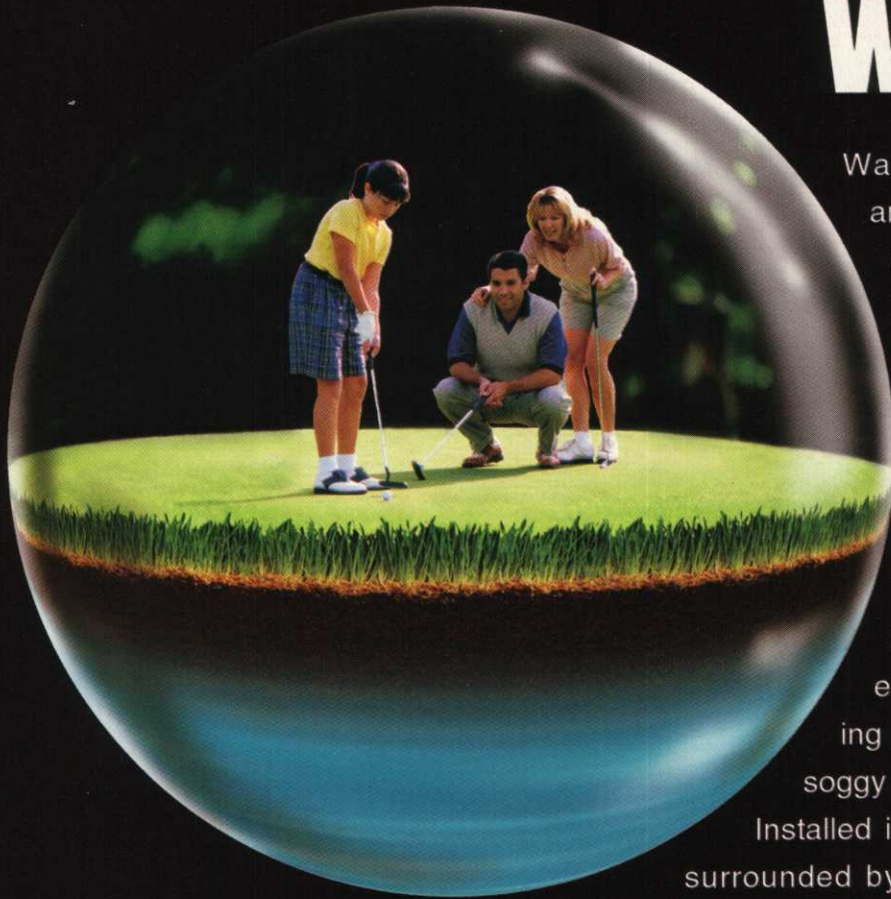


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Water in the right place and at the right time, that is your key to a healthy course. Striking greens and inviting fairways require effective water management. Multi-Flow helps to create a perfect environment for memorable golfing experiences by removing excess water from the soggy areas on your course.

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# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

## Yes, We're Open

About 150 golf courses (18-hole equivalents) had opened from Jan. 1, 2003, through Oct. 15, 2003, according to the National Golf Foundation. Most are public. NGF forecasted 197 courses to open in 2003, down from 220 in 2002.



Here's breakdown:

Public	<b>118</b> or 79 percent
Private	<b>32</b> or 21 percent
New	<b>110</b> or 73 percent
Additions	<b>40</b> or 27 percent

PHOTODISC/EYEWIRE

## By and Large

The biggest management companies in North America are:

1. American Golf
2. ClubCorp
3. Troon Golf Management
4. KemperSports Management
5. Meadowbrook Golf
6. Evergreen Alliance
7. Arnold Palmer Golf Management
8. Billy Casper Golf Management
9. Clublink
10. Marriott Golf



GOLF INC.

INGRAM PUBLISHING

## Golf Rounds Played

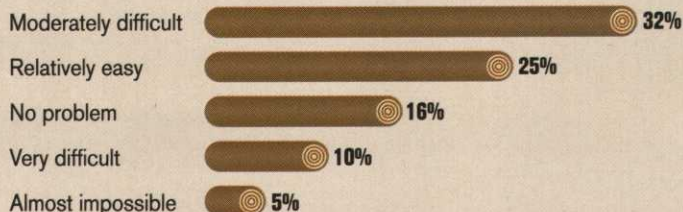
The percentages below represent the difference in number of rounds played in the month of October 2003 compared to the number of rounds played in October 2002.

REGION	OCTOBER	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	-8.5%	-7%
<b>Middle Atlantic</b> NY, PA, NJ	-2%	-10%
<b>East North Central</b> MI, OH, IN, IL, WI	8.7%	-1.7%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	35.4%	1.9%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	3.4%	-4.3%
<b>Florida</b>	-5%	1.9%
<b>East South Central</b> KY, TN, AL, MS	11%	.2%
<b>West South Central</b> OK, AR, LA	14.6%	-2.1%
<b>Texas</b>	14.7%	-2.5%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	6.8%	-1.8%
<b>Pacific</b> WA, OR, AK, HI	-6.5%	-1.7%
<b>California</b>	-4.3%	-3.2%
<b>TOTAL UNITED STATES</b>	5.6%	-3.1%

GOLF DATATECH

## About That Tree ...

How easy or difficult has it been to convince golfers that you must remove trees for the sake of healthy turf?



GCSAA'S 2003 LEADERSHIP SURVEY

MIKE KLEMME

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





**It's the same beast.  
We just sent it to obedience school.**

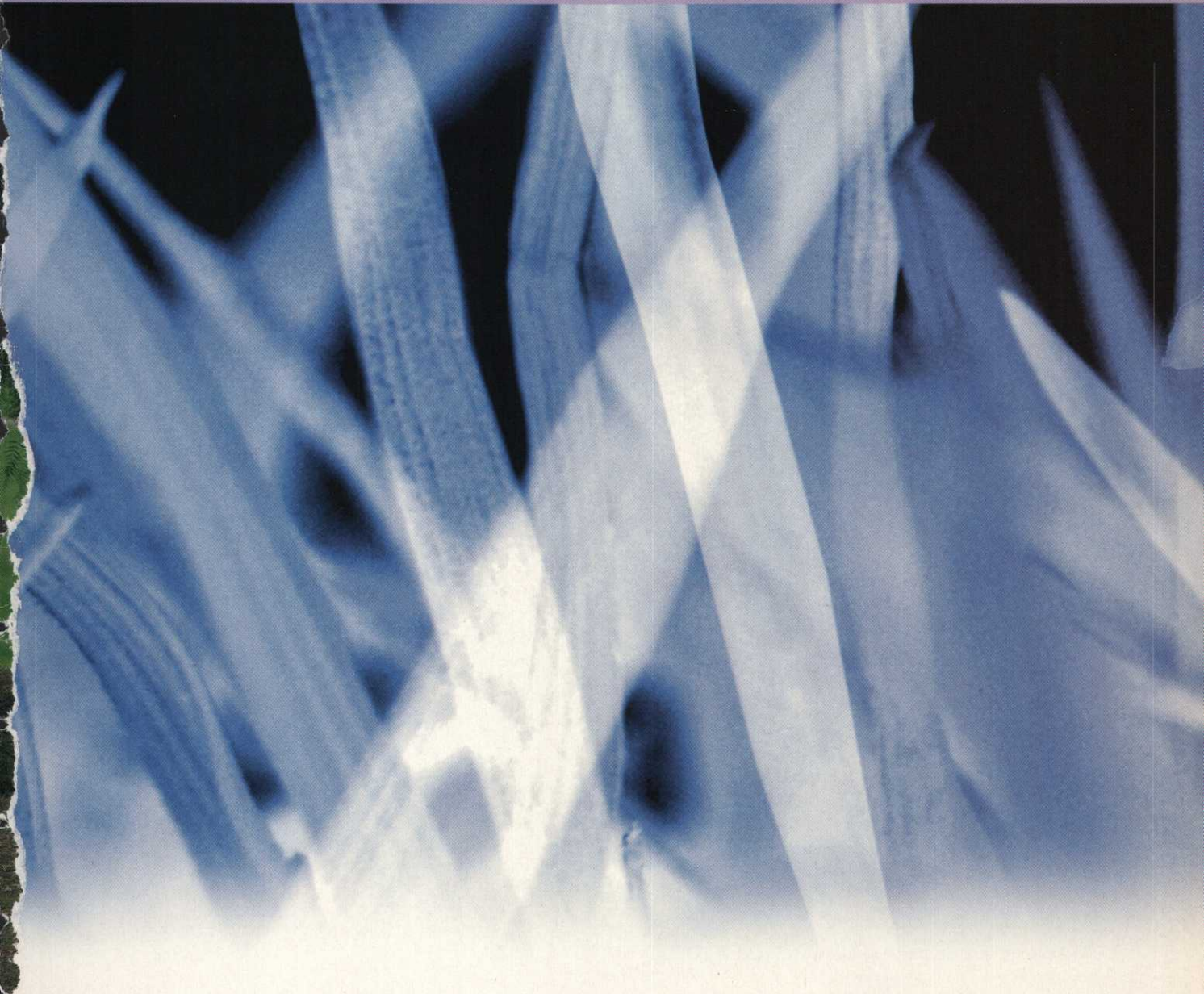
The new Toro® Workman®. Ten years ago, we revolutionized the utility vehicle with performance and brute strength. Now we've made it a lot more friendly. There's a comfortable amount of space and legroom. It's easier to control, with hydraulic steering. It'll even hold your coffee. To find out more, and learn about financing options, visit [toro.com/workmanhd](http://toro.com/workmanhd).



**Count on it.**

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To protect longer,  
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A close-up photograph of several grass blades, showing their texture and structure. The blades are illuminated from the side, creating strong highlights and deep shadows, which emphasizes their three-dimensional form. The background is dark, making the grass stand out.

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# Off The Fringe

NEWS WITH A HOOK

## Business briefs

### Ryegrass supplies short; bentgrass back in line

It's no secret. Supplies of ryegrass will be short this spring.

"We all know the reasons (for the shortage)," said Brian Muntz, regional sales manager for Seed Research of Oregon. "It's because of a lack of carryover and a poor-yielding crop mostly because of the weather."

Experts also point to the fact that many Oregon seed producers voluntarily took their fields out of production when prices were low, reducing the overall ryegrass acreage in Oregon.

"What we have in the valley will be gone," Muntz said. "The better varieties will be the first to go."

In the bentgrass market, inventories are back in line and prices have stabilized, Muntz said. "But there isn't as much of a surplus as there was a couple of years ago," he added.

### LESCO restructures

LESCO announced a strategy to restructure debt and strengthen its balance sheet by the end of the first quarter of 2004, including:

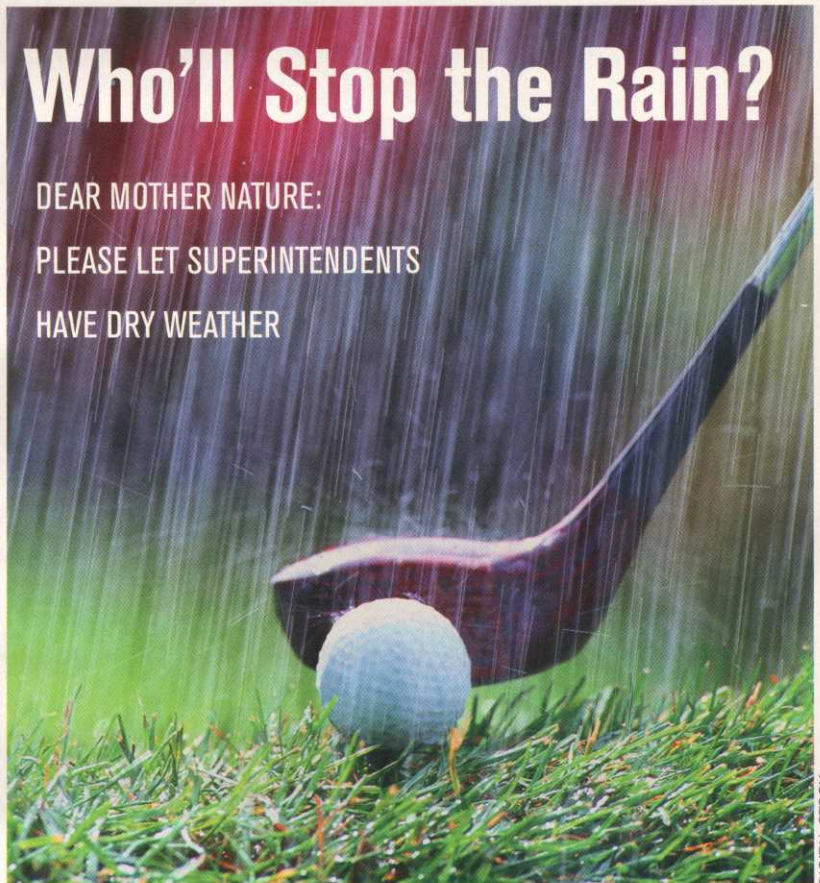
- the sale of its receivables portfolio to GE Business Credit Services (GEBCS) and outsourcing of its private label credit program;
- refinancing of its revolving credit facility;
- buyout of its interest rate swap agreement; and
- buyback of its outstanding preferred stock.

Under the terms of its agreements with GEBCS, the company will sell its existing accounts receivables portfolio to GEBCS for about \$55 million and will outsource its private label credit program through the GE

*Briefs continue on page 20*

## Who'll Stop the Rain?

DEAR MOTHER NATURE:  
PLEASE LET SUPERINTENDENTS  
HAVE DRY WEATHER



DIGITAL STOCK

By Larry Aylward, Editor

**W**ith spring around the corner, many superintendents are praying to the golf course gods for dry weather — and for good reason. Dry weather could equal good business, which could equal fatter maintenance budgets and maybe even year-end bonuses.

The weather, especially the abundance of rain, wreaked havoc on courses' businesses last year, mostly in the Midwest and Northeast.

"The biggest player in decreased

rounds (last) year was Mother Nature," said Michelle Frazier, certified superintendent of Boston Hills Country Club in Hudson, Ohio.

"The weather in the Northeast (last) season had a major affect on business," said Scott Wohlers, superintendent of Arrowhead Golf Club in Spencerport, N.Y. "For us, we didn't start to have nice weather until mid-June. We've had poor springs for two years in a row. It's almost impossible to recover lost income."

*Continued on page 19*

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**BLACK LAYER TREATMENT**

**when it comes to fighting  
black layer in turf**

**The exclusive granular  
combination for effectively  
treating problematic turf**

Traditionally, treating black layer meant aeration, improving drainage and the use of wetting agents and soil amendments. While these methods are encouraged, they alone cannot alleviate black layer problems.

BLT™ is the new advanced greens grade granular product with ingredients proven to combat black layer and its effects, providing an alternative to costly reconstruction, renovation or ineffective inputs and practices.

BLT™ will reduce the severity of black layer for several months after application and a regular maintenance schedule will keep susceptible areas from recurrences.

**Contains these unique ingredients:**

**activated carbon**

The activated carbon in this product is 100 times more active than activated charcoal and adsorbs the hydrogen sulfide present in the soil.

**enzymatic system**

The enzymes in BLT degrade the protective film covering anaerobic bacteria in the black layer, thus restricting their production of toxic gas.

**penetrating agent**

Our premium wetting agent, Respond,® provides help in moving the carbon and the enzymes sub-surface to where the black layer resides.

**root stimulants**

The addition of Prospect® fertilizer additive and other bio-stimulants encourage the turf to repopulate the area where the black layer has inhibited root growth.

**soil amendment**

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special delivery  
package that  
insects hate  
to get.**



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DELIVERY**

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BiSect™ Coated Granules represent the latest upgrade in cost-effective insect control. The secret of this high performance technology is the combination of a polymer coated insecticide and a patented sand-core inner granule.

The active ingredient in BiSect™ CG is bifenthrin, a proven performer in turfgrass and ornamental insect control, and the addition of a polymer coating offers enhanced release capabilities.

The patented inner sand-core granule provides additional weight, enabling BiSect™ CG to penetrate dense plant foliage and thatch and get to the soil surface.

One of the added benefits of this unique, quality product is BiSect™ CG's residual soil activity, meaning fewer applications. In field trials, it was equal

to our previous, well-respected coated granule insecticide in control and length of residual on tough pests such as mole crickets.

Other common insecticides last as little as three weeks and even repeated applications can't match the effective control of BiSect™ CG.

To improve its performance, slice in BiSect™ CG approximately one to two inches, which further extends the length of control.

While BiSect™ CG is tough on insects, it will not harm established cool or warm season turfgrass, ornamentals, trees, shrubs, ground cover or bulbs.



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*BiSect™ Coated Granules are a trademark of United Horticultural Supply*



# Off The Fringe

Continued from page 16

The heavy rain was not limited to the Midwest and Northeast, however.

"We were up on the year until it rained all June and July," said Scott Sewell, superintendent of Seascape Resort in Destin, Fla. "The weather is the main reason our rounds were down."

Bryan Hensley, superintendent of River Pines Golf, a 27-hole daily-fee course in Alpharetta, Ga., said the course had six weekends washed out during last year's playing season where not a single round was played.

"The reduced revenue this year was because of the more than 85 inches of rain we received since September 2002," Hensley said.

What kind of weather is on tap for this spring and summer? Here's how the 2004 *Old Farmer's Almanac* rates the 2004 weather in some regions:

In the Southwest, April and May will be warm and dry with above-normal

**"We've had poor springs for two years in a row. It's almost impossible to recover lost income."**

SCOTT WOHLERS  
SUPERINTENDENT  
ARROWHEAD GOLF CLUB

temperatures and below-normal rainfall.

In the Southeast, April and May will be warmer than normal, with near-normal rainfall in April and then heavy rains during May. June will be dry, with near-normal rainfall in July and August.

Florida can expect stormy weather in parts of March. Temperatures in

April and May will be near normal in the south and slightly warmer than normal in the north. Rainfall will be near normal in April, but very wet in May.

In New England, April and May will be much warmer than normal. After a fairly normal June and July, August will be hotter than usual.

In the northern Great Plains, which includes states near the Great Lakes, the summer will be hot and dry in the west, with above-normal rain in the east.

The summer will be hot and dry, with much less rainfall than normal in most areas comprising the Great Plains. But rain will increase in September and October.

The summer will be hotter than normal in the Rocky Mountain region, with dry weather continuing in the south and almost-normal rainfall in the north.



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## Business briefs

*Briefs continued from page 16*

platform. All proceeds will be used to reduce outstanding debt. LESCO expects to incur a one-time charge of \$2 million to \$3 million in connection with the agreement.

"In combination, these agreements will allow us to reduce debt by more than \$50 million and increase our financial flexibility, which is critical for long-term growth," said Michael P. DiMino, LESCO's president and CEO.

### **Certis USA distributing Basamid**

Basamid soil fumigant is now available for use in golf course renovation in North America from Certis USA LLC. Basamid, used prior to turfgrass installation to control weeds, harmful bacteria and soil-borne diseases, nematodes and soil-dwelling insect pests, was recently sold by BASF to Kanesho Soil Treatment SPRL of Brussels, Belgium.

Kanesho Soil Treatment has granted the North American distribution rights for Basamid to Certis USA.

### **E-Z-GO upgrades ISO certification**

E-Z-GO Textron has changed its Quality Management System to the new International Standardization Organization (ISO) 9001:2000 version. ISO certification is a model for quality assurance in design, development, production, installation and servicing.

Bureau Veritas Quality International (BVQI) of Jamestown, N.Y., the ISO registrar, conducted a final audit of E-Z-GO's Augusta, Ga., plant in early October, subjecting the company's operations to a rigorous inspection, according to E-Z-GO.

### **Medallion looks to expand**

Medallion Golf, a new affiliate of New York-based Meadowbrook Golf Group, is looking to expand its portfolio from three to six in the next year.

According to the *Orlando Business Journal*, Medallion is preparing to spend \$100 million to buy equity interests in golf courses across the country. The report says three golf courses are already in the portfolio and that three more are under active consideration.

# Before You Cut Down That Tree...

By Jami Pfirman

**T**he foundation of any golf course is the turf. From playability to appearance, the health of a course's turf affects everything. By maintaining turf health, lush courses attract not only players but attention as well.

To maintain turf health, superintendents do their best to remove all hazards, from miniscule weeds and grubs

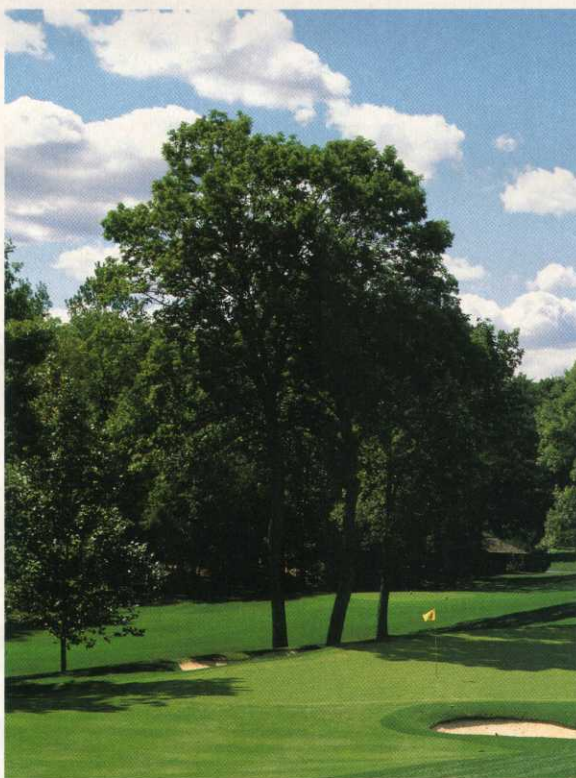
and many superintendents will send crews out to take down numerous trees during winter. Before handing over a chainsaw, however, The Davey Tree Expert Co. recommends exercising caution. Haphazard tree removal is dangerous to the course and the crew.

First, taking down a tree will alter your course dramatically. The look and playability will be affected. Other practices, such as routine pruning, may help improve turf condition.

Pruning, when done properly, will allow the necessary light and air movement to reach turf grasses once starved in the shade of a tree.

Second, tree removal can be incredibly dangerous to crew members who have little or no training. The Occupational Safety and Health Administration (OSHA) recognizes the danger involved with tree removal and pruning by untrained personnel. OSHA has mandated that any person doing tree care or maintenance must be fully trained in accordance with the American Standards Institute Z133.1, which is the safety standard that includes pruning and removals.

By employing a trained and insured arborist, course managers can eliminate some of the danger to employees and the course. Trained arborists can assess a tree's existing conditions and suggest an appropriate course of action to protect turf and trees.



MIKE KLEMM

**Consider consulting a trained arborist before you make a decision to cut down a tree.**

to large threats like trees. While the decision to rid courses of grubs and weeds is an easy one, trees pose a conundrum. Trees affect course play and appearance. But they also cause shady patches and compete with the turf for nutrients, often causing damage to greens. For those reasons, many course managers opt to completely remove problem trees.

Removing the trees may seem like a logical solution to alleviate turf woes,

*Pfirman is a communications specialist for The Davey Tree Expert Co.*