

Mike Wooten learned a long time ago that being good is never good enough.

Members at Cedar Ridge Country Club in Broken Arrow, Oklahoma demand immaculate greens from Mike, superintendent and a 2003 Keeper of the Green.

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Mike Wooten



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Golfdom

OCTOBER 2003 • VOLUME 59 • NO. 10



Rally the Crew

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The Case for the Classic Ball

The golf industry can take a step forward by taking a step backward and adopting a restrictive ball.

By Geoff Shackelford



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Experts share their tips for making the most of your workday so it doesn't interfere with your life.

By Becky Mollenkamp

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Ever wonder where course accessory companies get their ideas? They often get their most profitable ideas from *you*

By Frank H. Andorka Jr.



JOHN NATION

cover story

BY LARRY AYLWARD

For some superintendents, including Mark Wilson of Valhalla GC (striped shirt), motivating employees is as important as maintaining consistent green speed.

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About the cover

We looked everywhere for some neat artwork that focused on motivating employees. We thought this illustration by David Fairfield of PhotoDisc fit the bill.

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By Peter Blais



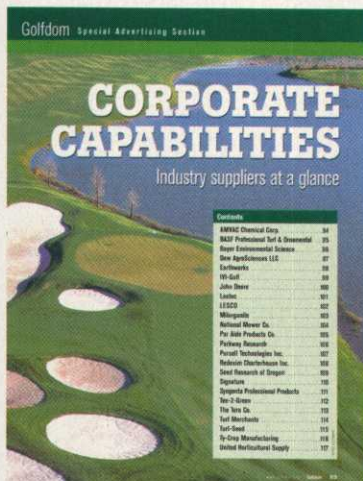
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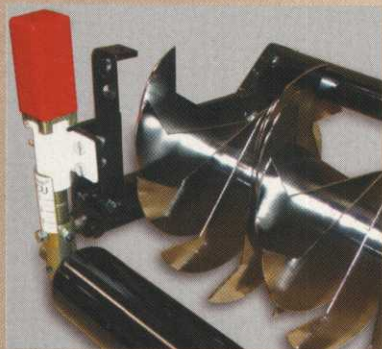
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We've Got Mail

■ LETTERS FROM THE FIELD

It's Funny How Things Work Out

In your August 2003 issue, I read the article about Paul B. Latshaw and his tremendous accomplishments so far in his career ("His Own Man"). It was a nice article about multiple generations of success stories. On page 30, you even had a sidebar about Latshaw staying put in the Rochester, N.Y., area to raise his family. I guess the Golden Bear must of talked him out of that one because I just read the Latshaws are packing up and moving to Dublin, Ohio. Isn't it funny how these things happen?

Still, I wish him good luck there. Hopefully he continues all his great agronomic and parental success.

Tony J. Gill, Head Golf Professional The Quarry At La Quinta (Calif.)

Editor's note: Latshaw recently accepted Jack Nicklaus' offer to become superintendent at Muirfield Village GC. See the story on page 16.

Don't Forget the Tax Break

The article "Put on the Map" (August) was interesting, timely and informative. There is one more advantage of GPS mapping for all courses that are "for profit" GPS maps and information can provide invaluable information to document the depreciable portion of a golf course construction, reconstruction or purchase. The tax benefits, if used by a golf-knowledgeable tax advisor, will provide tax savings at a multiple of the \$7,000 cost.

William E. Ellis, National Director, Golf Industry Tax Services, KPMG Atlanta

Superintendent TV

I enjoyed your little bit about the "Davids" helping our profession (Flagstick, June). I think there is a small step in a direction that has been neglected.

Superintendents will tell you that television broadcasts of tournaments are one of the biggest sources for unrealistic expectations in our industry. We

are constantly being bombarded with ideas or condition requests that were seen on TV. As professionals, we're always discussing how to convert our problem members into our best supporters.

It's about time for the GCSAA to turn the TV into a vehicle to further our profession. I would love to see my dues go toward a television campaign to raise awareness of our profession. I am not talking about *Par for the Course* on at 12:30 a.m. on the Lifetime channel. I'm talking about commercials during the U.S. Open and other high-profile tournaments. Drop the studies about moving headquarters to Florida, and let see some commercials like the USGA runs during the Open. A joint ad campaign between the USGA and the GCSAA would be a good place to start.

Rob Kloska, Superintendent Jupiter Island Club Hobe Sound, Fla.

Do Some Research Next Time

I doubt *Golfdom* will win any writing awards for the bland article on golf course management companies ("Whose Side Are You On?" May). I left my magazine at home and all I can remember from the article, after reading it twice, is that it said a bunch of he said she said stuff.

Management companies are for owners, boards of directors and general managers who do not know how, or do not have the time, to operate a business or hire qualified employees.

Robert Taeger Certified Superintendent, Village CC Lompoc, Calif.

Got something to say? We want to hear from you. You can e-mail your letters to Frank Andorka at fandorka@advanstar.com, fax to 440-891-2675 or send them via snail-mail to: 7500 Old Oak Blvd., Cleveland, OH 44130. Make sure to include your name and phone number for verification. Letters may be edited for length or relevance.

Golfdom

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Here's a newsflash: Apparently, not everyone agrees with every word we write in every issue of *Golfdom*. Egad! Crikey! Alert the magazine police, immediately!

OK, it's not exactly shocking when we get an irate letter or take a hit from someone on one of the online forums. And that's exactly what happened last month when a reader took offense to a satirical but less-than-flattering reference to golf professionals in Geoff Shackelford's column ("New[fangled] Revenue Streams," August).

Tongue firmly planted in cheek, Geoff suggested that one way the industry could boost revenues is to "charge all PGA of America members \$2 for every round they now play for free." In the same column, he cracked on lawyers (twice), the USGA (whose board consists largely of lawyers), *Golf Digest* panelists (who are often part-time lawyers who pay for their golf habits by suing people) and PGA Tour executives (who need lots of lawyers to negotiate their massive compensation plans).

But it was the mention of pros that hacked off one fellow who is in the rare position of being a certified member of both the GCSAA and PGA. He called Geoff's remark "incendiary, offensive and borderline ignorant." In a later post, he also cleverly referred to our humble publication as "Golfdumb." (Ooh, that one really hurt. I'm tempted to dare him to meet me behind the playground after school.)

It occurred to me that — beyond the juvenile taunt — his assertion that *Golfdom* sometimes takes an Anti-Pro point of view might have some credence. After all, our primary audience is golf course superintendents and their relationships with professionals are ... well ... not always perfect. In response, I decided to use this column to state my policy on Pro-Pro and Anti-Pro editorial positions.

I will be Pro-Pro when referring to golf professionals who realize they must have a partnership with superintendents and who understand that agronomic needs need to be balanced with business needs.

I will be Anti-Pro when I hear a golf professional tell a group of players, "The grass monkeys won't let carts out today." (True story).

I will be Pro-Pro when I come across golf

Professional Editorializing

BY PAT JONES



I DECIDED TO USE
THIS COLUMN TO
STATE MY POLICY
ON PRO-PRO AND
ANTI-PRO
EDITORIAL
POSITIONS

professionals who are serious about player development and donate time, equipment and support to junior golf programs and other efforts designed to build the game.

I will be Anti-Pro when I get "The Look" from a member of the golf staff as I'm attempting to check in someplace I don't play regularly. You know "The Look" I'm talking about. It's the withering glance from the 26-year-old, name-badge-wearing, five-handicapper, junior assistant wannabe pro standing behind the gigantic wooden megacounter who deeply resents that you've interrupted his conversation with the beverage cart girl to purchase a round of golf from his employer. (Whew! That felt so good.)

I will be Pro-Pro by promising to never again refer to individuals like the one described as "glorified shirt folders." Unless, of course, it's true.

I will be Very Pro-Pro when we meet one of the many unbelievably nice, committed golf professionals out there who jump at the opportunity to say genuinely positive things about their superintendents. This is the case at most of the good operations I visit.

I will be Very Anti-Pro when I hear horror stories about successful veteran superintendents forced out by new directors of golf or head professionals who want their "own guys" in the jobs. This stinks. I'd say exactly the same thing about a new superintendent who tried to force out a solid veteran pro for the same reasons, but I've never heard of that happening before.

So that's my policy on editorializing about golf pros. And in case you were wondering, my policy on lawyers remains unchanged. I shall only be Anti-Lawyer on days of the week ending in the letter "y".

Pat Jones is the publisher/editorial director of Golfdom. He can be reached at 440-891-3126 or pjones@advanstar.com.



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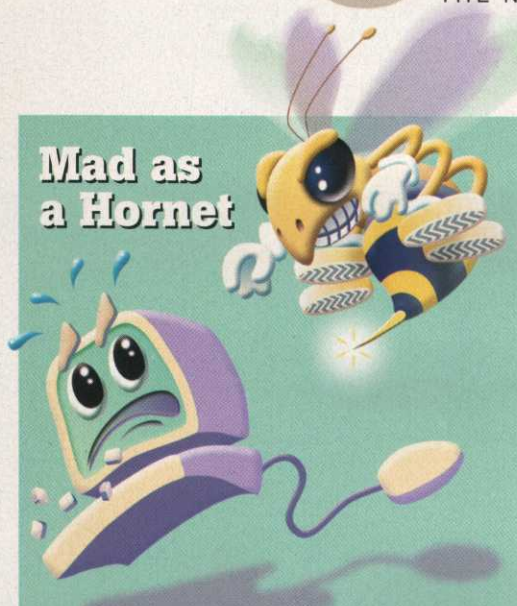
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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



Mad as a Hornet

What gets people ticked at work? According to the Manager's Intelligence Report, these are the top four things. (For superintendents, a fifth item might be the comment, "The greens are too slow," from members and players.)

1. Co-worker rudeness
2. Computer problems
3. Overwork
4. Interruptions while on the phone

DAN BEEBY

Golf Rounds Played

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

REGION	JUNE	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-3.8%	-9.3%
Middle Atlantic NY, PA, NJ	-15.1%	-14.3%
East North Central MI, OH, IN, IL, WI	-2.3%	-7%
West North Central ND, MN, SD, NE, KS, IA, MO	-5%	3.7%
South Atlantic WV, VA, DE, MD, NC, SC, GA, FL	-9.3%	-6.2%
Florida	-8%	3.2%
East South Central KY, TN, AL, MS	-2.3%	-3.7%
West South Central OK, AR, LA, TX	-6.2%	-2.8%
Texas	-7.9%	-3.6%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-5%	1.6%
Pacific WA, OR, AK, HI, CA	-2.7%	-4%
California	-3%	-2.3%
TOTAL UNITED STATES	-5.5%	-3.5%

SOURCE: GOLF DATATECH



Stress Busters

In *Tee to Green*, the magazine published by the Metropolitan GCSA, John Carlone, certified superintendent at the Meadow Brook Club in Jericho, N.Y., listed his top five stress relievers:

1. Play golf at a golf course other than my own.
 2. Get together with fellow superintendents to talk about similar problems
 3. Go to a movie with my family.
 4. Go for a ride – a long one – on my motorcycle.
 5. Go to the beach or on vacation – anywhere that I can do something that's completely unrelated to golf.
- DAN BEEBY

Rest and Relaxation

In an online poll, we asked superintendents when they last took vacations. The 148 responses we received broke down as follows:

