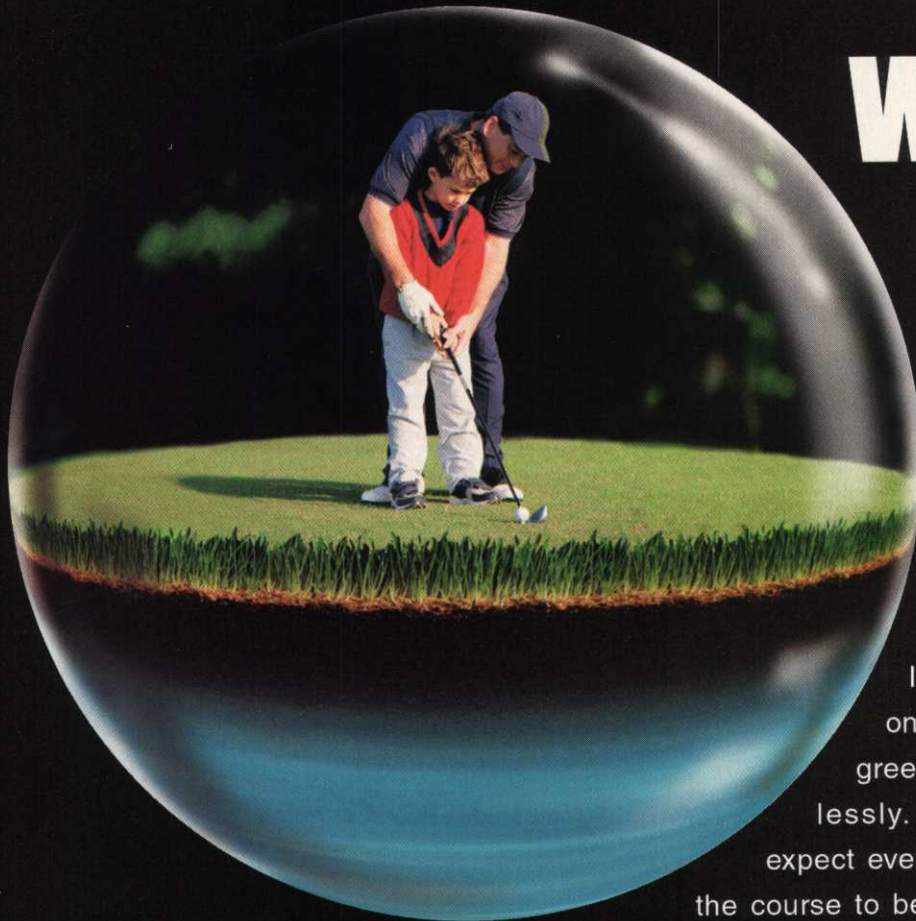


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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

Image Is Everything

The National Golf Foundation recently profiled golfers at country clubs. Here's what those golfers like and dislike:

- They value having a famous designer as architect of their courses.
- They want nothing but the best quality and service in the club house, golf shop and restaurant.
- They abhor recently aerated greens and cart restrictions (surprise!).
- Dry ball washers and overfilled trash containers make their blood boil.



Experience Counts

According to a recent *Golfdom* survey of 301 superintendents, 28 percent are more than 50 years old, and only 4 percent are less than 30. The survey confirms that few people become head superintendents right out of college or shortly after college. Here's age breakdown:

25-30	4 percent
30-35	16 percent
35-40	12 percent
40-45	25 percent
45-50	15 percent
50-55	17 percent
More than 55	11 percent

Golfdom

Golf Rounds Played

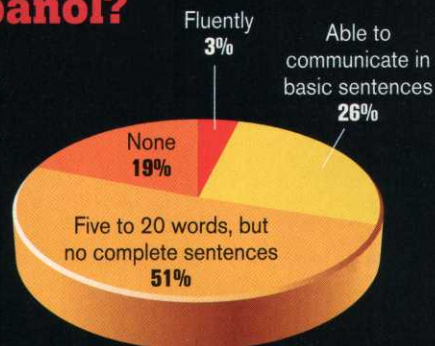
The percentages below represent the difference in number of rounds played in the month of September 2003 compared to the number of rounds played in September 2002.

REGION	SEPTEMBER	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-6.7%	-6.9%
Middle Atlantic NY, PA, NJ	-15.7%	-11.2%
East North Central MI, OH, IN, IL, WI	-7.4%	-2.6%
West North Central ND, MN, SD, NE, KS, IA, MO	-9.4%	-.3%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-3.5%	-5.2%
Florida	-2.1%	2.2%
East South Central KY, TN, AL, MS	4.8%	-1%
West South Central OK, AR, LA	-8%	-3.8%
Texas	-8.3%	-4.2%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-7.6%	-2.6%
Pacific WA, OR, AK, HI	-4.6%	-1.2%
California	-5%	-3.1%
TOTAL UNITED STATES	-7.1%	-3.9%

GOLF DATATECH

Habla Espanol?

It's no secret that more Hispanics and Mexicans are working on golf courses these days. The GCSAA recently asked superintendents how well they speak Spanish?



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

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Can you find what's missing from this picture?

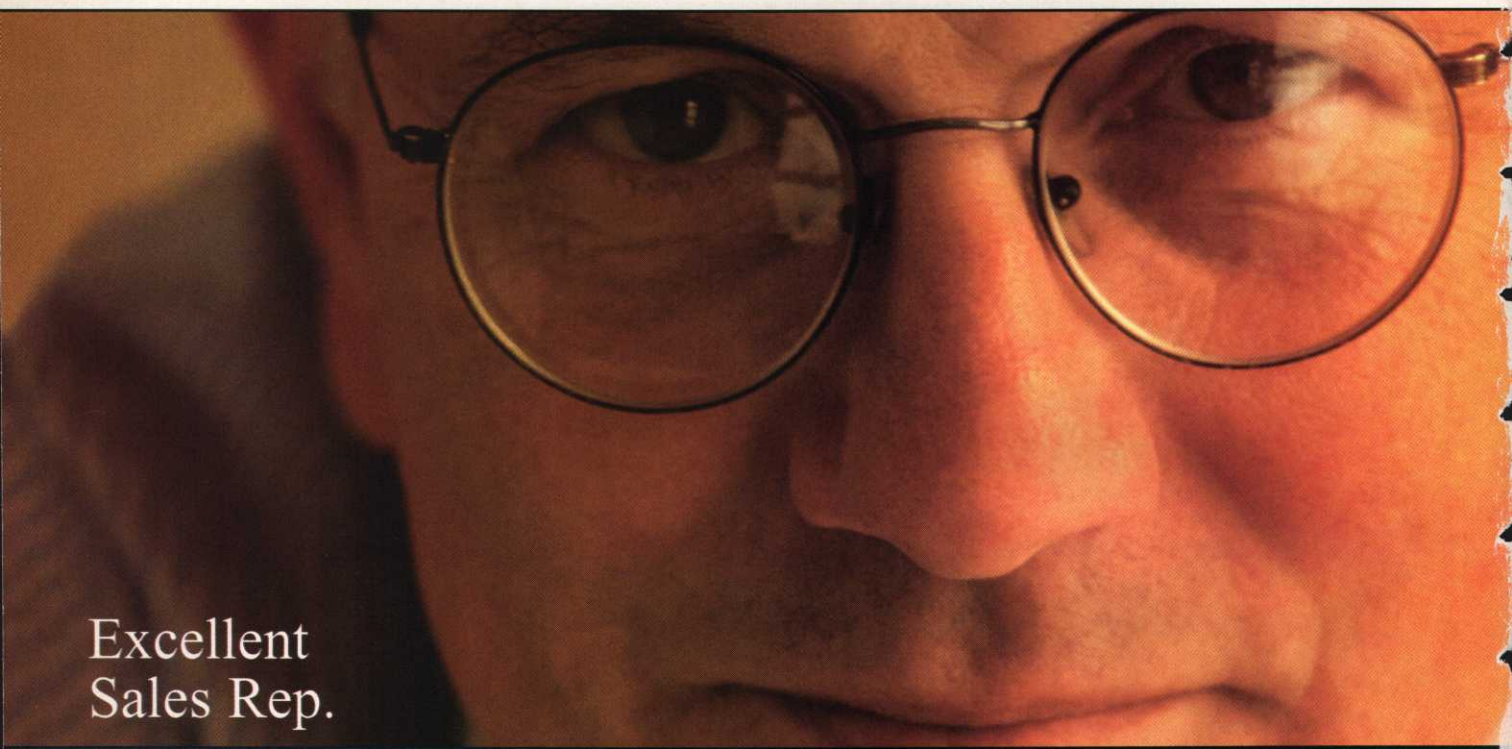
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Isn't it time you got to know ProSource One?



Off The Fringe

NEWS WITH A HOOK

Business briefs

NGCOA's final meeting

The final meeting of the National Golf Course Owners Association (NGCOA) — as we know it — is set for Jan. 10-14 in Tampa. In 2005, the NGCOA will combine its annual show with the GCSAA annual conference. That maiden convention will take place in February 2005 in Orlando.

The NGCOA is billing its show as the "2004 Solutions Summit." Between 600 and 700 golf course owners and operators are expected at the show, which will offer educational sessions on how to maximize profit centers and control expenses in every aspect of golf course operations.

Bayer restructures sales team

To better serve the differing needs of Green Industry customers, Bayer Environmental Science said it will expand and reposition existing sales and marketing resources within Chipco Professional Products.

The recent creation of a national lawn care/landscape and grounds maintenance region with a dedicated sales manager and sales representatives will enable the three current sales regions to specialize on golf course customers in their geographies. An expanded number of sales representatives will concentrate on either golf course or lawn and landscape/grounds maintenance customers.

Irrigation industry nearing \$1 billion

The irrigation industry is approaching the \$1 billion level, according to Jim Barrett, president of the American Society of Irrigation Consultants. The amount being spent on construction of irrigation systems produced by the professional members of ASIC exceeds more than \$712 million, up more than 30 percent from five years ago.

Briefs continue on page 16



ROB BELKNAP

Renovations Rebound

INTEREST RATES, IMPROVED ECONOMY HELP FUEL TURNAROUND

By Mark Leslie

Golf clubs around the country have overcome the fear factors that followed 9-11 — a sour economy and a world in turmoil — and are fast-forwarding planned renovation projects, according to industry experts.

A record-setting comeback from an economic recession, coupled with low interest rates, a desire to regenerate aging courses and heightened competition are fueling the turnaround.

"Our indications are that capital expenditures are up considerably," said Jim Singerling, executive vice president of the Club Managers Association of America. "Master plans are calling for pushing projects ahead, not just because of the economy as a whole, but because interest rates are where they are. All the managers I'm talking to are saying they're pushing projects that were scheduled for late 2004 and 2005 and trying to get them done this winter and next spring."

Senior designer Jim Nagle of Forse Design in Hopwood, Pa., said his office is being inundated with requests for master plans.

Architect Steve Smyers of Lakeland, Fla., said clubs realize they need to keep up with modern standards to attract the next generation of players. "Members are proud of their clubs and want the latest and greatest turfgrasses — both for themselves, their children and grandchildren," he added.

Architect Michael Hurdzan of Hurdzan/Fry in Columbus, Ohio, said: "It is a very good time to bid a project now because contractors are not as busy as they've been in the past, and we're seeing really good pricing and values.

Secondly, clubs that are doing this are struggling to fill membership rolls and are being compared to upscale public courses that provide better playing conditions. It's difficult for a country club to think that there are

Continued on page 19

Business briefs

Briefs continued from page 15

"We can expect to reach the \$1 billion level within a couple of years as needs rise in the many sectors served by ASIC professional members," Barrett said.

Fischer retiring from Dow Ag

A. Charles Fischer, president and CEO of Dow AgroSciences LLC, is retiring on Feb. 1. Jerome Peribere, vice president of agricultural chemicals, was named Fischer's successor. Fischer, who has served as president and CEO of Dow AgroSciences since March 1, 1999, will complete 37 years of service with The Dow Chemical Co.

GCSAA to honor "Distinguished"

Gordon LaFontaine, Danny H. Quast and Gordon C. Witteveen were selected as recipients of the GCSAA's Distinguished Service Award. Each will be acknowledged at the Opening Session of GCSAA's 75th International Golf Course Conference and Show, Feb. 12, in San Diego.

LaFontaine is former executive director and past president of the Michigan Turfgrass Foundation. Quast is a retired superintendent and former president of the Miami Valley Golf Course Superintendents Association. Witteveen, a published author, historian and former superintendent, has been a powerful voice for superintendents across Canada and the United States.

Aquatrols sponsoring contest

Cherry Hills, N.J.-based Aquatrols is sponsoring a student essay contest for children of superintendents and golf course maintenance employees. The topic of the essay is: Water Conservation in Turf and Landscape. The essay should be 1,500 to 2,000 words.

Judges will select three winners who will receive scholarship prizes, including a \$2,000 grand prize. Entries must be received at Aquatrols by March 1. Entries may be submitted by mail or e-mail. Entrants must be accepted into an undergraduate program at an accredited facility/institution for the 2004/2005 academic year. Send mail entries to: Aquatrols Essay Contest, 5 N. Olney Ave., Cherry Hill, N.J. 08003 or e-mail entries to essay.contest@aquatrols.com.

Deere Rolls Out One Source

TEAMS WITH SUPPLIERS TO PROVIDE A 'FULL-SERVICE PLATFORM'

Nearly two years ago, John Deere Golf & Turf announced its vision for a new program called One Source. Last month, John Deere officially rolled out its Golf & Turf One Source program during a press conference at its offices in Cary, N.C.

With One Source, Deere has teamed with a cornucopia of golf course suppliers from various industry segments, including Turf-Seed (seed), Hunter (irrigation), AquaMaster (fountains and aquatic aeration) and others to provide "a full-service platform that brings together a variety of products and services in order to better serve the expanding needs of superintendents." The program includes mowing and maintenance equipment, irrigation and landscaping supplies, credit, parts and service.

In essence, John Deere Golf & Turf says it has created a one-stop shop for many superintendents' turf needs. Benefits for superintendents include competitive pricing and fewer vendor contracts, among other things.

competitive pricing and fewer vendor contracts, among other things.

"This program saves them time and allows them to build strong relationships with a trusted brand," said Gregg Breningmeyer, director of marketing and sales for Golf & Turf One Source.

Deere's other supplier partners in the venture are Advanced Microbial Solutions (soil solutions), Cal-

JOHN DEERE GOLF & TURF ONE SOURCE™

"The real value is in increasing efficiencies for superintendents."

GREGG BRENINGMEYER
DIRECTOR OF MARKETING AND SALES
GOLF & TURF ONE SOURCE



cium Silicate Corp. (silicon nutrients), Hancor (drainage), John Deere Landscapes (nursery suppliers), Nu-Gro (fertilizer blenders), Profile Products (soil amendments), Howard Fertilizer (fertilizer), Spring Valley (fertilizer) and Progressive Turf (fertilizer).

Dave Truttman, division sales manager for Golf & Turf One Source, says Deere sought suppliers that shared common business objectives and a commitment to innovation. The companies also had to be willing to private label their products.

Breningmeyer realizes many superintendents have strong relationships with vendors and might be hesitant to switch to One Source even if they do receive better customer service.

"We don't expect them to drop those relationships," Breningmeyer added.

But Breningmeyer also believes that Golf & Turf One Source will form solid relationships of its own with superintendents over time.

"The real value is in increasing efficiencies for superintendents," he said. "We have all the products they need."

— Larry Aylward, Editor

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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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Off The Fringe

Continued from page 15

four golf courses in the city that have better greens than it does.”

Larry Hirsch, president of Golf Property Analysts in Harrisburg, Pa., said there seems to be a lot of interest in renovations, mostly from private clubs.

“We don’t see as much renovation at public clubs, but that’s what private clubs use to sell themselves,” Hirsch said.

In 2000, some 86 percent of private clubs did some sort of major capital improvement project, and that figure dipped to 79 percent in the year following the Sept. 11, 2001, attack on America, Singerling said. “But the post-9-11 fear has abated,” he added. “My sense is that the number for the 2002-03 cycle will be around 90 percent.”

Leslie is a free-lance writer from Monmouth, Maine.

Quotable

“You’d like to think you could be somewhere forever in this business, but I think it’s almost next to impossible.”

—Mark Kubns, certified superintendent of Baltusrol Golf Club, on staying at one club for an extended period.

“The hardest thing about being a superintendent is being a good role model.”

—Mark Wilson, certified superintendent of Valhalla Golf Club, on leadership.

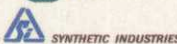
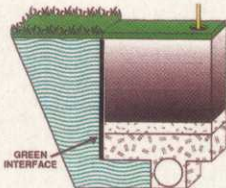


“The golf courses people enjoy most are those that look hard – but play easy.”

—Steve Johnson, partner and national director of KPMG Consulting’s Golf Practices, on building “difficult” golf courses.

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Off The Fringe

Embracing *Poa*

IF YOU CAN'T BEAT IT, YOU MAY AS WELL TAKE CARE OF IT

By Anthony Pioppi

After years of unsuccessfully battling *Poa annua* with an endless array of cultural practices and chemicals, more in the turf industry are seeing *Poa* as a grass to be hugged, not drugged.

When it comes to *Poa*, maybe the mantra should be, "If you can't kill it, grow it."

We're not talking about high-bred species of *Poa* in development. We're talking about the good, old common annual variety found in virtually all cool-weather locals across the country.

The fact is, the likelihood of altering the ratio of *Poa* to bentgrass on existing greens is almost nil, especially where *Poa* makes up a large majority

of the existing species. "It's a difficult dynamic to change," says Jim Skorulski, agronomist for the USGA Green Section's Northeast Region. "If your greens are 80 percent *Poa*, you had better change your management practices to benefit the *Poa* because that's what you have."

Superintendents are learning to live with annual bluegrass, which can create a rather smooth, fast putting surface thanks to *Poa's* ability to handle a low height of cut.

Skorulski points out that attitudes toward annual bluegrass have changed in the 20 years he's been in the business.

"Superintendents are trying to find ways to make it more consistent," he



Attitudes toward annual bluegrass or *Poa annua* have changed in the past 20 years, USGA Agronomist Jim Skorulski says.

says. "They are creating nurseries with aeration cores and are not worried about keeping it (*Poa*) out. Would that have been the case 20 years or 15 years ago? Probably not."

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