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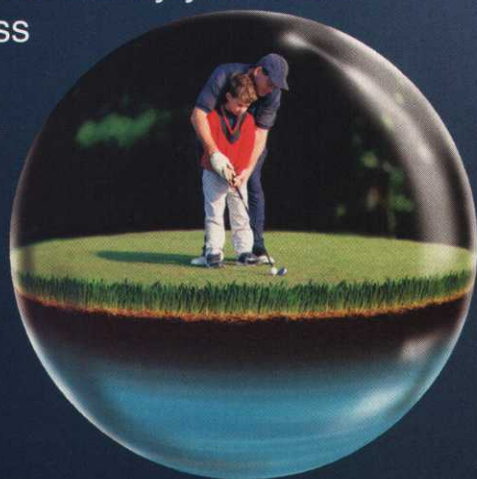


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Continued from page 10

#6 Have Mercy Everyone needs to feel compassion. So next time one of your crew members is having a bad day — even if the worker is 20 years younger than you and speaks a different language — show that person you care by asking what's troubling him or her. Try to help people with their problems as much as you can.

#7 Befriend Them Just because you're the boss doesn't mean you have to detach yourself from your workers' private lives. Know their names. Better yet, know their children's names, and ask them how their children are doing.



The key is that you have to earn their trust and respect by building your integrity. And this is one of those building jobs that's never finished.

#8 Appreciate Them Don't treat workers like robots. Tell them and show them how much you care about their efforts. Gather them round at the end of the work week and tell them that you're proud of them for doing a good job. Maybe you can show your gratitude by presenting them with \$25 or \$50 gift certificates to local stores or restaurants.

It's vital to let them *feel* appreciated.

Want to add a rule to *The Eight Rules for Being Cool*? Send an e-mail to Larry Aylward at laylward@advanstar.com.

In this issue, *Golfdom* focuses on managing people. For a series of stories on this topic, turn to page 28.



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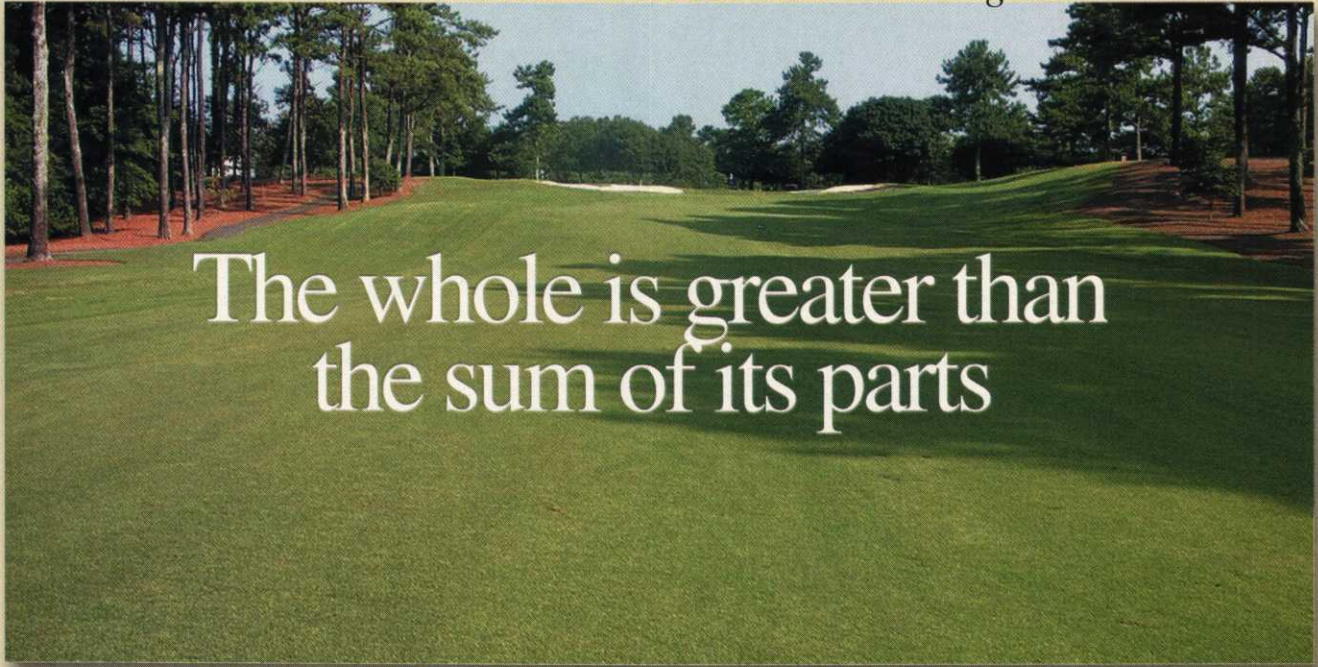


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Cutless* and Primo MAXX® Tank-mix Program



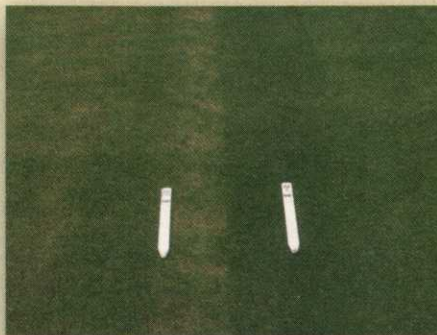
The whole is greater than the sum of its parts

Cutless and Primo MAXX tank-mix (4 oz. and 5 oz. per acre)

As a turf growth regulator, Cutless not only slows the growth rate of turfgrass, but also provides darker green color, improved turf density, less clippings and reduction in scalping.

Primo MAXX® plant growth regulator has been widely accepted as providing excellent turf enhancement benefits including better turf color, improved turf density and stress reduction.

But together—as a tank-mix using half rates of each product—the results will be even better than Cutless or Primo MAXX applied alone at their full rates. Research and demonstration trials conducted



Untreated

Cutless and Primo MAXX tank-mix (4 oz. and 6.4 oz. per acre)

this year revealed that Cutless and Primo MAXX tank-mixes provided superior turf density, better dark green color without initial bronzing or off-color, more uniform growth regulation, less scalping and better overall turf quality than either product alone.

See for yourself that the “whole is greater than the sum of its parts”... try the Cutless and Primo MAXX tank-mix on your course.

For more information about Cutless turf growth regulator, call **1-800-419-7779** or visit our web site at www.sepro.com.

The key tank-mix benefits:

- Superior dark green turf color
- Greater turf density
- Better overall turf quality
- More uniform growth regulation
- Reduction or elimination of bronzing (initial off-color)
- Reduction in scalping



Cutless and Primo MAXX tank-mix (4 oz. and 6 oz. per acre) *Primo MAXX alone (14 oz. per acre)*

Available in 8 lb. case or new 30 lb. SuperPak



For the golf course superintendent who wants unsurpassed turf playability and quality, the Cutless and Primo MAXX tank-mix provides the ultimate turf color, density and playability—in addition to the basic turf growth regulator benefits achieved by either product alone.



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Cutless*

Turf Growth Regulator

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

OUCH!

Gas prices have soared the past few months. We asked superintendents: How has the price increase in gas affected your maintenance operation?

Big time. My maintenance budget is in flux **7%**

It's hurting us. We've had to cut back in other areas **18%**

Somewhat, but we're getting by **55%**

Not at all. The price can rise to \$3 a gallon for all I care. **20%**

Based on 137 responses

Golfdom



DAN BEEDY

Ready for Roundup Ready

Specialty Products Consultants LLC of Mendham, N.J., recently completed a market research study of the professional turf and ornamental pesticide market in the United States. More than 1,000 superintendents, lawn care operators and ornamental plant producers were surveyed for the report, which revealed the following about The Scotts Co.'s Roundup Ready Creeping Bentgrass:

- Nationwide, four of five superintendents were aware of new technologies like transgenic turfgrass (such as Roundup Ready Creeping Bentgrass).
- In regions with cool-season turfgrass, about half of the superintendents interviewed said they were "somewhat likely" to "highly likely" to convert their course to this type of turfgrass.
- Based on the adoption rate assessed in this survey and the acreage superintendents said they would convert, it is estimated that the potential value of Roundup Ready Creeping Bentgrass could exceed \$1.5 billion.

Editor's note: Roundup Ready Creeping Bentgrass is pending approval by the U. S. Department of Agriculture.

Golf Rounds Played

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

REGION	MARCH	Y.T.D.
New England ME, VT, NH, MA, RI, CT	34.1%	50.8%
Middle Atlantic NY, PA, NJ	9.7%	16.2%
East North Central MI, OH, IN, IL, WI	6.6%	10%
West North Central ND, MN, SD, NE, KS, IA, MO	-8.6%	-8.5%
South Atlantic WV, DE, MD, VA, NC, SC, GA	11.3%	7.3%
Florida	9.2%	5.6%
East South Central KY, TN, AL, MS	.7%	5.3%
West South Central OK, AR, LA	-7.7%	2.7%
Texas	-1.4%	3.5%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	8.4%	2.7%
Pacific WA, OR, AK, HI	5.1%	-1.3%
California	.4%	-2.9%
TOTAL UNITED STATES	6.5%	4%

GOLF DATATECH

Watch Out for the Sizzling Sun

That summer sun feels good, doesn't it? But remember: No matter where you tend turf – from Washington to Florida – make sure to lather on the sunscreen to help prevent skin cancer time.



The May issue of the *Mayo Clinic Health Letter* offers tips on sunscreen use:

- Buy adequate protection – Choose a sunscreen with a sun protection factor (SPF) of at least 15. Many dermatologists recommend an SPF of 30.
- Be sure it protects against ultraviolet (UV) A and B rays.
- Prepare – Apply sunscreen 30 minutes before you go outside. Use it even on cloudy days. UV rays can penetrate cloud cover.
- Apply thickly and thoroughly to all exposed skin.

ARTVILLE

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Off The Fringe

Business briefs

Core golfers on the rise

A new National Golf Foundation (NGF) study shows a 5 percent increase in the number of "core golfers," defined as golfers more than 18 years old who play at least eight rounds of golf per year.

The organization's *Golf Participation in the U.S., 2004* report indicates that the number of core golfers grew from 12.6 million in 2002 to 13.2 million in 2003.

The news was also positive for overall golf participation, which rose 3.3 percent to 37.9 million golf participants in 2003, the NGF reports. Women and children comprise the two groups showing the largest increases in participation in recent years, and the NGF says both groups still have room to expand.

But the core golfer numbers are the most important ones to look at to gauge the health of the industry, says Joe Beditz, president and CEO of the NGF.

"We track all golf participation segments, but it's the core golfers that we keep the closest eye on," Beditz says. "Core golfers are the bedrock of golf demand."

Fake course shelved

Remember the story out of Colorado last year about the golf course that was to be the nation's first artificial-surface, 18-hole championship course? Depending on your view, the course either sounded real cool or real dumb.

Well, it's neither right now. That's because the brakes have been put on the Echo Basin Golf Club because of a lack of money, according to a news report. The planned housing subdivision, needed for construction for the course, has not been approved. Therefore, the first phase of the subdivision can't proceed as planned, the *Cortez Journal* recently reported.

TourTurf, the popular cryogenic fiber turf,

Briefs continue on page 18

The Fictitious Life of a Superintendent

SCOTT SIMPSON SAYS HIS BOOK, THOUGH, IS A REFLECTION ON HIM AND OTHERS IN THE INDUSTRY

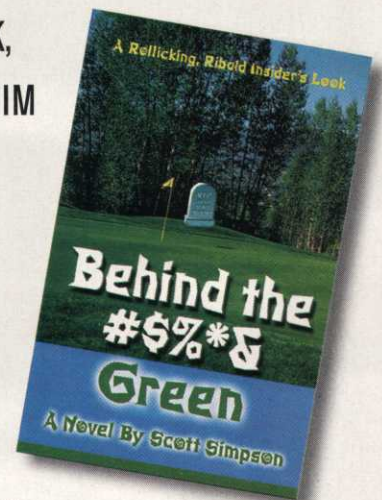
By Robin Suttell

Steve Hunter's story is one of life, loss and love and the affect the profession known as golf course management has on all of the above.

Jaded and battled-scarred, thrice married and divorced, this veteran superintendent knows the ropes and isn't afraid to tell it like it is. Or rather, Hunter's creator, first-time author and golf course industry consultant Scott Simpson, isn't bashful about baring the naked truth about life behind the greens.

Simpson, founder of Sunlinx, a Colorado Springs-based golf course management and consulting firm, realized that most golf lovers, who typically believe they would find a personal Nirvana by working at a golf course and playing free golf, have no clue what life in the golf industry is really like.

"Over the years, I have been inundated with questions from folks interested in getting into the business," Simpson says, adding that he wanted to provide folks with a genuine, behind-the-scenes view of life in the golf course management industry



without sounding like a text book. "Outsiders not in the industry don't have the feel for the pitfalls. It's a noble profession, but it isn't for everyone. The prevailing number of golfers and their spouses think, 'What a great environment. What a great career.'"

Simpson, who has managed golf courses since 1987, embarked upon educating the golf-loving public about the hazards of working in the industry. In doing so, he strived to address some basic underlying truths in a humorous manner. His novel, *Behind the #\$\$%*& Green*, and its protagonist, Steve Hunter, were born.

"Golf is an awful lot of fun, but being in the business side isn't always fun. It's work, and work isn't fun," Simpson says. "That's why they call it work."

Continued on page 22



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MILLIKEN

Business briefs

Briefs continued from page 16

was to be used for the course. Reportedly, the course was to cost between \$9 million and \$14 million.

NGCOA, AAGMC merge

The American Association of Golf Course Management Companies (AAGMC) and the National Golf Course Owners Association (NGCOA) have merged to establish a single program of products and services for owners and operators of multiple golf courses.

"We both realize that by consolidating our resources, we can better serve the interests of our members," says Mike Hughes, NGCOA executive director. "The AAGMC represents some of the most progressive management companies in our business, and we look forward to working with them to make the golf industry stronger."

Jacobsen awarded for safety

Jacobsen earned another Textron Award of Merit for safety at its Charlotte, N.C., plant, which recently exceeded 1 million hours of operation without a lost-time accident.

"Manufacturing high-speed turf-cutting aeration equipment and accessories parts can be very dangerous," said Jon Carlson, Jacobsen's president and CEO. "The [award] recognizes that our employees are dedicated to their co-workers and their own safety."

Merion gets Walker Cup

The USGA announced that the East Course at Merion Golf Club in Ardmore, Pa., was selected to host the 2009 Walker Cup Match, a biennial international amateur team competition. The club, maintained by superintendent Matt Shaffer and his crew, will also host the U.S. Amateur Championship in 2005.

The Walker Cup pits two 10-man teams from the United States and a combined team from Great Britain and Ireland.

ASIC elects president

The American Society of Irrigation Consultants (ASIC) elected Daniel Brenner as its new president at its recent conference. Brenner, who is also president of Hydro Environmental, has designed or been involved with 2,650 irrigation projects.

The Weather Will Get Wacky, But Not That Wacky

And you thought the weather has been wild the past few years, what with buckets of rain, the driest of droughts, and stifling heat and humidity. Last month, thanks to the release of *The Day After Tomorrow*, the latest disaster movie (speaking of which, it didn't get very good reviews) that depicts giant storms and plummeting temperatures on earth, people started talking about the weather more than they already do. They wanted to know if the wild weather that happened in the film could happen on earth.

The good news is the National Center for Atmospheric Research (NCAR) says it's impossible for an ice age to strike within days, as happens in the movie. The bad news is NCAR warns that climate change may have significant consequences for society in coming decades. Here's why:

- Humans affect global climate through emissions of carbon dioxide, methane and other gases that trap sunlight in the atmosphere and warm the planet.
- Many greenhouse gases emitted from the burning of fossil fuels and other sources remain in the atmosphere for decades or even centuries.
- Researchers at NCAR and other institutions have found that global temperatures are likely to rise by 3.1 to 8.9 degrees Fahrenheit between 1990 and 2100. Such an increase in temperatures may spur droughts, extreme storms and related events, including wildfires, vegetation changes and a rise in sea levels.

However, as dramatic as real-world climate change is likely to be, it would differ from the climate change depicted in *The Day After Tomorrow* in several important ways. For example, temperatures in New York City plummet from sweltering to freezing in a matter of hours in the film. (Think the green committee would blame that on you?) In reality, scientists say that temperatures in parts of the world could drop, but not nearly as rapidly or dramatically as portrayed in the movie. — **Newswise and Larry Aylward**



PHOTODISC

Quotable

"I think there's a lot of internal strife in the USGA. One person wants one thing, another person wants another. They duck and hide until they go on TV, when they say everything is fine."

— *Frank Hannigan, former USGA executive director, on the controversy surrounding the course setup at last month's U.S. Open, held at Shinnecock Hills Golf Club (Newsday).*

"Unless you live the business for a time, I don't think you really understand it."

— *John Burns, certified superintendent of The Gauntlet at Curtis Park in Fredricksburg, Va., on comprehending the nuances of the profession.*

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Off The Fringe

So Much More Than a Maintenance Facility

GEORGIA SUPERINTENDENT KNOWS HOW TO THROW A GOOD PARTY

By Anthony Pioppi, Contributing Editor

A maintenance facility can be so much more than just a place to store equipment and have lunch. At the Oaks Course in Covington, Ga., the building took on the role of reception hall.

When the course's one banquet room was double-booked for two December events last year, an idea was floated about using superintendent Curtis Singleton's building for one of the events. Singleton said OK, and the result was a hit at the semiprivate layout.

"It was a heck of a job and effort by him and his crew," said course owner Dick Schultz.

According to Schultz, a wedding reception was scheduled the same day as a popular year-end golf tournament that featured a post-round meal. The problem came to light during a staff meeting, and after a short discussion Covington's maintenance facility was chosen as the area to be used by the golfers.

Covington, who had only been on the job since October, went to work. He and his crew even fashioned two large wreaths out of black drainage tile and large pine branches. For the occasion the building was renamed, "The North Pole."

When the big day came, machines were moved outside or lined tightly in the back of the building so there was plenty of room for about 130 golfers.

"It was a good situation for me," said Covington, who stayed at the course the entire day to make sure the event went smoothly. "They were asking me questions, and I told them about our facility and the equipment. A lot of them had never seen the equipment. We try to get our work done early so golfers don't even know we've been there."

Schultz said the day enlightened many people to how their green fees are spent. "They saw the things we need to keep the course in shape," he said.

What's Mona's Handicap?

One might think that Steve Mona, as CEO of the GCSAA, plays golf about four times a week. One might also think that Mona, because he plays such frequent golf, could hold his own with the pros.

But that's not exactly the way things are. Mona doesn't play that much golf. In fact, he's lucky to play once a week. Mona says he plays 15 rounds to 20 rounds a year.

"In the golf business, the saying is, 'The closer you are to the game, the less you play.' As I continued to advance in my career, I played less golf," Mona says.

The golf he does play is business golf, Mona adds, although he's starting to play more golf with his children.

Because Mona doesn't play as much golf as one might think, his handicap has gone up over the years. But make no mistake: Mona is a good golfer with a handicap around 12. He doesn't find himself in the drink and the woods as much as the average golfer.

"My lowest handicap was a round a 6," he says. "I was in the single digits for a lot of years."

Here's betting that one day Mona will be back in the single digits — when he retires from his career and has more time on his hands. — Larry Aylward, Editor



Bayer Backs Assistant Education

COMPANY PLANS MORE EVENTS AROUND THE COUNTRY

By Frank H. Andorka Jr., Managing Editor

With all of the educational opportunities available to superintendents around the country, who had time to put on an educational program targeted at assistants? Well, Bayer Environmental Science did.

In March, the company hosted a program called the Future Superintendents Academy for North Carolina assistants at its research facility in Clayton, N.C. Forty assistants attended, inspiring the company to try and do

other such events around the country. Bayer and Toro distributor Smith Turf and Irrigation Co co-hosted the two-day seminar.

"We look at these people as the future of the industry," said Trey Warnock, a Bayer sales representative. "We felt it should be part of our mission to prepare them for the day when they're ready to be superintendents."

The educational program consisted of presentations from USGA Southeast Regional Director Patrick O'Brien on

topdressing, a panel of local professors talking about turf diseases (and solutions), as well as a presentation on the ins and outs of leasing machinery.

As an added bonus, the two hosts surprised the assistants and paid a year's membership for the attendees to the Carolinas GCSA at a cost of \$25 per membership.

"We really believe the Carolinas GCSA is a great organization that does a lot of good for the superintendent profession," Warnock said. "It will help these assistants get involved in the educational programs it offers and may inspire them to get more involved."