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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



The following are five courses that opened in 2002. We just wonder who came up with their names.

- Talking Rock GC, Prescott, Ariz.
- The Golf Club at Bear Dance, Larkspur, Colo.
- Black Sheep GC, Sugar Grove, Ill.
- Fore Kicks GC, Bellingham, Mass.
- Ambush at Lajitas, Terlingua, Texas

SOURCE: NATIONAL GOLF FOUNDATION

Goose Gossip

Everything you wanted to know about geese but was afraid to ask:

- Federally protected under the Migratory Bird Treaty Act of 1918.
- Average weight: 15 pounds to 17 pounds.
- Life span: 7 to 25 years.
- Normally a goose will eat up to 3 pounds of grass a day and leave behind 2 pounds of droppings.
- Eggs are laid in March or early April. A group of eggs is called a clutch. The

average clutch size is two to five eggs. Incubation period is 25 to 30 days.

- Pairs of geese mate for life.
- Geese usually return to where they nested or learned to fly.

SOURCE: FLIGHT CONTROL

Golf Rounds Played

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

REGION	MARCH	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-55.3%	-63.1%
Middle Atlantic NY, PA, NJ	-28.9%	-36.8%
East North Central MI, OH, IN, IL, WI	-13.2%	-18%
West North Central ND, MN, SD, NE, KS, IA, MO	43.8%	36.1%
South Atlantic WV, VA, DE, MD, NC, SC, GA, FL	-6.5%	-4.8%
Florida	-8%	3.5%
East South Central KY, TN, AL, MS	16.4%	4.9%
West South Central OK, AR, LA, TX	11.1%	-1.9%
Texas	11.3%	-2.5%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	7.9%	10.6%
Pacific WA, OR, AK, HI, CA	1.1%	3.6%
California	.9%	.9%
TOTAL UNITED STATES	-9%	-1.6%

GOLF DATATECH

Better Days ... and Wetter, Too

The summer of 2002 – specifically the dry weather – will not be soon forgotten by superintendents. The average temperature was 73.9 degrees F – the third hottest on record. The drought affected about half the country, and about 30 states experienced below-average rainfall.

But superintendents don't expect the summer of 2003 to be as parched, according to a recent *Golfdom* online survey. We recently asked superintendents:

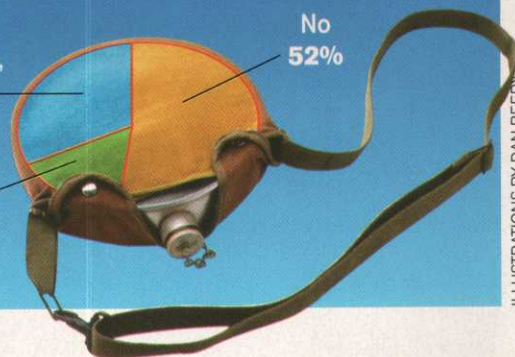
"Do you think the drought that ravaged golf courses the past year will continue this summer?"

What do I look like, a weatherman?
32%

Yes
16%

No
52%

SOURCE: GOLFDOM



ILLUSTRATIONS BY DAN BEEBY

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Off The Fringe

Business briefs

Associations plan to launch initiative

Seven industry associations are planning to launch the Turfgrass Research Initiative to help increase funding for turfgrass research from the United States Department of Agriculture-Agricultural Research Service (USDA-ARS).

Tom Kimmell, executive director of The Irrigation Association (IA), said the associations plan to ask them to fund \$32.4 million for next year.

"Right now, the government only provides .0005 percent of their total research monies on turfgrass," Kimmell said. "We could take up a collection in this room and reach the amount they currently give us. Given our contribution to the overall economy, that's ridiculous."

Kimmell says there are 50 million acres of turfgrass in the country that is valued at \$40 billion, which is more than the value of other agricultural commodities corn, hay and wheat combined. Those three other commodities receive far more USDA-ARS funding, he adds.

The USDA-ARS will use a combination of turfgrass universities and its own network of research stations.

The associations working on the initiative include the IA, the GCSAA, the National Turfgrass Federation, the Professional Lawn Care Association of America, the Sports Turf Managers Association, Turfgrass Producers International and the USGA.

Lebanon purchases technology

Lebanon Turf said it has acquired a patented slow-release fertilizer technology. The new products — marketed under the brand names MESA and EXPO — are designed to extend the benefits of ammonium and

Briefs continue on page 16

Generics or Bust

BRIGGS: IF YOU DON'T MARKET
POST-PATENT CHEMISTRIES,
I DON'T KNOW HOW YOU'LL
STAY IN BUSINESS

By Larry Aylward, Editor

Steve Briggs, the new director of BASF's Specialty Products Department, predicts that 90 percent of chemistries in the pesticide arena will be comprised of post-patent products or branded products past their patent expiration dates by 2006. That said, Briggs expects basic manufacturers to grasp generic products as part of their product lines. Briggs says they could be out of business if they don't.

Briggs, who oversees BASF's Professional Turf & Ornamental, Vegetation Management/Forestry, and Professional Pest Control groups, is overseeing the Specialty Products Department's expansion into the post-patent segment. Briggs, no stranger to that arena, is the former vice president of TopPro Specialties, where he directed generic product responsibilities. TopPro was a unit of the Micro Flo Co., a wholly owned subsidiary of BASF.

In June, the BASF Professional

Turf & Ornamental group finalized integration of TopPro into its existing professional turf business. BASF had been examining the strategic role that each TopPro product might add to the BASF Professional Turf portfolio since plans for the integration were first announced late last year.

As a result of the planning, the products included in the integration are Curalan fungicide, Iprodione Pro fungicide, Propiconazole Pro fungicide, Basagran herbicide, Amdro Pro fire ant bait, Permethrin Pro turf insecticide and Bifenthrin Pro insecticide.

"If you don't have a generic strategy in your long-term thinking, you'll be behind the game," Briggs said. "The whole agriculture industry is going to have to quickly adapt to the presence of post-patent chemistries. If you're not thinking about marketing post-patent chemistries in 2005-2006, I don't know

how you'll stay in business."

Briggs said BASF's Specialty Products Department will focus on customer solutions. "What a great opportunity our customers will have in choosing a portfolio of products that can solve their solutions," he said.

Even though it will offer post-patent products, BASF will continue to research and develop new products. The company plans to introduce Emerald fungicide this summer, pending EPA approval.



Steve Briggs

She's Gone

BUT RUMOR HAD IT THAT WHITMAN WAS ON HER WAY OUT OF EPA

It's no surprise that Christine Todd Whitman is out as administrator of the Environmental Protection Agency. Whitman turned in her resignation to President Bush in May.

Rumors were swirling last winter that Whitman would be the first Bush cabinet member to resign. A moderate Republican appointee who was supposed to enforce environmental laws, Whitman found herself at odds with the Bush Administration's tendency to lean toward regulations that benefit industry, according to reports.

Whitman said in her resignation letter that she was leaving to "spend time with her family."

"As rewarding as the past two-and-a-half years have been for me profes-

sionally, it is time to return to my home and husband in New Jersey, which I love just as you do your home state of Texas," Whitman wrote Bush.

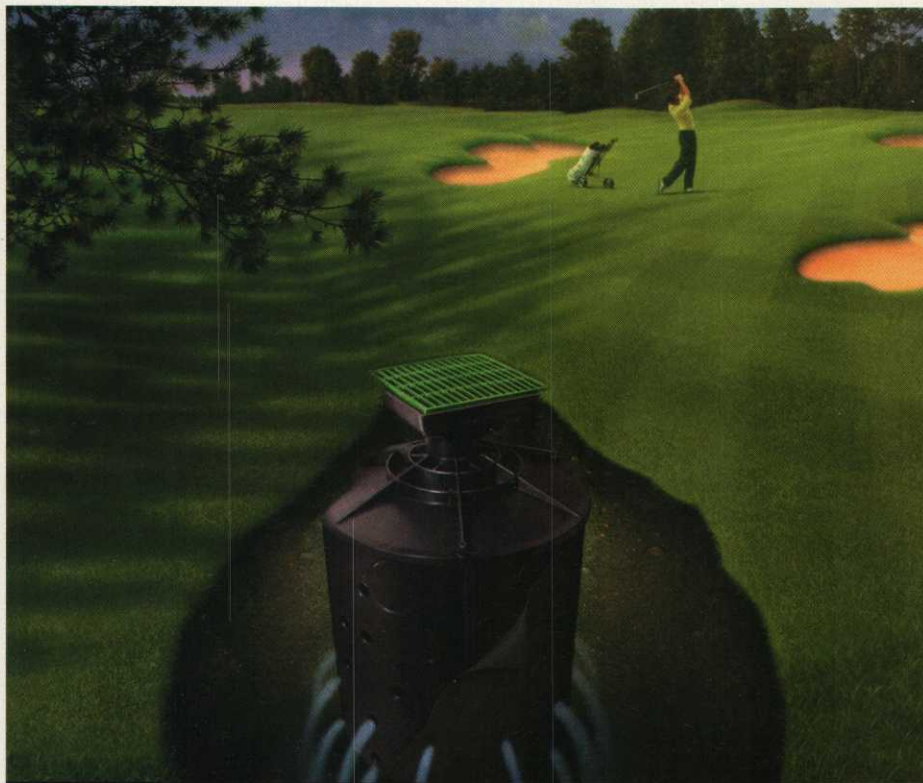
The former New Jersey governor's last day was June 27.

Whitman was a keynote speaker last year at the fourth National Golf & Environment Summit in Nebraska City, Neb. She told *Golfdom* then that the golf industry was becoming more important on EPA's priority list, but ranked "way below" the agricultural industry.

"Golf is rapidly getting close to baseball as the national pastime," Whitman said. "With more courses being built, we need to understand that we all have a role in helping the environment."

Christine Todd Whitman teed it up last summer at ArborLinks GC during the National Golf & Environment Summit, where she was a keynote speaker.

LARRY AYLWARD



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Off The Fringe

Business briefs

Briefs continued from page 14

potassium sulfates in a slowly available form without the need for coatings.

Deere teams with EAGL

John Deere was named the exclusive supplier of golf course maintenance equipment and financing to Evergreen Alliance Golf Limited (EAGL), a golf course management company serving more than 40 courses around the country.

Through the agreement, John Deere Golf & Turf One Source will be supplying golf and turf maintenance equipment to the superintendents of each EAGL course, including all mowing, aeration and specialty turf products. John Deere will also provide exclusive financing to the courses.

New Standards for Controllers and Sensors, But ...

The Center for Irrigation Technology (CIT) is in the process of developing nationwide standards for irrigation controllers and soil sensors that will be finalized by the end of the year. But Dave Zoldoske, director of CIT, said the draft standards won't matter unless irrigation consultants can convince construction firms to use the standards.

"It's great to have standards, but if no one implements them, what good are they?" Zoldoske said. "We need to work together to make these work."

Bayer announces reorganization

Bayer Environmental Science recently announced a reorganization within the Chipco Professional Products marketing group. The changes include several new positions, as well as adjustments within the structure of previous positions. The new slate of managers now includes:

Jim Fetter as director of marketing.

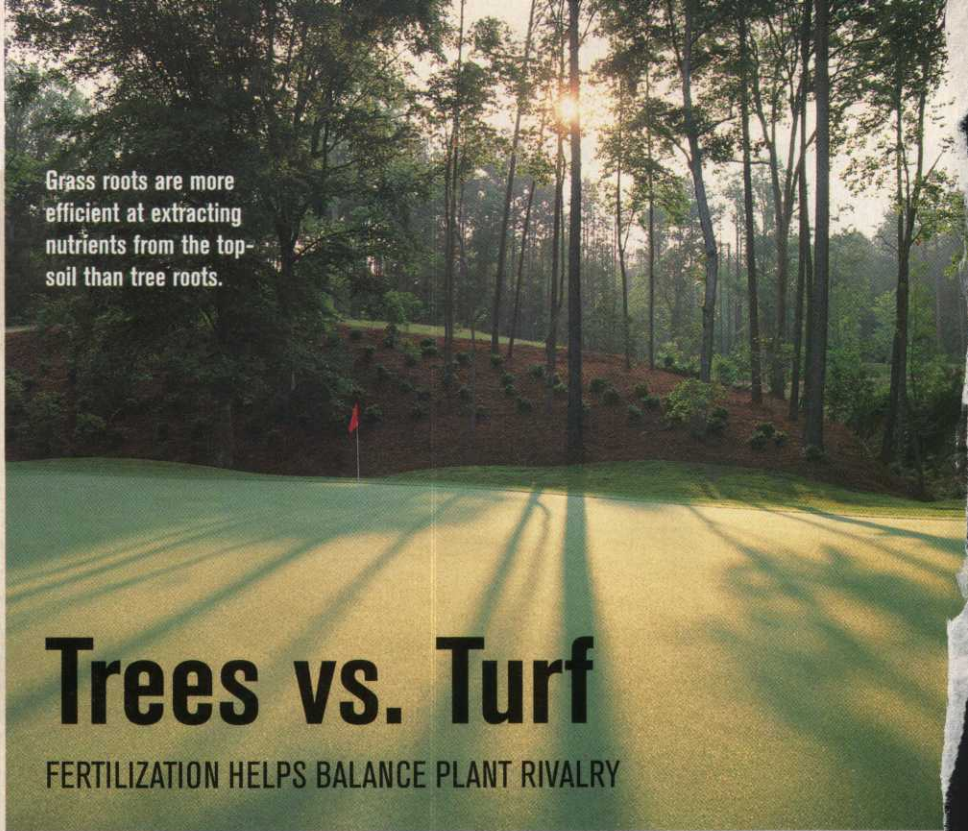
Marc McNulty as business manager of insecticides.

George Raymond as business manager, herbicides/PGRs.

Eric Kalasz as business manager of fungicides.

Mike Ruizzo as business manager of CNIs.

Bryan Gooch as program manager.



Grass roots are more efficient at extracting nutrients from the topsoil than tree roots.

Trees vs. Turf

FERTILIZATION HELPS BALANCE PLANT RIVALRY

By Jami Pfirman

Great battles are waged on every golf course, and the competition is fierce. The contenders bring with them an intense hunger to win. But instead of clubs, they are armed with competitive root systems.

On every golf course, the towering trees are in constant competition with the plentiful turf. The winner draws in a purse containing the most nutrients a course has to offer. But with the right care, the trees vs. turf rivalry can result in a win-win situation for both of the competitors as well as superintendents and golfers.

In forests, trees grow in typically ideal conditions. Forest soils are rich in nutrients from leaf decomposition and other decaying plant matter.

In most landscaped environments, many plants lack the nutrients necessary to thrive. The space surrounding trees is usually occupied by turfgrass, which competes with trees for nutrients. Grass roots are more efficient at extracting nutrients from the topsoil than tree roots. Grass roots are more fibrous and closer to the soil surface, and are better able to absorb the nutrients and fertilizers before they have a chance to reach the deeper tree roots.

The key to healthy trees and turf, in part, is a proper fertilization program. For trees, the goal is to get the fertilizer down deep enough into the soil so that the roots can easily absorb nutrients. To increase nutrient absorption, the fertilizer must be applied below the grass roots. A subsurface tree fertilizer is applied in the top four to 12 inches of soil, which is where trees' most active roots grow.

Applying a slow-release nitrogen fertilizer in the fall enables trees to assimilate the nutrients necessary for ample chlorophyll and subsequent carbohydrate production that eventually increases overall tree health. Although trees can be fertilized with a slow-release form of nitrogen fertilizer at any time of the year, fall applications produce immediate effects the following spring.

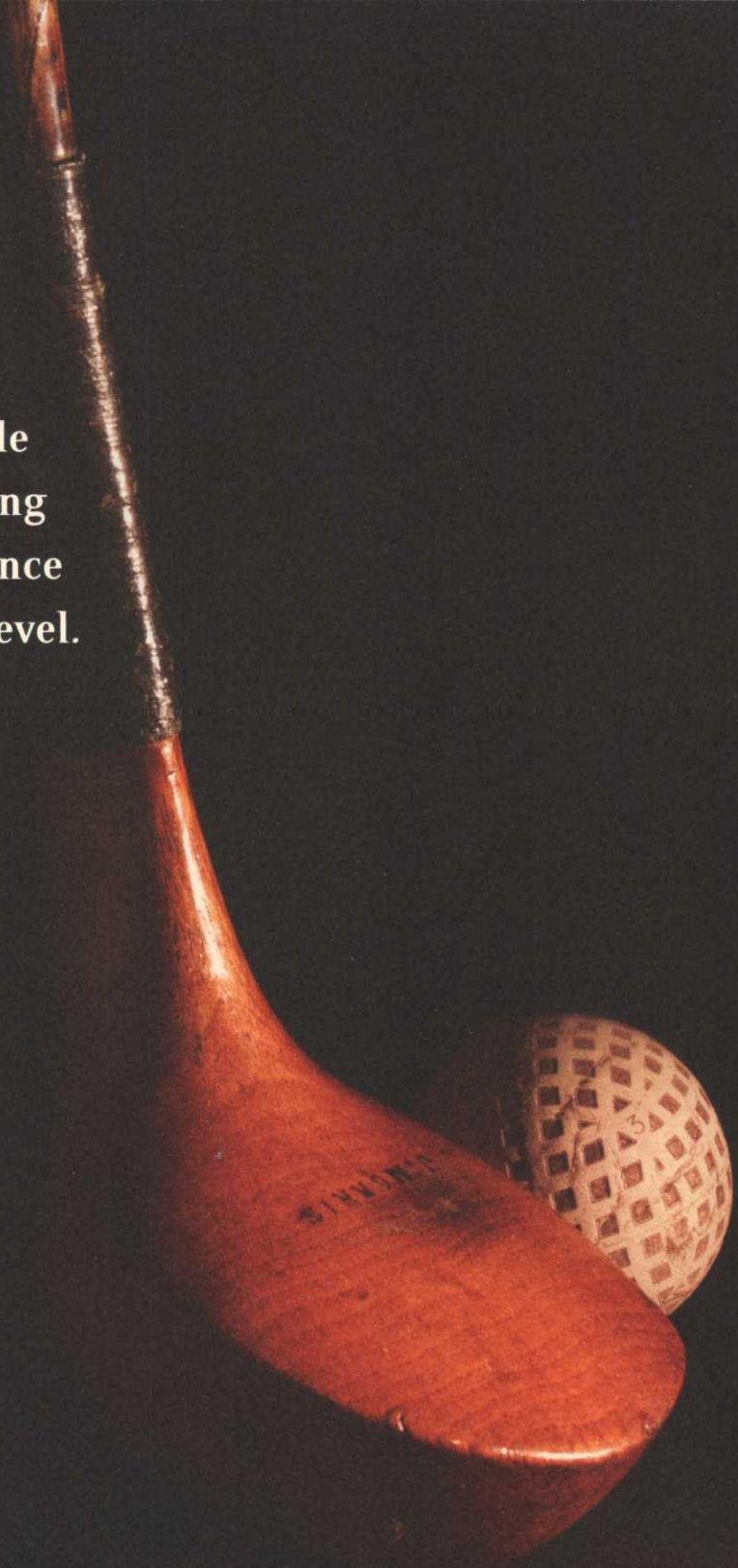
Well-nourished trees are more tolerant of insects, disease and unfavorable environmental conditions like drought.

MIKE KLEMM

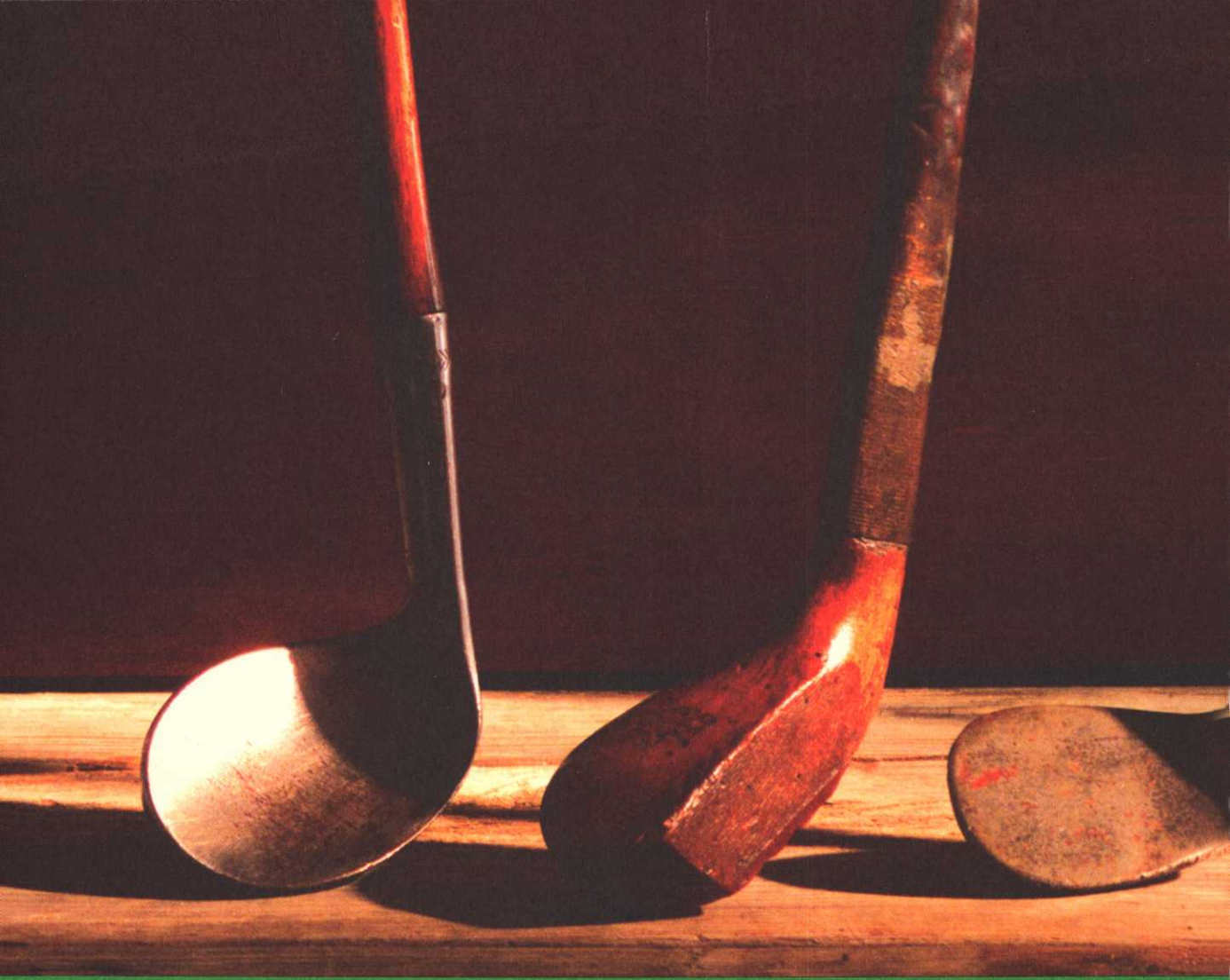
Pfirman is a communications specialist at the Davey Tree Expert Co.



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something comes along
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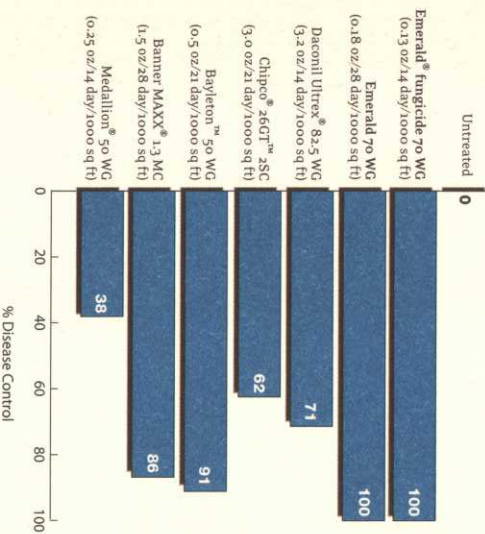
Dollar spot's never seen anything like new Emerald® fungicide. Emerald is the first all-new class of fungicide chemistry in years—and that's good news for superintendents battling resistance issues. Emerald sets a new standard for dollar spot control, offering you the first fungicide to reliably control dollar spot for three to four weeks with a single application. If you're tired of losing sleep over dollar spot, now you can rest easy knowing Emerald is on the job. It's the only fungicide you can really trust to consistently provide you with dependable dollar spot control for weeks at a time. It's time to make room in your fungicide rotation for the next generation of dollar spot control—Emerald fungicide. To learn more, visit www.turffacts.com.

SETTING A NEW STANDARD.

BASF

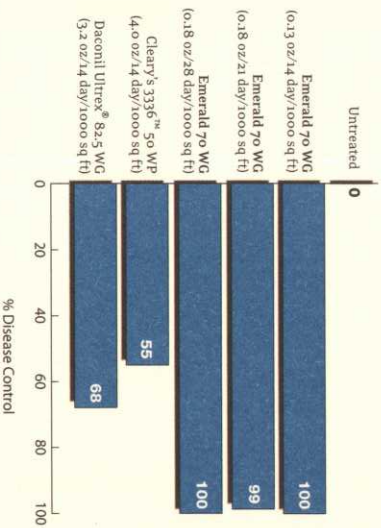
SETTING A NEW STANDARD FOR DOLLAR SPOT CONTROL.

Emerald controls dollar spot better than other fungicides.



Control of Dollar Spot in Creeping Bentgrass in WI

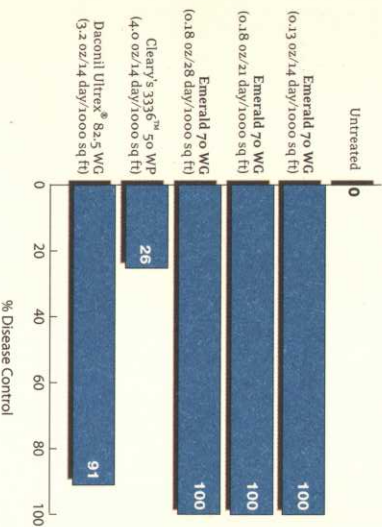
Source: J. Gregoa, University of Wisconsin, 2001



Control of Dollar Spot in Creeping Bentgrass in NJ

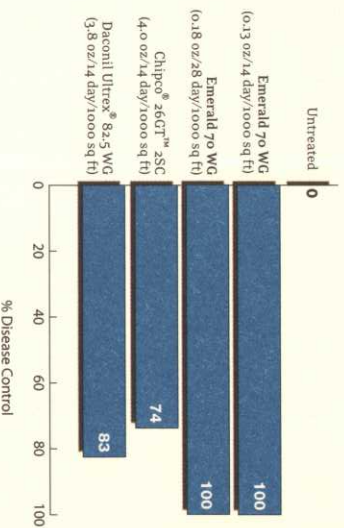
Source: Dr. B. Clarke, Rutgers University, 2002

Only Emerald controls dollar spot for up to 4 weeks with a single application.



Control of Dollar Spot in Creeping Bentgrass in MI

Source: Dr. J. Varga, Michigan State University, 2002



Control of Dollar Spot in Creeping Bentgrass in VA

Source: Dr. H. Couch, Virginia Tech, 1998

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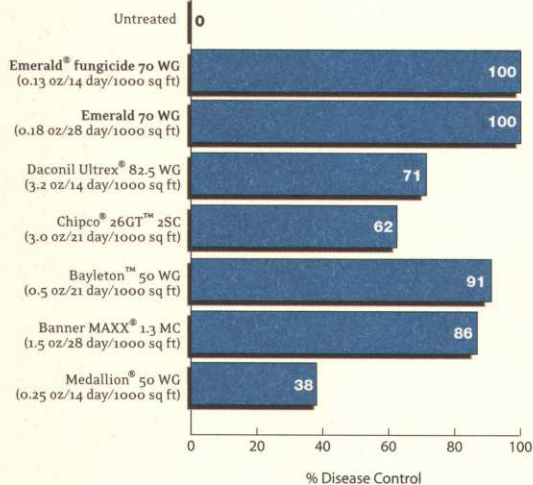
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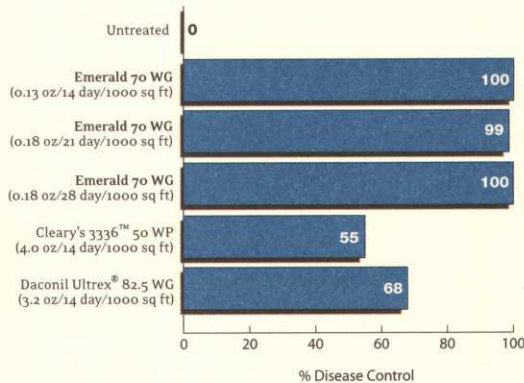
SETTING A NEW STANDARD.

SETTING A NEW STANDARD FOR DOLLAR SPOT CONTROL.

Emerald controls dollar spot better than other fungicides.

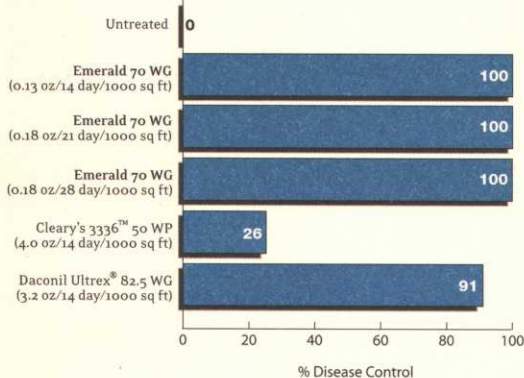


Control of Dollar Spot in Creeping Bentgrass in WI
Source: J. Gregos, University of Wisconsin, 2001

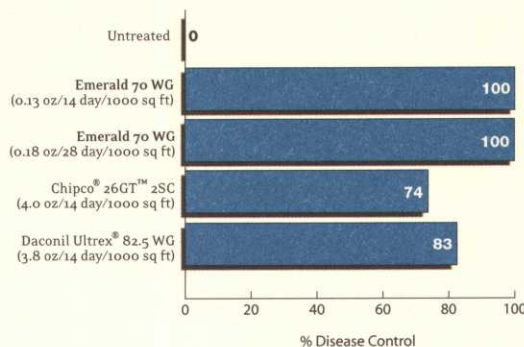


Control of Dollar Spot in Creeping Bentgrass in NJ
Source: Dr. B. Clarke, Rutgers University, 2002

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Control of Dollar Spot in Creeping Bentgrass in MI
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Control of Dollar Spot in Creeping Bentgrass in VA
Source: Dr. H. Couch, Virginia Tech, 1998

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