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is now ours.

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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

State Blooms with New Courses

Golf development in New Jersey is heating up this summer – from Bayonne to Warren and from municipal to ultraprivate projects. The big-name designers include Jack Nicklaus, Tom Doak and Mike Hurdzan. More than 20 new courses will open or start construction in this year. For details, visit www.golfconstruction-news.com.



COURTESY OF:



The U.S. Open All-Star Volunteers

Mark Michaud, superintendent of Shinnecock Hills Golf Club in Southampton, N.Y., had no shortage of volunteers to help him stage the U.S. Open in June. Many of the volunteers were from the top golf courses in the country. Some included:

- ★ **Jon Jennings**, certified superintendent of Chicago Golf Club;
- ★ **Tom Huesgen**, superintendent of Pebble Beach Golf Links;
- ★ **Paul Jett**, certified superintendent of Pinehurst No. 2;
- ★ **Don Beck**, superintendent of Fishers Island Golf Club;
- ★ **John Zimmers Jr.**, superintendent of Oakmont Country Club; and
- ★ **Eric Johnson**, superintendent of Bandon Dunes.

Golfdom

DAN BEEDY

Golf Rounds Played

The percentages below represent the difference in number of rounds played in April 2004 compared to the number of rounds played in April 2003.

REGION	APRIL	Y.T.D.
New England ME, VT, NH, MA, RI, CT	13.3%	14.9%
Middle Atlantic NY, PA, NJ	2.6%	5.1%
East North Central MI, OH, IN, IL, WI	-1.1%	.6%
West North Central ND, MN, SD, NE, KS, IA, MO	8.6%	5.7%
South Atlantic WV, DE, MD, VA, NC, SC, GA	6.1%	6.9%
Florida	2.5%	4.8%
East South Central KY, TN, AL, MS	.4%	2.8%
West South Central OK, AR, LA	-4.3%	-.1%
Texas	-1.2%	1.9%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	4.1%	3.2%
Pacific WA, OR, AK, HI	10.4%	2.4%
California	7.3%	.2%
TOTAL UNITED STATES	4.2%	4.1%

GOLF DATATECH

Turn the Channel to Golf

You know what TV airtime is equal to? That's right, big bucks. So consider it great financial news for the entire industry that the PGA Tour led in the network TV ratings increase for all major sports from 1996 to 2002. Here's a list of the major televised sports and their increases and decreases in TV viewing:

NIELSEN MEDIA RESEARCH



DAN BEEDY

GOLFDOM'S BIG PICTURE IS BROUGHT TO YOU IN PARTNERSHIP WITH





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The Toro[®] Reelmaster[®] 3100 and Groundsmaster[®] 3500. Both have patented Sidewinder technology, allowing them to shift their reach 24" from one side to the other. And with Contour[™] following, even the rotaries hug the turf without scalping, so those places that were once hard to reach are now left tournament ready. To find out more, and learn about financing options, visit toro.com.



Count on it.

Off The Fringe

Business briefs

Looking for jobs in the right places

Looking for a job in classified newspaper ads and online is a daunting task, and job seekers may be missing the cream-of-the-crop jobs by relying on these methods, according to a report by *Newswise*. "Most of the best jobs are never advertised," says Michael Lebeau, assistant director of the University of Alabama at Birmingham's Search Career Services.

Penetrating the hidden job market requires an applicant to be aggressive and to take the initiative by cold calling, prospecting and networking, according to Lebeau. It's also dependent on personal contacts, information interviews and referrals.

SePRO acquires Griffin products

Carmel, Ind.-based SePRO has purchased a number of turf, nursery, ornamental and aquatic product lines from Valdosta, Ga.-based Griffin LLC, a wholly owned affiliate of DuPont. The acquisition includes: Avast! and Avast! SRP Aquatic Herbicides, Komeen Aquatic Herbicide/Algaecide, Junction Fungicide/Bactericide, Pentathlon Fungicide, Spin Out Plant Growth Regulator, Camelot Ornamental Fungicide, Kocide 2000 TNO Fungicide and a few other products.

Horton hooks up with Torrey Pines

Ted Horton, a turfgrass consultant who hosted the 1974 U.S. Open at Winged Foot Golf Club and a Pebble Beach veteran, will oversee the Torrey Pines golf courses for San Diego while the city searches for a permanent replacement for Jim Allen, who resigned in May. Horton will work with Torrey Pines South Course superintendent Jerry Dearie to improve the agronomy for the course, which will host the 2008 U.S. Open.

Briefs continue on page 16



JASON STAHL

Seed Companies Open Doors to All in Oregon

INCREASED SALT AND HEAT TOLERANCE DOMINATE DISCUSSIONS

By Jason Stahl, Contributing Editor

Bluegrasses and intermediate ryegrasses were the hot topics of conversation at the seed companies' annual field days in June during the annual Oregon Seed Tour.

None of the host companies — Pickseed West, Turf-Seed, The Scotts Co., Turf Merchants or Seed Research of Oregon — could have asked for better weather as blue skies and moderate temperatures in the low 80s allowed them to show off their research facilities and turf plots in comfort and ease.

Pickseed West clearly stated that intermediate ryegrasses are its top priority, with the top two goals to achieve a dark green color and slower vertical growth rate.

"We need to solve the problem of rye being too hardy," said turf breeder Don Floyd, who manages

Pickseed's Corvallis facility. "Golf courses overseed with rye, but they want it to die earlier than it has been. Also, dark green color is paramount."

Bluegrass ranks third in Pickseed West's species priority, and Scotts also made it clear that that specific turfgrass is in its research crosshairs.

"Only half the country can enjoy bluegrass because it has no heat tolerance," said Kevin Turner, manager at Scotts' facility in Gervais.

To address this issue, Turner stated that Scotts is pushing hard to create drought-tolerant hybrid bluegrasses. The company had 100 crosses this past spring that he says will have excellent heat and drought tolerance. "[The development of] hybrid bluegrasses at Scotts will continue indefinitely," Turner said.

One exciting development men-

Continued on page 16

All-wheel steer...a new solution

Go from all-wheel steer to skid-steer at the flip of a switch!

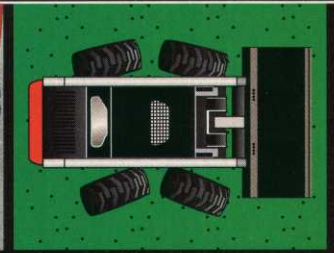
All-wheel steer lets you maneuver on turf with little or no damage to the grass — saving you time and money on repair work. Flip the switch again and get all the advantages of a tight-turning skid-steer for working in confined areas.



Minimal turf damage...



minimal asphalt damage...



with steerable axles.



A300 All-Wheel Steer (AWS) Loader

SSL/AWS	3,000 lb.	81 hp	6.9/12.0 mph
Two Steering Options	Rated Operating Capacity	Turbo-Charged Kubota Diesel Engine	Two-Speed Travel with Variable Creep

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Business briefs

Briefs continued from page 14

Bayer CropScience going 'lean'

Bayer CropScience has adopted a new organizational structure. "Following the successful integration of Aventis CropScience, we can now streamline our structures and further enhance our focus on market requirements," said Friedrich Berschauer, Bayer CropScience's chairman of the board of management. "We're going for a leaner organization."

Toro celebrates 90 years

Bloomington, Minn.-based The Toro Co. celebrated its 90th anniversary with Minnesota Governor Tim Pawlenty around the theme, "Innovation Days." To mark the milestone, Toro put together demonstrations and displays to showcase its nine decades of innovation.

Continued from page 14
tioned was Thermal Blue, a heat-tolerant bluegrass Scotts developed by crossing Kentucky bluegrass with Texas bluegrass. The 2004 crop will be larger than the 2003 crop, but Wayne Horman, Scotts' director of seed sales and marketing, said demand will still not be satisfied.

At Turf-Seed's field day, attendees also witnessed heavy bluegrass research on a wagon tour of its facility in Canby. President Bill Rose offered his comments on the state of the seed industry today. "At least half the industry wants to turn seed into a commodity again," Rose said. "That's foolish, short-term thinking."

Former University of Georgia professor Ronnie Duncan, one of the leading researchers of the salt-tolerant seashore paspalum turfgrass, gave a talk on the impending water crisis that fascinated the crowd.

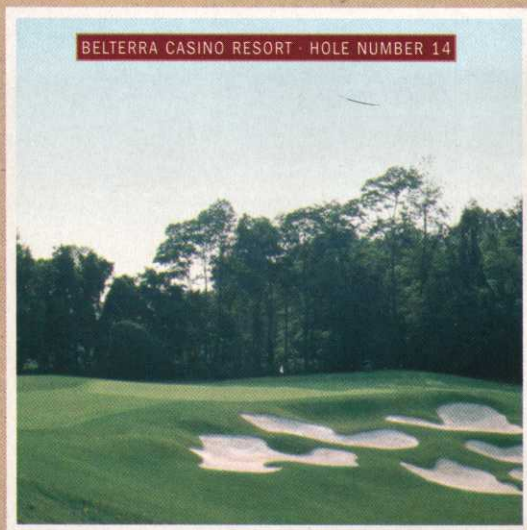
"We are running out of potable water," Duncan said. "Within 10 years to 20 years, fresh water will be like gold."

His main point was that, in the near future, golf courses and large commercial properties will be required to be irrigated with low-quality water. That's why turfgrass species need to be improved to become more tolerant of various nutrients.

"You must take a science-based approach," Duncan said. "There is no miracle cure that will solve your salinity problems — and there never will be."

Turf Merchants hosted a dinner party for its distributors at the Willamette Valley Vineyards.

Stahl is the managing editor of Landscape Management, Golfdom's sister publication. Golfdom Managing Editor Frank H. Andorka Jr. contributed to this article.



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"Hiring renowned golf photographer, *Mike Klemme*, to take photos of the golf course at *Belterra Casino Resort* made such a huge difference! We have had course photos taken in the past, but there is absolutely *no comparison*. Mike's photography really serves to *enhance the beauty* of our Tom Fazio course. We truly enjoyed working with him and the staff at *Golfoto*."

Mashayla Colwell
Advertising Manager

Belterra Casino Resort • Indiana • USA

Poa annua:
**AN ANNUAL OCCURRENCE.
A PERENNIAL PROBLEM.**



Manage it, support it, control it, fight it.

POA ANNUA

For most golf course superintendents, *Poa annua* is their number one weed problem. Since this robust annual bluegrass prefers cool, moist conditions for germination and growth, it flourishes from fall to spring. Hence, it has a strong competitive edge over the grasses many courses prefer. Combine this natural advantage with close mowing and frequent irrigation, and *Poa* can easily become dominant. In fact, *Poa annua* has become so prevalent on greens and fairways around the country that many superintendents have simply chosen to live with it.

We want to help you fight back.



The Bayer *Poa annua* Initiative.

At Bayer

Environmental

Science, we are

determined to

beat *Poa*. With

the broadest

range of leading-

edge herbicides in

the industry and the most knowledgeable and experienced turf experts, we are leading the way in addressing the problem by conducting field research, establishing best practices and developing new products. We've organized our efforts through a program called "The Bayer *Poa annua* Initiative."

Suppress it, manage it or control it?

Despite its vigor and efficiency, *Poa* can be controlled or managed. Your Bayer sales representative can advise you on the best product or products to use for your specific location, turfgrass and *Poa* problem. The key components of most *Poa* control programs include one or more of the following products.

REVOLVER™

Revolver™: A new, different mode of action for postemergent *Poa* control.

Revolver is the newest herbicide from Bayer Environmental Science for postemergent control of *Poa annua* and other unsightly cool-season grasses in bermudagrass and zoysiagrass. Based on foramsulfuron, a new sulfonyleurea active ingredient, Revolver offers a different mode of action that controls weeds resistant to herbicides with other modes of action.

Revolver is economical and effective at low-use rates, and can be safely used on listed bermudagrass greens.

PROGRASS®

Prograss®: The only one for pre-emergent and postemergent control.

Unlike other selective herbicides, Prograss herbicide provides both pre- and postemergent control of *Poa annua*. This unique advantage doubles the effectiveness of a control program since it allows you to attack *Poa* at both cool-season germination and growth. When applied at labeled rates, Prograss can be used safely on the most popular actively growing turfgrass species, and also on dormant bermudagrass.

Prograss is designed to be applied during fall and spring. Application rates and timing depend on your specific situation.



Poa annua is effectively controlled by Revolver herbicide (on right) when compared to untreated turf (on left).

RONSTAR®

Ronstar®: Pre-emergent Poa control without turf root pruning.

Ronstar has long been the pre-emergent herbicide of choice for control of goosegrass and crabgrass in warm-season turfgrass. Ronstar is extremely popular due to its effectiveness. Also, because it's not a DNA herbicide, Ronstar does not cause turfgrass root pruning. Now, more superintendents are discovering that Ronstar also does a great job of controlling *Poa*.

Because *Poa* is a winter annual, pre-emergent control using Ronstar demands two applications: a fall application on non-overseeded turf and a late-summer application, allowing proper lead time prior to overseeding. Ronstar won't degrade unless soil temperatures exceed 60 degrees for an extended period of time, so it remains in place and potent through fall and winter and into spring.

PROXY®

Proxy® PGR: A unique plant growth regulator that suppresses Poa seed heads.

Some superintendents consider *Poa* to be a desirable turfgrass, but there is an indisputable problem with it: seed heads. *Poa* plants produce seeds at almost every mowing height, often for several months straight. Each plant can generate more than 350 viable, visible seeds—enough to “whiten” the lush, green color of a course and detract from its aesthetic value. Proxy has been shown to reduce visible seed heads in *Poa* for periods of 14 to 28 days after a single application. In addition, Proxy also suppresses white clover flowers, which attract bees to courses, without damaging the clover plant.

A combination of Proxy and Primo MAXX® has been found to be particularly effective in decreasing seed heads and improving turf quality. The use of this combination is part of the Proxy label for use in *Poa* management programs. Together, the products manage multiple issues, which improves the surface quality and appearance of existing turf by increasing turf density and uniformity.

The Proxy/Primo MAXX tank mix should be applied 10 days before the expected *Poa* seed head spring flush. Multiple applications may be required.



Untreated



Three weeks after a single treatment of Proxy 5.0 oz./
Primo MAXX at 0.125 oz. per 1000 sq. ft.

Seed head suppression and turf quality improves with the use of Proxy/Primo MAXX.

Finale®

Finale® herbicide: For fast, nonselective control.

When the percentage of *Poa* in your turf exceeds 50 percent, complete renovation may be necessary. This involves spraying the infested area with Finale, a non-selective, postemergent herbicide, in order to kill all existing grasses, then overseeding with your desired turfgrass in late summer or early fall.

Finale works quickly, even in cool temperatures that slow the action of other non-selective herbicides. Targeted plants are dead in one to four days. And Finale is rainfast in an average of just four hours. Finale stays put, too; there is none of the "creep" you typically see with other brands. Reseeding is possible within one day.

After the new grass has established itself, regular applications of Prograss or Ronstar will help maintain high-quality turf.

Finale may also be used to control *Poa* in well-established ornamental dormant hybrid or common bermudagrass. It should be applied only when the turf is fully dormant and prior to spring green-up.

Product Summary

TYPE OF CONTROL	BAYER PRODUCT	APPLICATION TIMING	GRASS TYPE
Seed head suppression, growth regulation	Proxy/Prograss Proxy/Primo MAXX	Spring	Bentgrass, Kentucky bluegrass; perennial ryegrass; tall fescue; smooth bromegrass
Pre-emergent control	Ronstar	Late summer through early spring; spring	Bermudagrass; dormant bermudagrass/cool-season species
	Prograss	Fall and spring	Bermudagrass; dormant bermudagrass/cool-season species
Postemergent control	Revolver	Whenever <i>Poa</i> is present	Bermudagrass; zoysiagrass
Nonselective control	Finale	Winter	Dormant bermudagrass or in renovation areas

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