Latshaw will not prod his boys to go into the business, as his dad didn't pressure him to do so.

"My oldest son is artistic, so maybe he'll be a golf course architect," Latshaw says. "But maybe he'll be an accountant, too. That's OK with me."

— Larry Aylward, Editor