

Quotable

"Agronomics, economics and politics are part of every decision you make."

— Bob Brame, a USGA Green Section agronomist, speaking to superintendents during his "Year in Review" presentation at the Ohio Turfgrass Conference & Show.

"There's a reluctance in this industry to embrace new golfers — and that has to change."

— Ruffin Beckwith, senior vice president of the World Golf Foundation, on why the golf industry has had problems with player development.



"People want fast greens, but they want greens to hold. Yeah, and I want an SUV that gets 30 miles to a gallon."

— Ron Ross, certified superintendent of Quarry Oaks Golf Club in Ashland, Neb., on the greenspeed issue.

"I live on the course, about 100 yards from the maintenance facility. I don't have to worry about being late."

— Brian Thomas, assistant superintendent of King's River Golf and Country Club in Kingsburg, Calif., on his morning commute to work.

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Go Ahead And Stress

IT'S GOOD FOR YOU – A LITTLE, ANYWAY

Now hear this superintendents: It's OK to stress out about the unwanted *Poa annua* on your course's greens or the grub damage on your course's fairways.

It's OK because stress is good for you, according to a recent study. Yes, we said it's *good* for you.

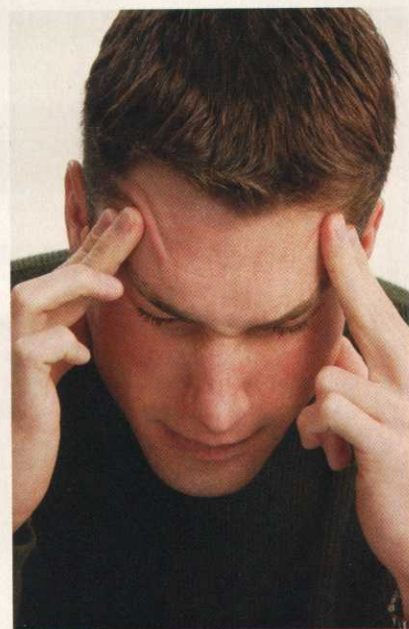
But there's a catch. Be careful not

to get too stressed, which is not healthy. If you're tearing your hair out, you've gone too far.

In the study, Northwestern University scientists discovered that elevated levels of special protective proteins that respond to stress in a cell (molecular chaperones) promote longevity.

Acute stress triggers a cascading reaction inside cells that results in the repair or elimination of misfolded proteins, prolonging life by preventing or delaying cell damage, according to the scientists, whose findings were published online Dec. 10 by *Molecular Biology of the Cell*, a publication of the American Society for Cell Biology.

"Sustained stress definitely is not good for you, but it appears that an occasional burst of stress or low levels of stress can be very protective," said Richard I. Morimoto, John Evans professor of biology, who co-authored the paper with lead author James F.



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Morley, a graduate student. "Brief exposure to environmental and physiological stress has long-term benefits to the cell because it unleashes a great number of molecular chaperones that capture all kinds of damaged and misfolded proteins."

Morimoto and Morley studied *C. elegans*, a transparent roundworm whose biochemical environment is similar to that of human beings and whose genome, or complete genetic sequence, is known. In their experiments, the researchers found that when heat shock factor, the master gene that controls the expression of all chaperones, was underexpressed in adult animals, longevity was suppressed. When heat shock factor was overexpressed, lifespan increased. The results suggest that heat shock factor has significant beneficial effects to the organism as a whole.

Past studies have shown that consuming red wine and dark chocolate in moderation can be good for you. Now it appears a little stress is beneficial, too.

– **Newswise**

"Sustained stress definitely is not good for you, but it appears that an occasional burst of stress or low levels of stress can be very protective."

RICHARD I. MORIMOTO
JOHN EVANS PROFESSOR
OF BIOLOGY

Industry Loses Two Professionals

Robert Falconer MacNally II, past chairman of the National Golf Foundation and former chairman, president and CEO of Tommy Armour golf company, died in December at 71.

Born April 28, 1932, MacNally was president of Tommy Armour Golf from 1979-95 and chairman from 1995-97. During his tenure, Armour's sales grew from \$10 million to \$100 million. He was co-holder of a patent for the popular Silver Scot 845s irons, originally introduced in 1987. And he was the first to introduce the high-visibility yellow golf ball.

He joined NGF's board of directors in 1979 and was chairman of the board from 1985-86. He retired from the board in 1997 after 19 years of service and was director emeritus at the time of his death.

"Bob was a driving force within the golf industry and within the NGF for many

years," says NGF president and CEO Joe Beditz. "I can't think of anyone who was held in such high esteem by so many within the golf industry or who was so consistently in tune with what is good and right for the growth and enjoyment of the game."

Another industry professional, **James W. Ollerenshaw**, who was employed at The Andersons in Toledo, Ohio, died suddenly on Dec. 24. He was a product manager for the Professional Turf Products Group at The Andersons.

Ollerenshaw, 35, was born in England and grew up on a dairy farm. He came to the United States in 1987 as a result of a college exchange program between Lancashire College of Agriculture & Horticulture at Hutton in Lancashire, England, The Ohio State University and The Andersons.



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Hole of the

A photograph of a golf course green and fairway. In the foreground, a large, well-maintained green fairway stretches across the frame. In the middle ground, a sand trap is visible, partially obscured by a raised green area. A flagstick is visible on the green. In the background, a large, dark mountain rises against a clear blue sky. The overall scene is a typical golf course landscape.

■ Hole No. 10
Desert Highlands Golf Course
Scottsdale, Ariz.

Month

For Your Viewing Pleasure

The 10th hole at Desert Highlands Golf Course in Scottsdale, Ariz., offers some of the best scenery on the track. With a tee carved out of the side of a mountain and a 50-foot drop to the fairway, playing the 408-yard par 4 is a visual extravaganza.

Superintendent Phil Shoemaker says renovating the bunker on the hole was one of the more interesting maintenance projects he's faced. "We had to build scaffolding inside it to put the lining in," he says.

The mounds behind the hole, designed to stop fast-moving shots that roll through the green, used to present the biggest maintenance problem on the hole because the crew had to mow them with Flymos, Shoemaker says. But advances in triplex mower technology allow him and his crew to handle the job without resorting to the "Flymo parties" he hosted 20 years ago, he adds.

Shoemaker was the superintendent of the course when it was built in 1982, left for another job and then came back four years ago.

Golfdom's Hole of the Month is presented in partnership with:

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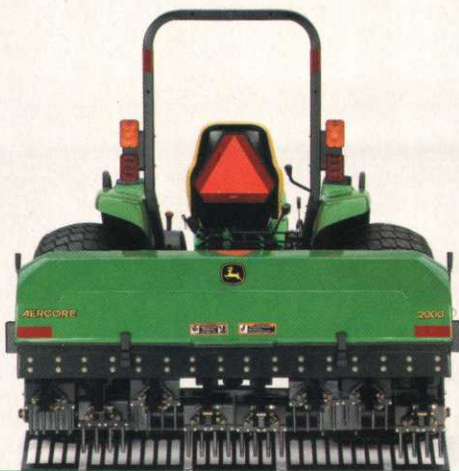


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We are all aware of the phone-impaired drivers on our highways. It's common to see people on the interstate creeping along in the fast lane because they are engaged in phone calls and aren't in the moment. My favorite: A driver holding the phone with one hand and gesturing with the other while talking. I find myself asking no one in particular, "Hey Charlie, who's got the wheel?" when I see that particular stunt.

The addle-brained among us still haven't learned to turn off their phone ringers while in meetings, movies, restaurants, seminars, churches — or on golf courses. They insist on forcing the rest of us — who are usually there to learn, relax or pray — to listen to their conversations whether we want to or not. For crying out loud, you're not so important that you can't shut your phone off for an hour or two and spare us the intimate details of your lives.

I'm particularly bothered by the people who talk loudly on their phones in supermarkets. The aisle-clogging chatterboxes at the supermarket make routine shopping a real chore now. While there, they prove they can't grab a can of beans and gossip at the same time.

I saw another example of this cell-phone madness at a restaurant. One booth had four diners who were all on their cell phones — ignoring their current company and talking to other people. Why on earth would you go out with your friends, only to ignore them and talk to other people on phones? You can stay in your house in the dark to do that.

My most recent incident came on a flight to Kansas City enroute to a GCSAA committee meeting. A short, slender young man was holding up the exiting passengers trying to wrestle a large duffle bag out of the overhead bin. It was almost as big as he was and looked like it might contain a semester's worth of dirty laundry. Overhead bins can be tricky on a good day, but trying to extract this big, bulky bag with only one hand while talking on a phone with the other was the straw that broke my tolerance level for this wireless weirdness that has hypnotized the population.

I attended the Carolinas GCSA Confer-

Crazy Cell-Phone Use Must Cease

BY JOEL JACKSON



TO KEEP MY SANITY,
I CREATED SOME
ONE-LINERS TO USE
AGAINST THE RUDE
USERS OF THE
DEVICES ON THE
GOLF COURSES

ence and Show last November and had a wonderful time — and played well at the golf tournament to boot. But the outing was marred by the constant buzzing of one gentleman's cell phone as he literally took or made a call on practically every hole.

One playing partner finally spoke up and said, "I sure hope you're making lots of money with that phone today!" The offender apologized for the obvious distractions, but the calls kept on coming.

One thing I know is that cell phones and the golf I play are not compatible, so to keep my sanity, I created some one-liners to use against the rude users of the devices on the golf courses:

- "I apologize for interrupting your phone call with my backswing."
- "That had better be the mating call of some rare bird, and not your cell phone ringing while I'm putting."
- "Don't you just hate it when a round of golf screws up a perfectly good work day?"
- "You could probably handle all these business calls more efficiently from behind your desk and not the steering wheel of a golf cart."
- "All those calls you're getting are life or death, right? If not, they might be real soon."
- "In case your golf etiquette is a little rusty, the part about not talking during someone's golf shot also includes talking on the phone. The operative word is *talking*."
- "Until they program a cell-phone ringer to sound like bagpipes, turn the darn thing off while on the golf course."

For serious golfers, I'm working on a directory of golf courses located in cell-phone dead zones and no service areas. Until then, this list of snappy comebacks will have to do.

Joel Jackson, CGCS, retired from Disney's golf division in 1997 and is director of communications for the Florida GCSA.

Eco-Terrorism

Is the golf industry taking the threat seriously?

The greens at the Pines Country Club were a disturbing sight. They had been mashed with baseball bats and gashed with shovels. The greens were badly scarred with deep, jagged craters. Large and small chunks of earth, the remains of the damaged turf, were strewn about. Mike TenEyck, general manager of the



and Golf

BY LARRY AYLWARD, EDITOR

Pines in Valley, Neb., was shaken when he first saw the defaced greens on the July morning in 2001. He was astonished when he found out who was responsible for the \$5,000 in destruction. Members of the Earth Liberation Front or ELF, an international underground eco-terrorist group, caused the damage.

ELF, which has cells of people who act independently throughout the United States, says its goal is to inflict damage on those profiting from the destruction and exploitation of the natural environment. ELF and related radical groups view golf course maintenance, whether it's applying herbicides or applying fertilizer, as ruinous to the environment.

Pines Country Club was one of four Omaha, Neb.-area golf courses struck by ELF in the summer of 2001. The group's members also dug up those courses' greens and sprayed-painted buildings and walks. Before the incidents, TenEyck had never heard of ELF, and he couldn't understand why the group's members attacked a course like Pines, which is located in rural Nebraska.

If anything, ELF's Nebraska attacks prove that no golf course is safe from the threat of eco-terrorism. It proves that such violence doesn't just occur in heavily populated areas or golf meccas such as Florida. It can happen anywhere.

An important question arises from the Nebraska attacks. Is the golf industry — from superintendents to seed scientists — taking the threat of eco-terrorism seriously? If not, should industry personnel be more concerned

about the dangers posed by special-interest groups such as ELF? And what can golf courses do, if anything, to stop the threat?

Barry Clausen, a Redding, Calif.-based expert on eco-terrorism and author of two books on the subject, says groups like ELF have stepped up their attacks on golf courses in the past few years. "They view golf courses as infringing on Mother Earth," he says.

Clausen, who says there are eco-terrorist groups in every state, can't give an exact number of attacks on golf courses in the past few years, but he says there have been many. He says some courses don't report the attacks because they don't want to publicize them. He also says some victimized golf courses might not realize that eco-terrorist groups did the damage.

It's not just golf courses that the extremist groups are targeting. In June 2000, a group named the Anarchist Golfing Association (AGA) struck Turf-Seed's testing research farm in Hubbard, Ore., and caused nearly \$500,000 worth of damage. AGA attacked Turf-Seed because it believed the seed company was growing genetically engineered grass. In May 2001, ELF torched the University of

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Washington's Center for Urban Horticulture because it claimed a UW geneticist was "unleashing mutant genes into the environment that cause irreversible harm to forest ecosystems."

How much of a threat?

When members of the AGA struck Turf-Seed, its members stormed across 70 acres of the company's property and inflicted damage. They destroyed grasses that were being developed for salt and drought tolerance, and damaged two greenhouses. They also defaced property with graffiti.

Eerily, the group left behind golf balls with the initials AGA on them, and small figurines

of golfers. "It was very hateful," says Crystal Rose-Fricter, Turf-Seed's president, of the attack.

Having had a business that was a victim of an eco-terrorist group, Rose-Fricter says it's easy to think that the golf industry should take the radical groups and their threats more seriously.

But superintendents are not overly concerned about eco-terrorist groups, according to a recent *Golfdom* survey of 159 professionals. Only about 7 percent say they are "definitely concerned" about eco-terrorism on their golf courses, and about 21 percent say they are "mildly concerned."

Seventy-two percent of superintendents say they haven't given the threat of eco-terrorism much thought.

That's understandable. After all, superintendents have enough to worry about when it comes to maintaining their courses and keeping players content.

"Should we be concerned? Yes," says Tim Hiers, certified superintendent of The Old Collier Golf Club in Naples, Fla. "Should it be at the top of our concern list? Probably not."

One thing is for sure: The tragic events of Sept. 11 made people in the golf industry realize that no one is immune from terrorism, even if it's inflicted by domestic special-interest groups.

"Since Sept. 11, more people are aware of it," Rose-Fricter says. "They talk about it more and realize that it can happen."

Tony Lasher, certified superintendent of The Resort at the Mountain in Welches, Ore., lives in an area where environmental groups are common and concerned about the effects of golf course maintenance on the land and water. While most of the groups aren't radical, Lasher believes there's still a threat of eco-terrorism.

"The industry is changing, and we have to be careful of these groups," Lasher says. "Things are probably going to get a lot worse before they get better."

Jeff Bollig, communications director for the GCSAA, says the association has presented a few education sessions on eco-terrorism and offers an information pack to superintendents on the subject.

"Eco-terrorism is not top of mind with our members," Bollig says. "But our members know their golf courses can be targets of vandalism and destruction, and that the destruc-

Continued on page 32

The Earth Liberation Front left its mark on this snack shop located on the Pines Country Club.



COURTESY OF THE PINES COUNTRY CLUB

ELF at a Glance

The Earth Liberation Front (ELF) is one of the nation's most notorious eco-terrorist groups. ELF has no official leadership and membership. Individuals who are part of ELF operate by themselves or in cells. ELF brags that it has carried out terrorist acts resulting in \$100 million in damages.

The group's guidelines are:

- To inflict economic damage on those profiting from the destruction and exploitation of the natural environment.
- To reveal and educate the public on the atrocities committed against the earth and all species that populate it.
- To take all necessary precautions against harming any animal, human and nonhuman.