

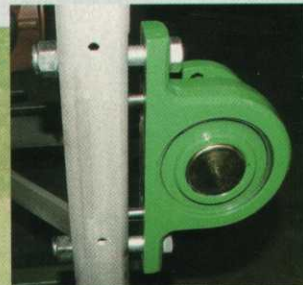
The **Soil Reliever**

From **Southern Green**

The Only Deep Tine Aerifier Manufacturer in the **USA**.



SOIL RELIEVER 54



All bearing housings for the crankshaft are held in perfect alignment with 1/2" drive pins.

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SMOOTH
EFFICIENT

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- ▶ Parts and Service Available Immediately.
- ▶ Perfect Coring Holes.
- ▶ So Smooth No Rear Roller Needed!

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The Model 54 will operate on a small tractor or a Cushman Turf-Truckster with a special P.T.O. and lift system. Now you can deep tine your greens without using a large tractor.

Due to newer technology used to build the Model 54, it is a lighter machine without sacrificing heavy duty construction and has increased speed to perform your deep tine aerification tasks at a faster pace.

The Model 54, using solid or coring tines, aerifies the ultra dwarf bermudas and aggressive bents without pulling or puckering. Now you can own an affordable deep tine aerifier. Ask your distributor for a demonstration today and see the "soft touch" Model 54 SOIL RELIEVER in action. You won't believe it until you see it.

All 2003 Soil Relievers have a new look, however design changes go beyond looks as we continue to improve machine performance and durability on all models.

The **SOIL RELIEVER**



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Cruisin' with Pete Leuzinger

...another Golfdom fan.

Personal:

Pete Leuzinger, CGCS,
Ivanhoe Club, Ivanhoe, IL.
Superintendent 28 years.
Married 2 children,
3 grandchildren.

Favorite hobby:

"Golf. That's one of the reasons
I got into this business.

One desire before you die:

"Play the Old Course at
St. Andrews."

Favorite movie:

"You're going to laugh; it's
Beauty and the Beast. I love the
music, and the kids love it,
and we watch it together."

Favorite word:

"Pecuniary. It means, 'of, or
relating to money.' It just rolls off
my tongue-has a nice sound.
And, I like money!"

Best part of the day:

"The morning - I love the sunrise,
particularly if I'm free to tour
the course. It's my favorite time
and I cherish that."

Why you read Golfdom:

"Pat Jones editorial - I always open
to that page first. Golfdom is the
right length, good quality, and
always has a great
environmental article."

Favorite place to read Golfdom:

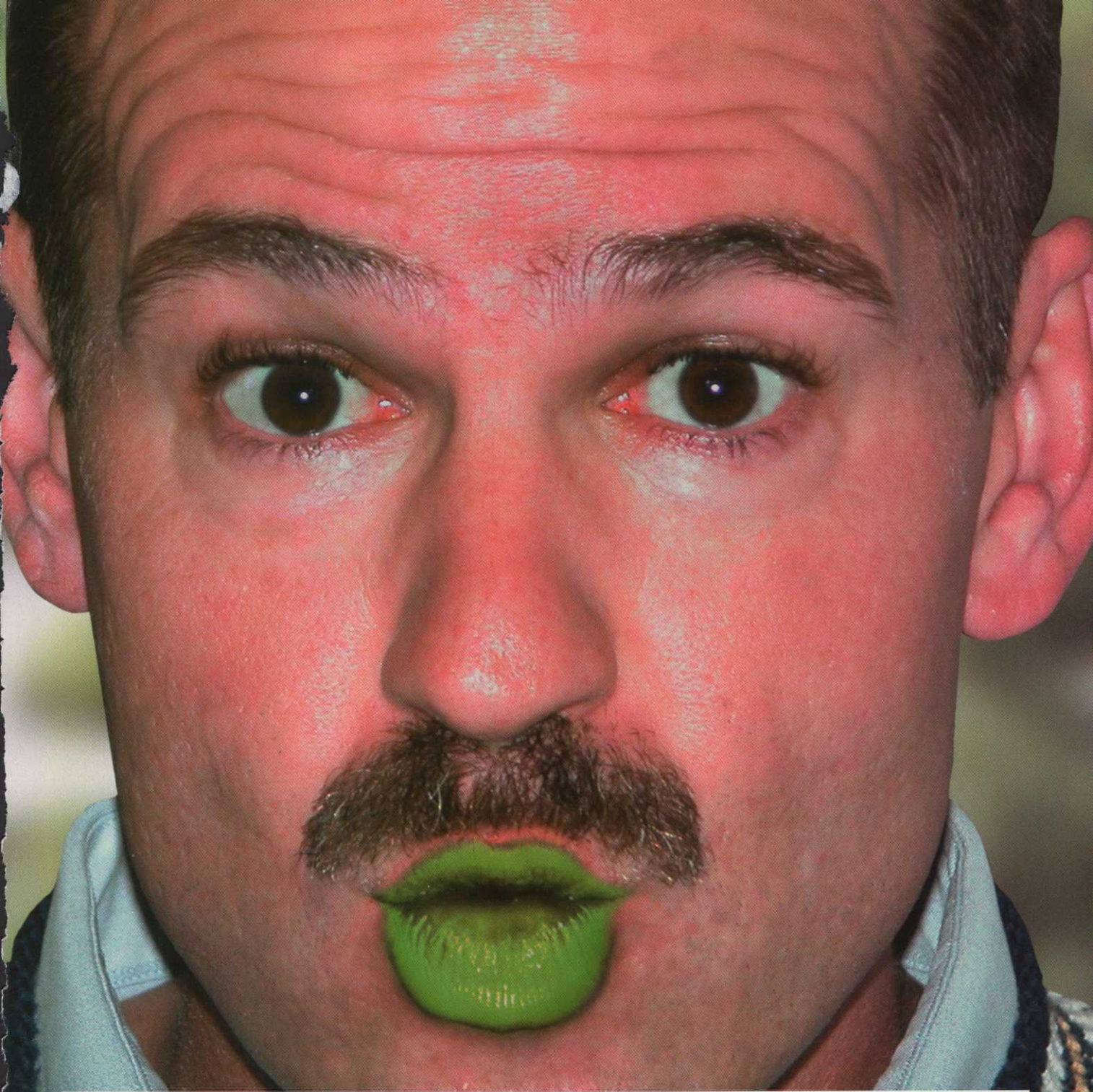
"In my boat!"

Pete Leuzinger with grandchildren
Derek, 6 Jenna, 3 and Billy, 5 years
old. Their Daddy is Jeffrey Leuzinger

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Golfdom

CIRCLE NO. XXX

I'm a huge fan of David Feherty, the CBS golf pundit and *Golf* magazine columnist. He's one of the few TV guys out there that seems to understand that the game is supposed to be fun. I read his book, *A Nasty Bit of Rough*, on a flight recently and laughed so hard and so often that I worried the pilot might TASER me just to shut me up.

I recently also learned that Feherty is one of those rare folks at the top end of the golf media who actually gets it when it comes to superintendents. Here's an excerpt from his *Golfonline.com* Mailbag column in late April in which he's answered questions from readers with his usual wit:

"Just wondering why the guys and gals who keep these golf courses in such great shape week in and week out never get more than a mere word or two during a telecast. Why not interview the superintendent and the assistant for five minutes? They could explain what they do in the weeks leading up to the tournament and how they get the golf course to 'peak' for the event. I'm sure it would help educate everyone, including people like 'grain on the brain' Johnny Miller. Maybe even include an online question and answer session with that week's superintendent. Remember, this game is played on living plants, and the playing fields are scrutinized more than any other sport. — *Dean Tomaselli, McHenry, Ill.*

(Feherty replies:) "Cough it up pal, you're either a sod father, or the son of one, or nephew, or something. You're quite right, though. Superintendents do deserve more credit than they get. I always try to get their names in somewhere, but the whole golf thing tends to get in the way. As for an online Q&A session with the super on a weekly basis, I'm all for it if it takes the place of this one, which is a royal pain in the arse to me."

Feherty, of course, was rightly suspicious of the letter. Tomaselli is superintendent at Cary CC. But his little ruse still had the desired impact, and Feherty's positive words are helpful to the cause.

However, his point that the "whole golf thing tends to get in the way" is informative. It echoes statements I've heard from higher

Dauids Help With Goliath Problem

BY PAT JONES



CHEERS TO THEM
FOR NOT BEING
AFRAID TO GO ON
THE RECORD
RECENTLY IN
SUPPORT OF
THE PROFESSION

ups at *Golf Digest*, NBC and other golf media moguls who essentially say, "Yeah, we realize superintendents are important but our readers/viewers just don't care about that stuff."

It's frustrating that the attitude still persists, but, intuitively, it seems like the industry is making progress on the recognition front. I think it's partly due to the efforts of GCSAA and Jeff Bollig's PR team. But credit is also due to many of the superintendents who host pro events and come into contact with these influential media types. They've done a fine job of representing the profession and planting seeds of change in their minds. In short, decades of pestering may finally be paying off.

Another "David" who seems to get it is putting guru Dave Pelz who also chimed in recently with a helpful comment. Pelz, who arguably ought to know more about the playability of putting greens than just about any nonsuperintendent, said: "If you make every green faster every month over a period of years, you're going to ruin the game for the players that aren't very good. And we need them — they're 99.9 percent of all players."

Bravo, Dave. Every know-it-all green committee member or self-styled amateur agronomist out there ought to be required to memorize that statement. At a time when there are so many barriers to keeping average players active in the game, pressuring the superintendent to produce slicked-up, stressed-out greens beyond the abilities of Joe High-Handicapper just contributes to the problem.

So, cheers to two Davids who weren't afraid to go on the record recently in support of the profession. With more folks like them, maybe the goliath problem of recognition for superintendents can soon be defeated.

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

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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

On the Green

Are you optimistic about how the golf industry will perform this year, even if the economy struggles?

No opinion
5%

No
31%

Yes
64%

SOURCE: GOLFDOM ONLINE POLL

Golf Rounds Played

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

REGION	FEBRUARY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-94.4%	-91.7%
Middle Atlantic NY, PA, NJ	-91.1%	-88%
East North Central MI, OH, IN, IL, WI	-71.3%	-74.1%
West North Central ND, MN, SD, NE, KS, IA, MO	-24.6%	-32.8%
South Atlantic WV, VA, DE, MD, NC, SC, GA, FL	-1.1%	-3.4%
Florida	9.8%	6.1%
East South Central KY, TN, AL, MS	-21.1%	-23.7%
West South Central OK, AR, LA, TX	-19.4%	-14.3%
Texas	-17.4%	-12.2%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-1.8%	12.7%
Pacific WA, OR, AK, HI, CA	-2.7%	5.3%
California	-5.5%	.9%
TOTAL UNITED STATES	-5.7%	-2.3%

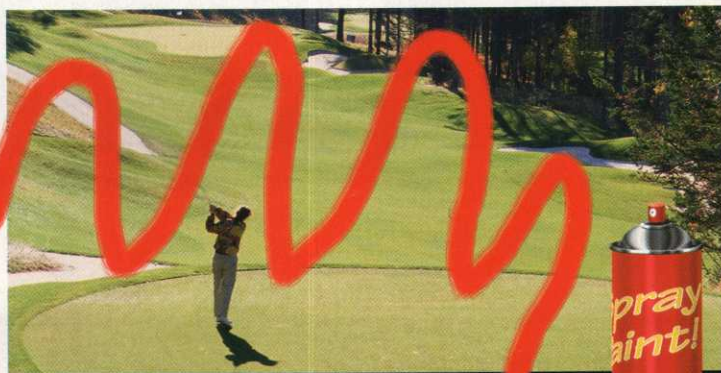
GOLF DATATECH

Lost and Found



It's estimated that 518 million rounds of golf are played in the United States each year. On average, a golfer loses 4.5 balls per round. This results in 2.5 billion balls being consumed compared to only 600 million new balls being sold. This means golfers are using 1.9 billion found or recycled balls annually.

SOURCE: PERFORMANCE INDICATOR LLC



Breaking Point

Have you experienced vandalism at your course?

No	12.5%
Yes, minor destruction	21.6%
Yes, at little expense or downtime	52.1%
Yes, at considerable expense or downtime	12.7%
No answer	1.1%

SOURCE: GCSAA 2002

ILLUSTRATIONS BY DAN BEEDY



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The logo for Roundup PRO herbicide. It features the word "Roundup" in a large, bold, black font with a green leaf-like graphic element to the left. Below "Roundup" is the word "PRO" in a smaller, blue, bold font. Underneath "PRO" is the word "Herbicide" in a very small, black font.



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5 days after QuikPRO

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