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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

Environmental Friend or Foe?

More avid golfers believe that golf courses are not environmental threats, according to the National Golf Foundation. According to NGF's recent study, Avid Golfer Attitudes and Perceptions:

- 80 percent of golfers say that golf courses are good for the environment, compared to 78 percent of golfers who were surveyed in 1996.
- 85 percent of golfers say golf courses are more environmentally friendly today than they were 10 years ago compared to 77 percent in 1996.



PHOTODISC

What's in a Builder?

Golf course owners were asked the most important reasons for picking a golf course builder for their new projects and/or to renovate their existing courses. Some are listed at right.



NATIONAL GOLF COURSE OWNERS ASSOCIATION

PHOTODISC

Golf Rounds Played

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

REGION	JULY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	1%	-6%
Middle Atlantic NY, PA, NJ	-4.2%	-11.3%
East North Central MI, OH, IN, IL, WI	-8%	-8%
West North Central ND, MN, SD, NE, KS, IA, MO	2.1%	3.2%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-1.8%	-5.5%
Florida	6.3%	3.5%
East South Central KY, TN, AL, MS	1.9%	-2.5%
West South Central OK, AR, LA	-3%	-2.8%
Texas	-4%	-3.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-7.9%	-4%
Pacific WA, OR, AK, HI	-1.6%	-6%
California	-4%	-2.6%
TOTAL UNITED STATES	-1.6%	-3.1%

GOLF DATATECH

Women and Golf

- Women make up half the population but only represent 22 percent of all golfers.
- The average score of women golfers is 108, compared to 96 for men.
- Thirty-seven percent of women golfers are 50 or older, compared to 32 percent for men.
- Fifty-six percent of women golfers work full-time.



WOMEN WELCOME HERE! A GUIDE TO GROWING WOMEN'S GOLF, PUBLISHED BY THE NATIONAL GOLF FOUNDATION

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The highly reliable, highly capable Toro® MidDuty Workman®.



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



We don't make the turf. We make it better.



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Dollar spot's never seen anything like new Emerald® fungicide. Emerald is the first all-new class of fungicide chemistry for dollar spot control to be introduced in years. 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

Off The Fringe

Business briefs

Fertilizer industry laments natural gas crisis

A new National Petroleum Council report on natural gas supplies predicts that "traditional" North American production will only be able to meet 75 percent of U.S. demand by 2025. The report recommends that the government adopt policies that would diversify and increase domestic sources of natural gas.

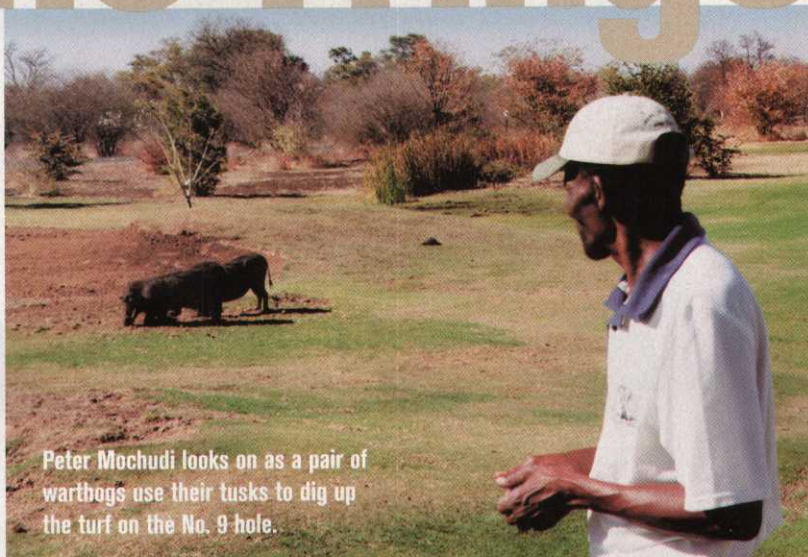
Mike Bennett, CEO of The Fertilizer Institute, warned U.S. Energy Secretary Spencer Abraham that the extreme volatility of the U.S. natural gas market is having a devastating impact on the fertilizer industry. Bennett said 11 ammonia plants have closed since mid-2000 when the natural gas crisis began. These plants represented 21 percent of domestic capacity. "U.S. producers have been at the mercy of these volatile natural gas markets," Bennett said.

Evergreen Foundation exceeds goal

The Evergreen Foundation (EF), an alliance of Green Industry associations and companies providing products and services to the public, has exceeded its targeted goal of \$200,000 in seed money. Donors include: Bayer Environmental Science, John Deere, Dow AgroSciences, Griffin LLC ILESCO, Syngenta, The Davey Tree Expert Co., The Scotts Co. and The Toro Co.

RISE elects officers

Responsible Industry for a Sound Environment (RISE) recently elected officers and welcomed new board members. Officers elected by the RISE governing board are: Elin Miller, Dow AgroSciences, chairman; Dan Unteidt, McLaughlin Gormley King Co., vice chairman; William J. Burke, The Scotts Co., treasurer; and Laurie Treu, Uniroyal Chemical Co., past chairman.



Peter Mochudi looks on as a pair of warthogs use their tusks to dig up the turf on the No. 9 hole.

CURT HARLER

Out of Africa

SUPERINTENDENT FACES BEASTLY CHALLENGES IN BOTSWANA

By Curt Harler

Be happy you don't have Peter Mochudi's management challenges. Mochudi points to the collars around the bunkers at the No. 9 green. Something is digging the grass out by the roots from below the surface.

Mochudi looks on as two warthogs use their tusks to flip up chunks of the turf. "It's a pity we can't get them out," he says. "But really, they belong here."

Mochudi is the assistant at the Mowana Golf Course, part of the five-star Mowana Safari Lodge near Kasane in Botswana, Africa. There they deal with management problems that the typical American superintendent can't imagine.

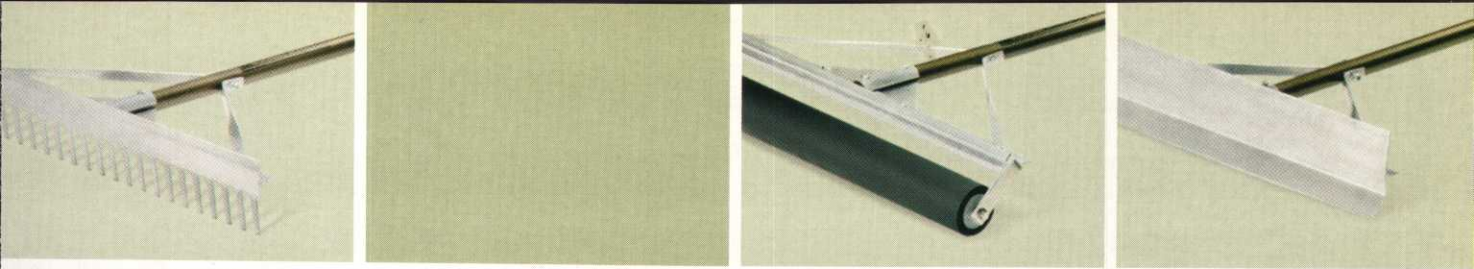
Warthogs are only one animal that can do serious damage on the 18-hole Mowana course. Elephants regularly take early-morning strolls across the greens, causing much the same kind of damage one would see if a human were to track on a dew-covered green. Only elephant footprints are larger. Much larger.

The grounds staff does not worry about elephants charging. "Elephants generally are not a major problem unless their testosterone is acting up," Mochudi says. "But when an elephant is not in a good mood, anything can happen."

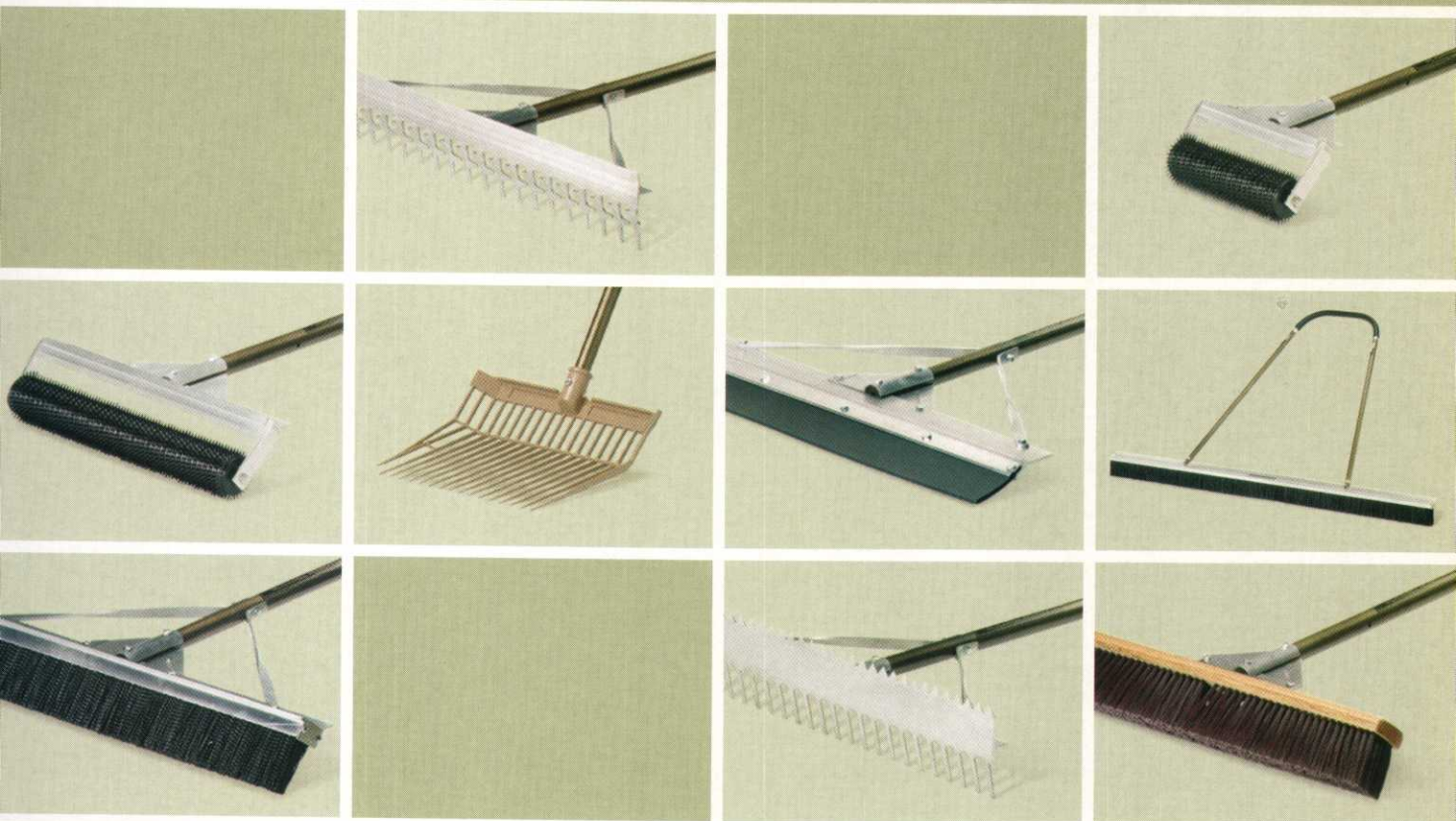
Even players who do not see the elephants on the course are likely to see elephant manure — the size of basketballs — on the fairways and greens. Frequently, dung piles are big enough that it is more appropriate to try chipping over them rather than putting around them. (And some superintendents think Canada goose droppings are a pain.)

Other animals show up in Mowana's roughs, on the fairways and on the greens. While the course plays at 6,658 yards, a virtual menagerie of animals plays where they please.

Continued on page 21



Magnum Tools. New from Standard Golf.



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MAGNUM: Durable. Dependable. Now Available.

The tools on your course take abuse day in and day out. That's why Standard Golf is excited to introduce our Magnum line—the most durable tools you'll find in the industry. They're built to stand up to whatever abuse you can dish out, and still get the job done, year after year.

What sets the Magnum line apart from other tools?

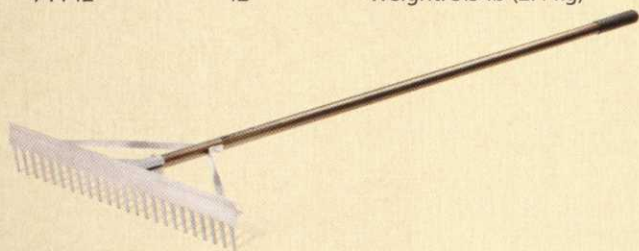
- They're constructed from high-grade aluminum/magnesium alloy for incredible lightweight strength
- Twist-and-gusset bracing adds strength and eliminates head-to-handle wobble
- Textured, powder-coated aluminum handles improve grip and keep hands clean
- Their head-to-handle intersection features an aluminum core for extra toughness
- Our wide selection meets any need on your course



Maintenance Rake (Straight Tooth)

- A great, multifunctional rake you can use all around your course
- Ideal for construction and repair work
- Use the long teeth for grading, then flip to use the straight edge for leveling
- 66" (1.67 m) straight handle

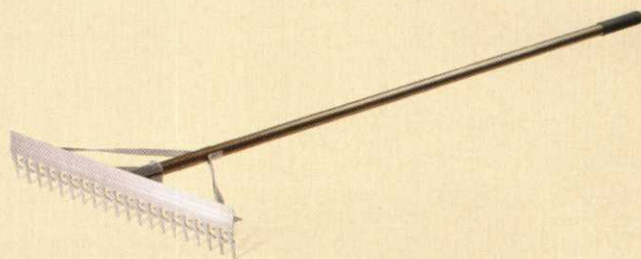
71124	24"	Weight: 3.8 lb (1.7 kg)
71130	30"	Weight: 4.5 lb (2.04 kg)
71136	36"	Weight: 4.9 lb (2.2 kg)
71142	42"	Weight: 5.3 lb (2.4 kg)



Landscape Rake (Sifting Tooth)

- Sifting teeth are useful in removing stones and debris
- Use straight edge on reverse of head for perfect leveling
- 66" (1.67 m) straight handle

71224	24"	Weight: 4.0 lb (1.8 kg)
71230	30"	Weight: 4.4 lb (2 kg)
71236	36"	Weight: 5.1 lb (2.3 kg)
71242	42"	Weight: 5.5 lb (2.5 kg)



Roller Squeegee

- Removes water from greens, tees or any groomed turf surface
- Also works on cart paths, tennis courts and decks
- Non-absorbent rubber head removes water from any surface
- Heavy-duty stainless steel axles, bolts and lock washers secure the industrial-grade end caps
- 57-1/2" (1.46 m) bent, ergonomic handle

71324	24"	Weight: 7.0 lb (3.2 kg)
71336	36"	Weight: 8.4 lb (3.8 kg)
71348	48"	Weight: 9.8 lb (4.4 kg)



Magnum Lute

- Quickly removes aeration plugs from your greens or tees
- Reversible blade gives you the choice of push or pull method
- Ideal for spreading top dressing in small areas
- 66" (1.67 m) straight handle

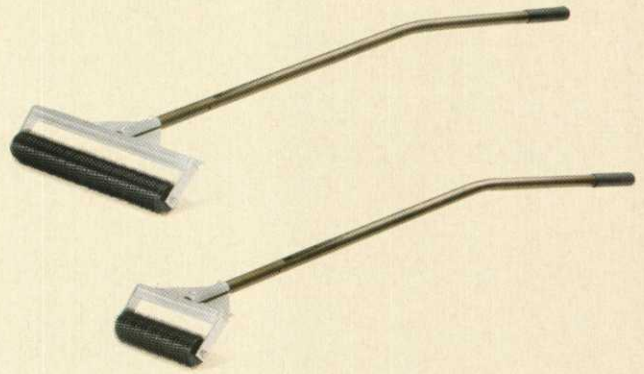
71424	24"	Weight: 4.4 lb (2 kg)
71436	36"	Weight: 5.3 lb (2.4 kg)



Magnum Spiked Roller

- Quickly prepares surfaces for light overseeding
- Excellent for light aeration of greens and tee boxes
- Breaks up moss and algae
- Heavy-duty stainless steel axles, bolts and lock washers secure the industrial-grade end caps
- 57-1/2" (1.46 m) bent, ergonomic handle

71708 8" Weight: 4.4 lb (2 kg)
71716 16" Weight: 5.3 lb (2.4 kg)



Magnum Double Duty Rake

- Long teeth for raking
- Short teeth for scarifying
- 66" (1.67 m) straight handle

71836 36" Weight: 5.2 lb (2.35 kg)



Straight-Edge Squeegee

- Keep your shop floors dry
- Works great on cart paths to remove puddles
- Heavy-duty rubber edge
- 66" (1.67 m) straight handle

72224 24" Weight: 5.5 lb (2.5 kg)
72236 36" Weight: 6.5 lb (2.9 kg)



Maximum Duty Broom

- 28" (71.1 cm) all-aluminum head with two rows of replaceable bristles
- Sweep with bristles, then flip to use scraping edge to remove caked-on materials
- If brushes are too stiff simply remove one row of bristles to soften
- One of the strongest heavy-duty brooms on the market
- 57-1/2" (1.46 m) bent, ergonomic handle

72125 28" Weight: 6.5 lb (2.9 kg)



General Purpose Broom

- 24" (60.9 cm) broom head is perfect for general clean-up
- 57-1/2" (1.46 m) bent, ergonomic handle

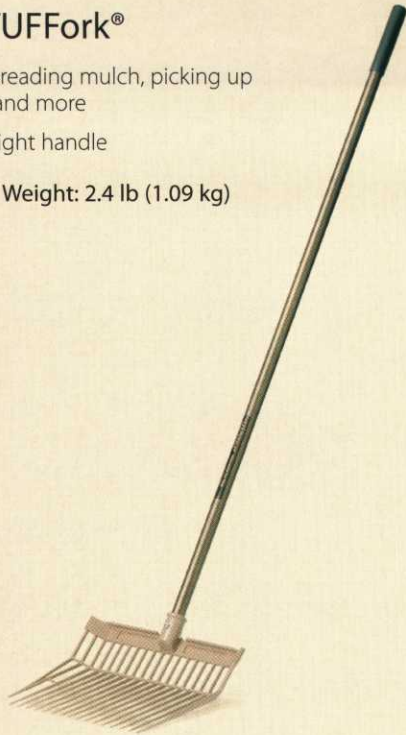
72100 24" Weight: 5.4 lb (2.45 kg)



Magnum TUFFork®

- Great tool for spreading mulch, picking up grass clippings and more
- 54" (1.37 m) straight handle

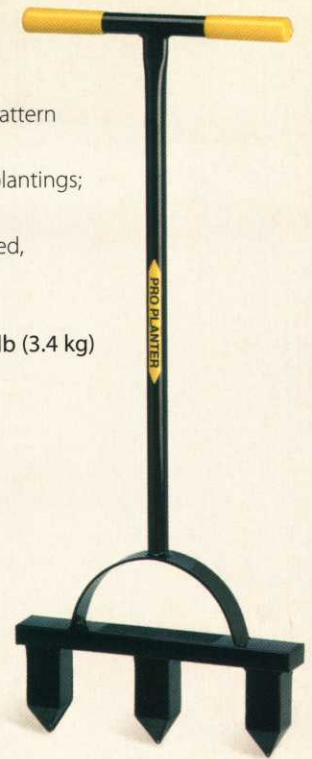
71900 Weight: 2.4 lb (1.09 kg)



ProPlanter

- Cultivate, then step in your pattern and drop annuals in place
- A huge time saver for mass plantings; it's fast and easy to use
- Constructed of powder-coated, heavy-duty steel with a non-skid foot pad

72300 Weight: 7.5 lb (3.4 kg)



Monster Broom

- Huge 84" (2.13 m) all-aluminum head with two rows of replaceable bristles
- Quickly removes dew or wormcasts from your greens or tees
- Use it on the shop floor or tennis court
- If brushes are too stiff, simply remove one row of bristles to soften
- 3-piece handle knocks down for shipping

72150 84" Weight: 14.8 lb (6.7 kg)



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For more information on the Magnum line—or any other Standard Golf products—contact us direct on our toll-free customer service hotline at 1-866-SG-EXPRESS (1-866-743-9773) or call your nearest Standard Golf Distributor for more details.

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