

# The Company Line

■ PRODUCTS & SERVICES

## Broadleaf herbicide

**PBI/Gordon** introduces **SURGE**, a broadleaf herbicide for turf that is marketed under the company's ProForm brand with a new blue-checked flag label. The company recently received EPA acceptance for the water-based broadleaf herbicide formulation containing the active ingredient sulfentrazone. "SURGE offers the economy and ease of use of a water-based amine formulation," says Doug Obermann, product manager for Gordon's professional products, who adds that the product is particularly good in warmer weather and controls summer weeds such as spurge, knotweed, oxalis and dandelion. SURGE is also rain-fast in six hours and has a three-week reseeding interval. For more information, contact 800-821-7925 or [www.surge.pbigordon.com](http://www.surge.pbigordon.com).

## Lebanon presents check to Rutgers

**Lebanon Turf**, a division of Lebanon Seaboard Corp., recently presented a check totaling \$130,175.60 to Rutgers University to support additional turfgrass research. Lebanon Turf has cooperated with Rutgers on turfgrass

## Aquatrols staging essay contest

Cherry Hill, N.J.-based **Aquatrols** is staging its second-annual Aquatrols Scholarship Essay Contest. The contest is open to children of turf management professionals who will attend an accredited college or university during the 2005-06 academic year. Entrants will compete for scholarships of varying amounts, with a total of \$3,000 in scholarship prizes to be awarded. For more information, contact [www.aquatrols.com](http://www.aquatrols.com).

development projects that have led to the release of several top-rated turfgrass varieties. This amount represents royalties for some of these varieties.

For more information, contact [www.lebanonturf.com](http://www.lebanonturf.com).

## Cradle delivery system

**Syngenta Professional Products** introduces a cradle delivery system to accompany its newly

redesigned 10-gallon LinkPak packaging system. Based on customer needs, Syngenta created the LinkPak cradle to make product dispensing easier and more convenient. The LinkPak cradle is constructed from a durable plastic material that resists stress cracks and offers strong impact resistance. For more information, contact 800-395-8873 or [www.syngentaprofessionalproducts.com](http://www.syngentaprofessionalproducts.com).

## Service agreements

Three new service agreements available through **Bayer Environmental Science** offer superintendents options for reducing costs of guaranteed mole cricket and fire ant control. "We understand that these are challenging economic times for many superintendents and wanted to offer them cost-effective options for insect control," says Bryan Gooch, business manager of insecticides for Bayer. "We have made Chipco Choice more affordable for superintendents participating in our service agreements."

For more information, contact your local Bayer sales representative or visit [www.bayerprocentral.com](http://www.bayerprocentral.com).

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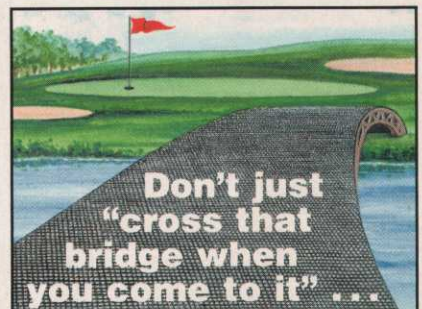


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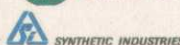
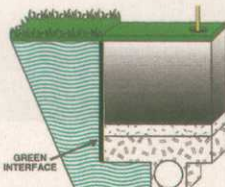
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A young man who was an avid golfer found himself with a few hours to spare one afternoon. He figured if he hurried and played very fast, he could get nine holes in before he had to head home.

Just as he was about to tee off an older gentleman shuffled onto the tee and asked if he could accompany the young man, as he was golfing alone.

Not being able to say no, he allowed the old gent to join him.

To his surprise the old man played fairly quickly. He didn't hit the ball far, but plodded along consistently and didn't waste much time.

Finally, they reached the ninth fairway and the young man found himself with a tough shot. There was a large pine tree right in front of his ball - and directly between his ball and the green.

After several minutes of debating how to hit the shot the old man finally said, "You know, when I was your age I'd hit the ball right over that tree."

With that challenge placed before him, the youngster swung hard, hit the ball up, right smack into the top of the tree trunk and it thudded back on the ground not a foot from where it had originally lay.

The old man offered one more comment, "Of course, when I was your age that pine tree was only 3 feet tall."

Golfdom's

**JAKE**  
 of the month



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# Out of Bounds

SOMETHING COMPLETELY DIFFERENT

# MP3s



**T**urntables gave room to reel-to-reels, which gave way to eight-tracks. Eight-tracks gave way to cassettes, cassettes

gave way to CDs, and CDs have given way to MP3s. To adapt the words of a band famous for encouraging fans to record its shows, "What a long, strange technological trip it's been."

The explosion of digital music, the increasing cheapness of CD burning and the advent of a smaller, more compressed audio file type called MP3 (the extension that stands for MPEG, audio layer three) have created a nation full of newfound music listeners, not to mention more than a few musical pirates. And in just a few short years a new breed of portable audio players have taken the country by storm, bringing with them not only lower costs but surprisingly more storage space.

So how does it work? Think of a portable MP3 player as a humongous jukebox. You download your music files from your computer and into these gizmos and — voila! — you have a history of music in your hand. You can make your own playlists — "Songs for Mowing" or "Workout" or "TGIF" — to suit your mood, and easily add or subtract songs from the player. In essence, the players are glorified portable hard drives, allowing storage of any type of file. For exam-

DO YOU LOVE ROCK & ROLL (OR ANY OTHER TYPE OF MUSIC)? WELL, PUT A FEW DIMES INTO THIS JUKEBOX, BABY **BY MARK LUCE**

ple, a 40 GB iPod (\$399), from Apple, can hold nearly 20 times the information of the trusty Macintosh laptop on which I type this column.

As the holidays approach, MP3 players would make a great gift — super for getting back to your musical roots, broadening your enjoyment of mowing or simply to escape for a couple hours. As with all purchases of electronics, we here at *Golfdom* encourage you not only to do your research but head to an electronics store and fiddle around with the players. Things to keep in mind are quite simple: storage, battery life, accessories (many allow you to hook the thing up to your car stereo) and price. To help make things easier, here are a few that we have found to be quite good.

■ Apple, always on the cutting edge, offers the most elegant of the MP3 players and one of the easiest to use. Its colorful new iPod Mini (\$249) is a 4-gigabyte machine that holds nearly 1,000 songs and plays for eight hours on a rechargeable battery. The slightly larger models hold 20 GB (\$299) or 40 GB (\$399) and play for 12 hours on rechargeable batteries.

■ Sony, the inventor of the Walkman, has raised the stakes on portable

players, adding a small color screen to its 40-GB VAIO Pocket (\$499).

Whether viewing album art or scoping your own digital picture slideshow, the VAIO Pocket adds sight to sound.

■ Philips, which pioneered compact disc technology, offers one the smallest and sleekest players, the Micro Audio Jukebox. This 2-GB machine (\$179) holds nearly 500 songs and has a built-in FM radio. It's also about the size of a credit card, only thicker.

In addition, the just-on-the-market Zen Micro 5-GB (\$249) comes in a rainbow of colors and features easy-to-manage controls, a personal organizer and an FM radio (with a record feature), all in a player that easily fits into your back pocket.

When I hear about these machines and then play with them, it's all I can do but shake my head like an old-timer and wonder aloud how 1,000 45s could not only be accessible in nanoseconds, but also how all that vinyl could fit in your shirt pocket.

Happy listening and, more importantly, happy holidays.

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