



**Flat out
the best
way...**

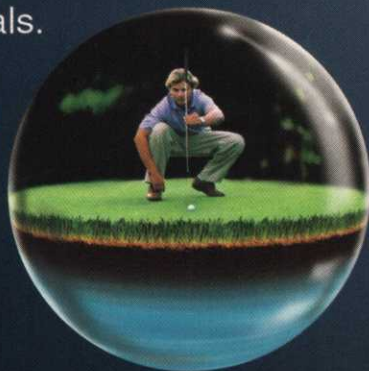
**...to
drain
your
greens!**

Flat, intensively patterned drainage designs are the best way to collect and remove excess water from greens. "Flat" provides an extensive collection area that is out of reach of maintenance tools. "Intensively patterned" provides fast drainage response while inhibiting the migration of soil particles.

No one does flat better than Multi-Flow! With extravagant flow rates, a rugged design, and a huge arsenal of snap together connectors, Multi-Flow outperforms all rivals.

Easy to install, effective and long lasting, Multi-Flow delivers. You can't buy or build a better, longer lasting drainage system.

It's all about water!



MULTI-FLOW
MANAGING WATER FOR A BETTER LIFE

Contact Varicore Technologies for dependable drainage solutions.
800.978.8007 • service@varicore.com • www.varicore.com

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

A Cure for the Summertime Putting Green Blues

Here are a few tips to reduce stress on putting greens this summer, according to the University of Kentucky's Cooperative Extension Service.

- Use fungicides judiciously.
- Rotate hole locations frequently to minimize traffic injury.
- Selectively prune or remove trees and underbrush, or install fans where air circulation is inadequate.



- If fertilizer is needed, use foliar applications of soluble nitrogen at .10 pounds to .125 pounds every 10 to 14 days.

DYNAMIC GRAPHICS

Golf Rounds Played

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

REGION	FEBRUARY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	320.8%	270.7%
Middle Atlantic NY, PA, NJ	356.8%	212.4%
East North Central MI, OH, IN, IL, WI	257.9%	185.2%
West North Central ND, MN, SD, NE, KS, IA, MO	-11.7%	-8%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-.1%	4%
Florida	.4%	3.5%
East South Central KY, TN, AL, MS	20.2%	22.4%
West South Central OK, AR, LA	6.5%	6.9%
Texas	6.3%	8.1%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	7.4%	-1.6%
Pacific WA, OR, AK, HI	-1.9%	-5.6%
California	-2.6%	-5.1%
TOTAL UNITED STATES	2%	1.5%

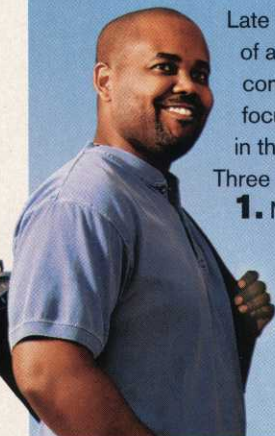
GOLF DATATECH

Golf and Minorities

Late last year, GOLF 20/20 released the findings of a study of minority golf participation. The study, conducted by the National Golf Foundation, focused on Asian, Hispanic and African-Americans in the United States.

Three key findings emerged from the study:

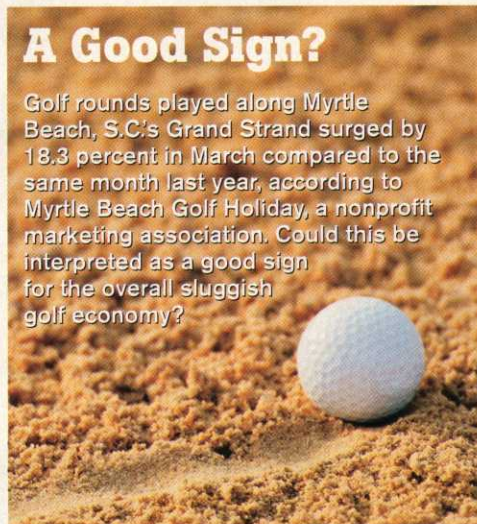
1. Minorities are a definite presence in golf.
2. The relationship between income and participation in golf is as strong, if not stronger, in minority populations.
3. Minorities are attractive candidates for golf – there is a large untapped pool of latent demand.



LIQUID LIBRARY

A Good Sign?

Golf rounds played along Myrtle Beach, S.C.'s Grand Strand surged by 18.3 percent in March compared to the same month last year, according to Myrtle Beach Golf Holiday, a nonprofit marketing association. Could this be interpreted as a good sign for the overall sluggish golf economy?



DIGITAL STOCK

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

TORO[®]



**Toro. Turning fairways into
“wow-look-at-that-ways.”**

©2004 The Toro Company

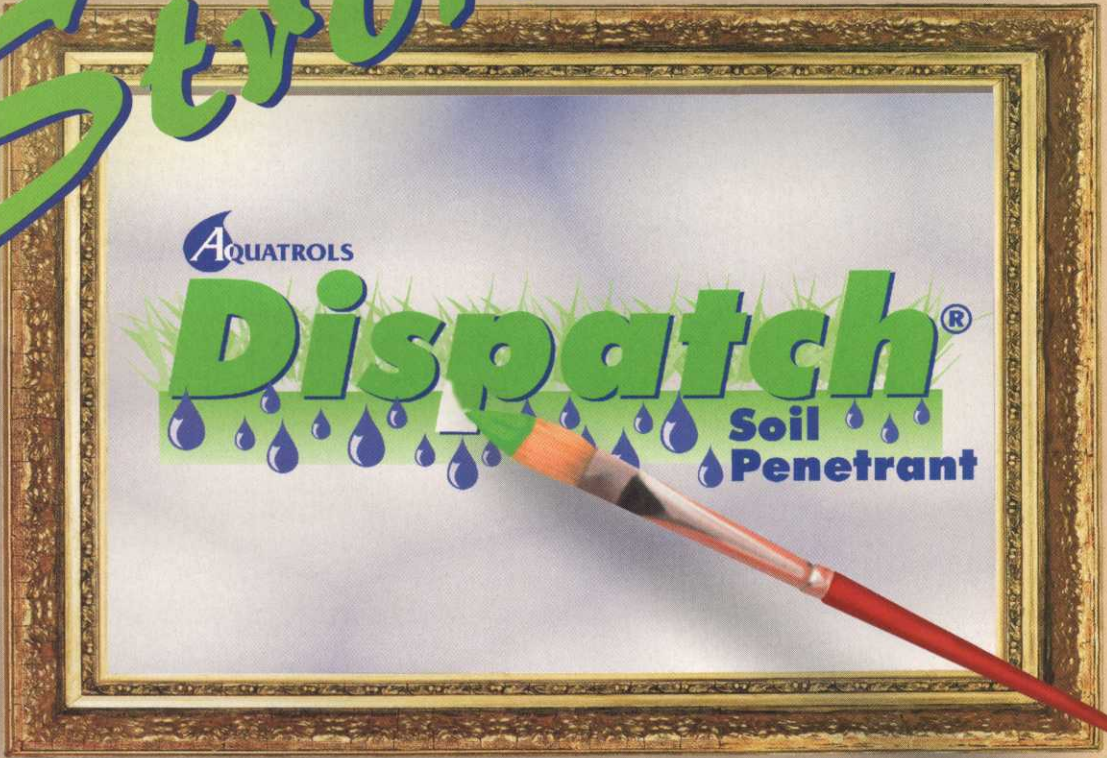


The Toro® Reelmaster.® Year after year, it makes any number of favorable impressions. The optimized cutting unit, alone, has been known to turn heads with its tournament quality cut and clipping dispersion. For others, the beauty lies in its durability, and Toro's proven support. Either way, the Toro Reelmaster line continues to redefine the game. For a closer look, visit toro.com.

TORO®

Count on it.

A Stroke



of Genius!

- Patented technology 40-50% in water and energy savings
- Reduces runoff and evaporation
- Increases nitrogen in the rootzone
- Maintains turf color and quality at half the water usage rate
- Minimizes water repellency
- Backed by a money-back performance guarantee



AQUATROLS®

Off The Fringe

NEWS WITH A HOOK

Business briefs

Montreal plans pesticide ban

By this summer, new rules banning almost all the use of cosmetic chemical pesticides could be in place in Montreal, according to a recent Canadian news report. Golf courses will not be effected, however.

Montreal has created a new bylaw, considered one of the most strict in North America, that will ban almost all cosmetic use of chemical pesticides, except in a few cases, according to Canadian Broadcasting Corp. News. Chemical pesticides will be allowed on golf courses or during infestations.

The new rules will be implemented throughout the city by next spring, but some areas of Montreal could have them in place this summer.

Deere says suit is without merit

Responding to publicity from a lawsuit that alleges racial discrimination from a retired employee who's African-American, Moline, Ill.-based John Deere & Co. said it has not denied and will not deny anyone approval to become a John Deere dealer based on race.

Ken Edwards, the former business manager of John Deere's golf and turf products division, filed the lawsuit after two independent owners of John Deere dealerships in Alabama withdrew an offer to sell Edwards the dealerships. They had consented to Edwards' purchase of the dealerships subject to terms and conditions that were agreed to in writing by Deere, Edwards and the independent owners.

Deere said the suit is without merit.

Nu-Gro acquisition finalized

United Industries Corp., which goes to market as Spectrum Brands, announced it has

Briefs continue on page 16

A New Building for an Old Friend

TROLL 'FLABBERGASTED' BUT HONORED THAT UMASS WILL NAME RESEARCH FACILITY AFTER HIM **By Anthony Pioppi**

The movers and shakers behind an effort to build a research building for the turf program at the University of Massachusetts gathered at the annual New England Regional Turf Conference and Show in early March in Providence, R.I.

The get together was not so much an effort to drum up more money, but to thank those involved in fund-raising and to tip a collective hat to Joe Troll, the longtime plant and soil science department head for whom the building will be named.

The fund-raising is necessitated by the continuing deterioration of the existing facilities, coupled with financial trouble within the Massachusetts state university system. UMass has two-year and four-year turf programs.

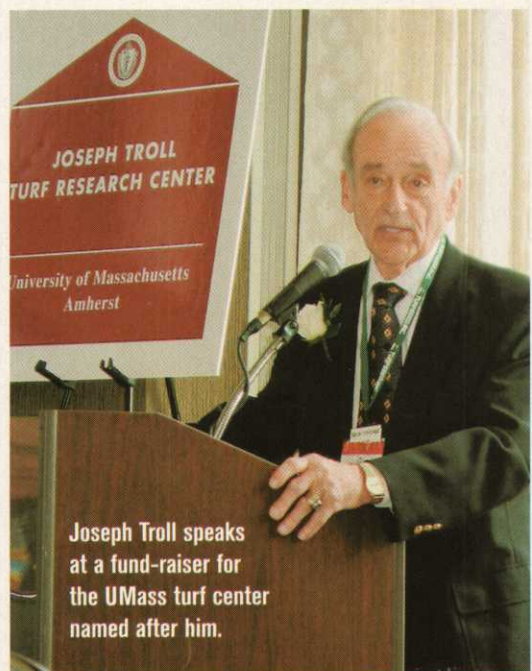
More than \$450,000 of the needed \$700,000 to help build the Joseph Troll Research Center has been

raised thus far. The university will contribute the remaining money. An estimated \$1.5 million is needed for the project.

Troll said he was caught off guard when he was asked to use his name for the building. "I was flabbergasted," he said.

Troll, 83, retired from UMass in 1985 after 28 years in the department. The turf school is one of the oldest in

Continued on page 16



Joseph Troll speaks at a fund-raiser for the UMass turf center named after him.

Business briefs

Briefs continued from page 15

closed its previously announced acquisition of Nu-Gro. The transaction creates a company with about \$750 million in pro forma net sales.

LESCO net sales up, but golf down

Cleveland-based LESCO announced that net sales in the first quarter of 2004 increased 8 percent to \$102 million from \$94.5 million in the first quarter of 2003. But golf gross sales declined 4 percent to \$17.2 million vs. \$17.9 million last year.

Labeling likely for irrigation

The Environmental Protection Agency (EPA) is likely to make controllers the first irrigation products to get water-efficient labeling from a proposed water-conservation program, according to Tom Kimmell, executive director of the Irrigation Association.

Becker Underwood buys Bio-Care

Ames, Iowa-based Becker Underwood acquired Bio-Care Technology Proprietary Ltd. of Australia, an Australian biotechnology business whose products are used as seed inoculants and biopesticides in agricultural and horticultural applications.

Rain Bird relocating golf division

Rain Bird is relocating the headquarters of its Golf Division to Tucson, Ariz., from Azusa, Calif. Rain Bird says the move will allow various divisions to take advantage of "knowledge-sharing opportunities and increase synergies throughout the organization."

Toro awarded patents

The Toro Co. was recently awarded two patents by the United States Patent Office for its innovations on the Toro Greensmaster, Flex 21 and the Toro Reelmaster cutting units.

Weed recognized for renovation

Bobby Weed and his team at Weed Golf Course Design earned a Private Course Renovation of the Year honor from *Golf Inc.* magazine for the firm's work on White Manor Country Club outside Philadelphia. Weed Design is based in Ponte Vedra Beach, Fla.

Continued from page 15

the country, opening in 1927 and producing hundreds of superintendents who worked in New England and beyond. Many current and former superintendents fear the two-year program, or the entire school, could be eliminated as part of cost-cutting measures by the state.

"This will create a strong program that can survive the vagaries of budget cuts and survive through good times and bad," said Steve Goodwin, associate dean for the college of natural resources and the environment.

"The torch is in our hands," said Paul Miller, the long-time superintendent at Nashawtuc Country Club in Concord, Mass.

A group of current department members and superintendents came together nearly a year ago to begin fund-raising efforts. Twenty captains were chosen to contact 20 alumni and ask for donations. The effort was low key with no formal announcement.

According to Miller, now that alumni have stepped up to the plate, the next phase will be to contact the commercial side of the turf business for donations.

Already TurfLinks, based in Hudson, Mass., has committed \$100,000 to the effort. Sawtelle Brothers, the Lawrence, Mass.,

equipment and irrigation distributor, also made a contribution.

The new building will not just benefit superintendents. Cliff Drezek, vice president of the Massachusetts Association of Lawn Care Professionals, was also in attendance to support the effort. The MALCP has already given money to the fund drive.

"This will create a strong program that can survive the vagaries of budget cuts and survive through good times and bad."

— STEVE GOODWIN

"Many of the contributors and those involved with the fund-raising effort have benefited in the past from the research that UMass has provided," said Drezek, operations manager for Green Lawns Plus. "The research can be brought to another level when the center becomes a reality."

If all goes as planned, the new building could be completed by the time the 2005 New England Turf Show rolls around.

Pioppi is a contributing editor for Golfdom.

Golfdom to Host Seminar

You're invited to attend the first *Golfdom*-sponsored seminar and workshop at the International Lawn, Garden & Power Equipment Expo in Louisville, Ky., on September 23-24.

The speaker lineup includes Joe Vargas of Michigan State University; Karl Danneberger of Ohio State University; design expert and *Golfdom* contributing editor Geoff Shackelford; and *Golfdom* publisher Pat Jones. Also, Jay Rehr, former chief mechanic at Augusta National Golf Club, will conduct a half-day workshop on equipment maintenance for technicians.

In addition to the education, EXPO will also have a special golf equipment area in addition to its usual indoor show and hands-on outdoor demo area. The basic seminar and show fee is \$100 and workshops are \$75 more. For more information and to register, contact <http://expo.mow.org>. Also, look for more details on the event on page 85.



WHAT OTHER FUNGICIDES DREAM OF BEING WHEN THEY GROW UP.



Insignia

F U N G I C I D E

There's a reason superintendents who've tried new **Insignia**® fungicide from BASF are calling it "The Outperformer." It's because **Insignia** exceeds even their highest expectations for a strobilurin-based fungicide. **Insignia** serves as a foundation product for reliable disease control. It controls an exceptionally broad spectrum of turf diseases—far broader than Compass™, for instance—offering dependable control of anthracnose, brown patch, gray leaf spot and many others. In addition, **Insignia** won't flare dollar spot the way Heritage® does. That means you won't aggravate one problem as you solve another. Best of all, **Insignia** controls key diseases for up to 28 days, reducing your labor and materials costs and enhancing your peace of mind. Contact your distributor or your BASF Professional Turf Sales Representative, call **(800) 545-9525** or visit www.turffacts.com to learn more about how new **Insignia**® fungicide can outperform on your course.

BROAD SPECTRUM. LONG LASTING. SUPPRESSES DOLLAR SPOT.

BASF
PROFESSIONAL
TURF



We don't make the turf.
We make it better.

BASF

Superintendent Pleads Guilty

MASSACHUSETTS SUPERINTENDENTS HOPE
INCIDENT DOESN'T TAINT PROFESSION

By Anthony Pioppi, Contributing Editor

The former superintendent of Charles River (Mass.) Country Club pleaded guilty to bilking the club out of thousands of dollars, ending a situation Massachusetts superintendents hope will soon be forgotten.

James Reinertson pled out to four counts of larceny over \$250 and will serve no jail time. He was sentenced to one year of probation, 125 hours of community service and ordered to send a letter of apology to the club. He does not have to make restitution to the club.

"It was a sad day for golf," said Michael Hermanson, president of the Golf Course Superintendents Association of New England.

Reinertson had been at Charles River for a nearly two years when he was arrested and charged with embezzling \$78,050 from the Newton, Mass., club, police said. Reinertson used various schemes to steal from Charles River, including the submission of false and inflated invoices and false rental bills to the club for reimbursement. He also made fraudulent equipment sales in which payments for the used items were made out to him. The larcenies took place between April 2001 and January 2003.

Privately, many superintendents are concerned that their profession will be tainted by the actions of Reinertson and hoped he would serve time to send a message.

In a victim impact statement to the judge, former Charles River president Steve Buckley chided Reinertson, who claimed he did what he did for the benefit of the club.

"If Mr. Reinertson was only trying to help Charles River, why has he been selling club property, ours and his prior employers', to used equipment vendors for more than 10 years, as one vendor told police authorities? Why did he pressure small businessmen who had done business with Charles River for years to work for his personal gain, but bill Charles River? Why did Mr. Reinertson undertake a carefully planned scam of counterfeit invoices, diversion of vendor invoices to his personal post office box, phantom employees and the purchase of supplies for his moonlighting consulting business through Charles River?"

According to the letter, Charles River paid Reinertson \$200,000 a year.

As a result of the verdict, Wellesley Country Club, who hired him following his dismissal from Charles River, fired Reinertson. Wellesley did not respond to e-mails asking for a comment on the decision.

"I am hopeful that today's hearing will allow [the] Charles River Country Club and I to return to what we do best — providing a great golf course for golfers," Reinertson said in a statement.

Quotable

"The more people that hear about biotechnology and understand the benefits and uses and that products are thoroughly regulated, the more comfortable they are with the technology."

— Lisa Dry, communications director of the Biotech Industry Organization

"I'm very fortunate to have found and prospered in a job that I enjoy every day. How many people can say they get up

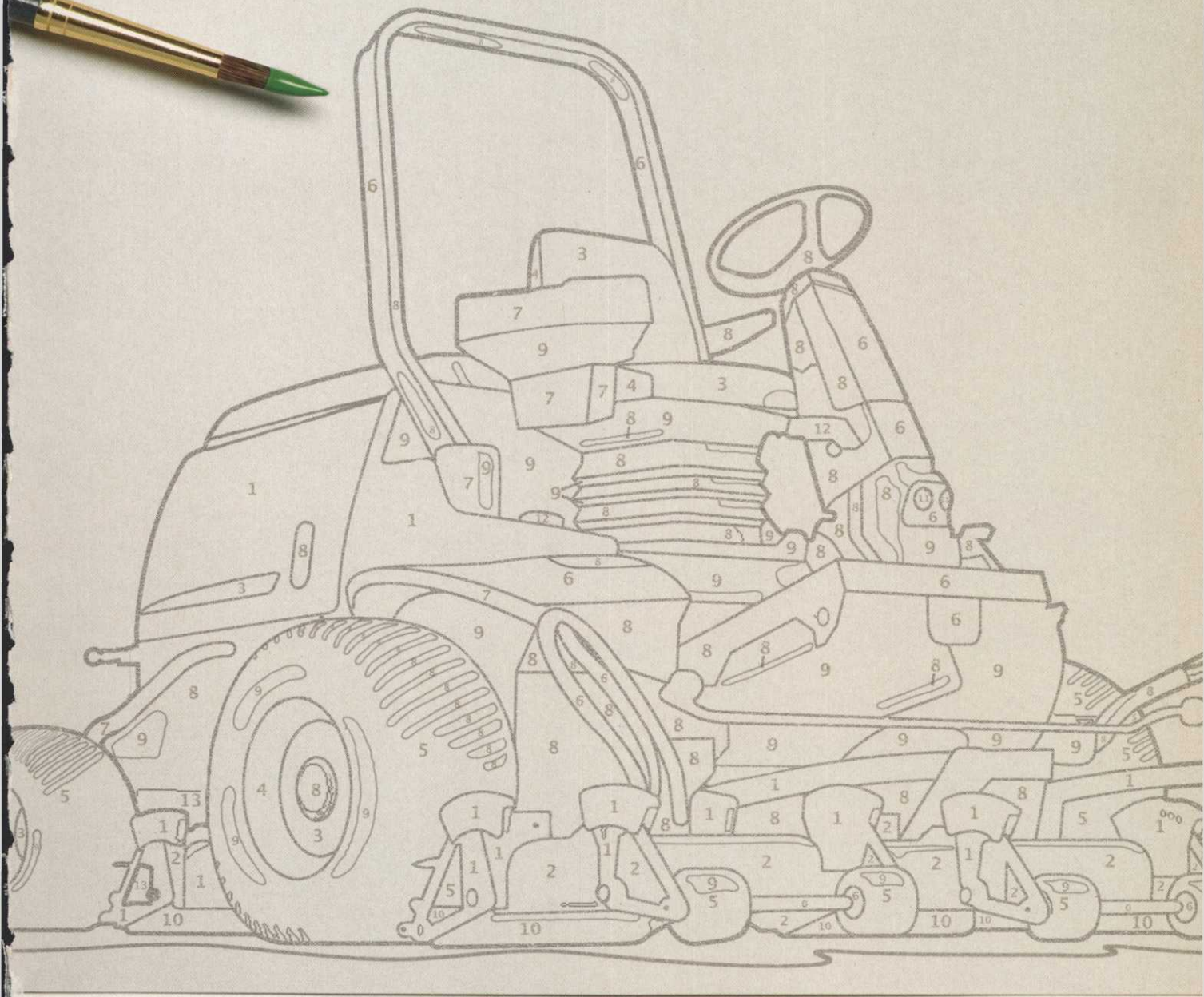
every morning, ride around in a golf car on three beautiful courses and tell people what to do? Now tell me it gets better than that?"

— A Florida superintendent on his career choice.

"His influences on the game, and especially among minorities ... if he wasn't as persistent and as stubborn as he has been his entire life and his career, players like me may not have had a chance to play on the Tour."

— Tiger Woods, on Charlie Sifford, the first black chosen in the World Golf Hall of Fame. (*The Wire*)

We could paint you a picture.
But we'd rather show it to you in person.



Introducing the new C Series Lightweight Fairway Mowers and Independent Rotary Deck Mower.

We could talk all day about the many amazing features of our new 3225C and 3235C Fairway Mowers and 3245C Rotary Mower: a state-of-the art control arm; improved noise levels; individual turn assist brakes; increased fuel capacity; rotary decks made of 10-gauge steel with no-tools-needed height-of-cut adjustment. But all we really want to say is this: test them on your own course. See how they perform and the cut they leave behind. We're convinced these are the best fairway mowers and the best rotary mower made today. To see them in living color on your course, call your local John Deere Golf & Turf One Source distributor or 1-800-537-8233.



JOHN DEERE GOLF & TURF
ONE SOURCE™



Hole of the

■ No. 16
Shinnecock Hills Golf Club
Southampton, N.Y.

