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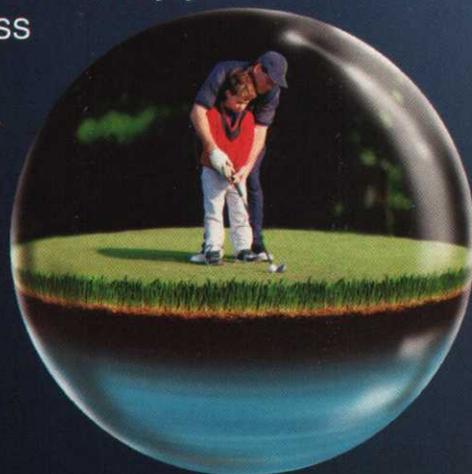


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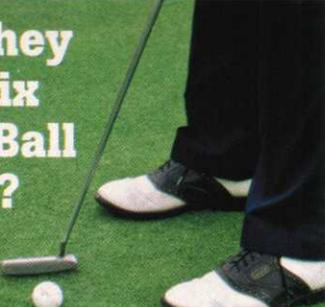
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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

Will They Ever Fix Their Ball Marks?



We asked superintendents: What's the biggest problem you have with your course's greens?

Unrepaired Ball Marks	71%
Too Much Traffic	12%
Compaction	11%
Green Speed – Too Slow	4%
Green Speed – Too Fast	2%

BASED ON 128 RESPONSES

Golfdom

DYNAMIC GRAPHICS

Golf Rounds Played

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

REGION	JANUARY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	209%	209%
Middle Atlantic NY, PA, NJ	80.4%	80.4%
East North Central MI, OH, IN, IL, WI	100.8%	100.8%
West North Central ND, MN, SD, NE, KS, IA, MO	-3.5%	-3.5%
South Atlantic WV, DE, MD, VA, NC, SC, GA	8.9%	8.9%
Florida	7%	7%
East South Central KY, TN, AL, MS	25.6%	25.6%
West South Central OK, AR, LA	7.3%	7.3%
Texas	9.7%	9.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-9.9%	-9.9%
Pacific WA, OR, AK, HI	-9%	-9%
California	-7.3%	-7.3%
TOTAL UNITED STATES	1%	1%

GOLF DATATECH

It's in the Hole! Tiger Terrific as Carl Spackler



We asked superintendents: What do you think of the Tiger Woods/Caddyshack commercial for American Express?

It's a scream – hilarious	42%
It's funny, but Tiger is not us	15%
I hate it. I think it slams our business – again	8%

NOTE: 35 PERCENT HAD NOT SEEN THE COMMERCIAL AS OF EARLY APRIL

BASED ON 215 RESPONSES

Golfdom

RON HALL

Did You Know ...



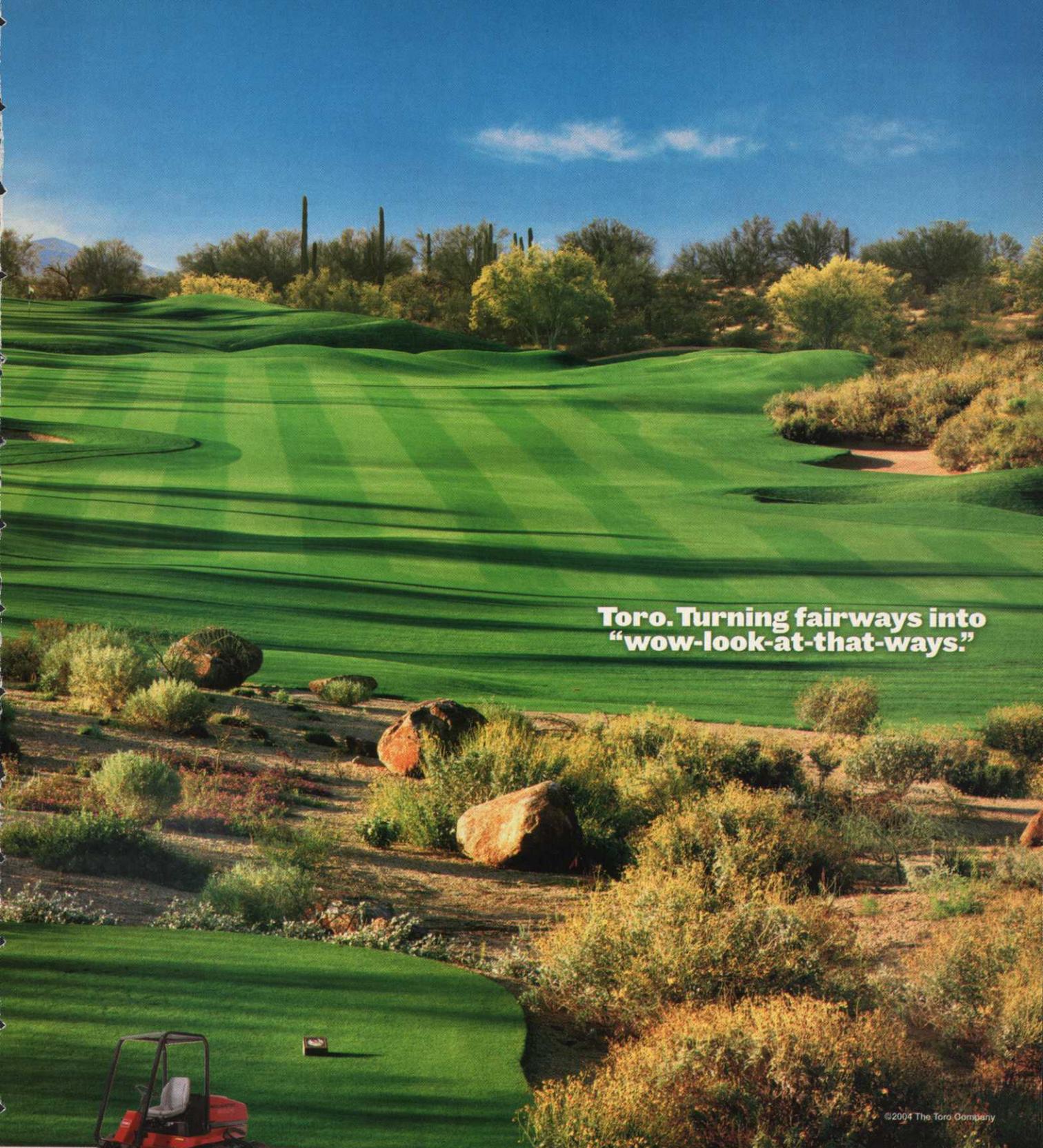
- ... that the median budget managed by superintendents is \$584,500 and includes labor, maintenance and equipment?
- ... that the average size of the maintenance staff managed by a superintendent is 20?
- ... that the average superintendent spends 36 percent of his or her time on maintenance tasks and 29 percent of supervisory/human resource-related tasks?

GOLF INDUSTRY REPORT 2003

MIKE KLEWME

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





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“wow-look-at-that-ways.”**

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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.

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with a Patent.



RTF® is an advanced generation of turf-type tall fescue that produces a thick rhizome-based root system that supports unparalleled thick, even turf. In fact, RTF is so distinctly advanced from all other tall fescue generations that it has been awarded a patent.

Of significance to professional turf managers is RTF's ability to self repair. The new RTF rhizome technology will fill in damaged bare spots and produce a more attractive turf area.

The rhizome nature of RTF is similar to Kentucky bluegrass. However, unlike Kentucky bluegrass RTF will thrive in the transition zone climate and all other tall fescue turf regions.

RTF is among Barenbrug's new variety and technology introductions into the professional turf market.

If it's Rhizomatous Tall Fescue,
it must be RTF.

U.S. Patent No. 6,677,507

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 **BARENBRUG**

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Off The Fringe

NEWS WITH A HOOK

Business briefs

USCIS announces cap on workers

The U.S. Citizenship and Immigration Services (USCIS) announced it has received enough H-2B petitions to meet this year's congressionally mandated cap of 66,000 new workers. Consequently, USCIS will return all petitions subject to the annual cap filed after March 9. At press time, USCIS denied a report which claimed President George W. Bush was going to add 12,000 more workers to H-2B.

Avid golfers optimistic

Golf's best customers — those who played more than 25 rounds per year and spent more than \$1,000 on the game — averaged 52 rounds last year and expect to play 61 rounds in 2004, according to the National Golf Foundation's (NGF) *Pre-Season Consumer Report*.

The 18 percent increase represents a positive step for the golf industry, which has suffered through a downturn over the past three years in the wake of Sept. 11 and a significant economic downturn. "While this [desire to play more rounds] may be partly wishful thinking, it's certainly a positive sign," said Jim Kass, director of research for NGF.

Half the respondents took two or more golf trips in 2003. Most importantly, golf travelers at every level said they plan to do more golf travel this year.

East Lake GC's Cousins honored

Thomas G. Cousins, who spearheaded the renovation of East Lake Golf Club and its surrounding neighborhood, is the recipient of the 2004 Donald Ross Award presented by the American Society of Golf Course Architects. Cousins received the award during the ASGCA's annual meeting at Hilton Head, S.C. in April.

Adams Will Miss the Great St. Andrews — And Vice Versa

LEGENDARY GREENKEEPER TAKES JOB WITH EUROPEAN PGA TOUR

By Anthony Pioppi

Eddie Adams is a true St. Andrewin, born and raised in this legendary Scottish town where his family has lived for generations.

He went on to become one of its most famous citizens through his job as head greenkeeper of the Old Course — at the age of 24.

So it comes as somewhat of a surprise that Adams, at the ripe old age of 35, has resigned to become the first full-time agronomic consultant for the European PGA Tour. He will go from spending most of his days in St. Andrews to being on the road nearly two-thirds of the year.

"It's a different challenge. I'm moving on to some different pastures," he said recently from his home.

Adams and I go back a little ways. In 2000, he was kind enough to let

me work for two weeks on his course during the Open Championship so I could write about it for a magazine. We became friends quickly and have remained that way since.

When he finishes his well-rehearsed response to my question, a variation of the one he has given most every other reporter who called him, I commend him on his cliché. Then he continues for real.

"I'm going to miss the golf course.

I love the golf course, ya know?" he says.

I know. I knew that 10 minutes after I met him.

"It's something that's very dear to me and a part of me and will always be a part of me because I'm from St. Andrews," Adams says.

Adams knows, as much as anyone, that the course belongs to the residents of the town. It is theirs, along with the other five layouts run by the Links Trust, that are the most famous municipal golf courses in the world.

He has done his bit to maintain the Old Course in the most traditional of ways. He never used pesticides or fungicides during his tenure,

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Eddie Adams

ST. ANDREWS LINKS TRUST

Off The Fringe

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preferring to maintain healthy turf through minimal irrigation and well-timed aeration.

Adams also believes that performing some maintenance practices in the time-honored way helps keep him and his crew in touch with the turf. That's why he occasionally top-dresses or fertilizes putting surfaces by hand. The greens are swept by hand. Bunker sand is packed down the traditional way — by workers with hands clasped behind their backs as they walk around the bunker floor in small sideways steps.

"I think you get connected with it in some sort of way, eh? If the grass is not looking good you don't feel so well, but if it is looking good you feel great," Adams says.

Euan Grant, the head greenkeeper at the New Course, is Adams' replacement, a person Adams says is ideally suited for the job. Adams spent the last two weeks of his tenure being shadowed by Grant so he could absorb as much knowledge as possible.

"I never wrote anything down," Adams says. "It's all in my head."

There are other things in his head this day. It's not just the course that tugs at him.

"I'll miss the relationship you have with the town," he says. "Over a period of time, they begin to respect you."

It was well-known throughout St. Andrews that Adams could be approached by residents to talk about the golf course. Adams would listen, whether it was a question about the greens or problems people were having with their lawns. He has also lent his expertise to other superintendents.

Iain Richie, links superintendent at Portmarnock Golf Club in Ireland, has counted Adams as a friend for more than 15 years.

"He was a great help to me last year at the Irish Open when he came over for the tournament and was on the course at six each morning giving us a dig out," Richie says. "He's quite well known here in Ireland. He has given a number of talks on The Old Course for The Golf Course Superintendents Association of Ireland. A top-class superintendent and a true professional — if only he could play golf."

Ah yes — Adams' legendary golf game. But now is not the time to touch upon such sensitive subjects.

Adams and I talk some more and the conversation turns to what he will miss the most. He gives one last serious answer, "I'll miss the staff," he says without hesitation.

What won't he miss?

Adams pauses, then delivers a rapid-fire response, his Scottish accent thickening as he goes.

"I won't miss the Siberian winds at 65 mile per hour. I won't miss the rain coming, hitting your face horizontally with the Siberian winds behind it. I won't miss the local students playing Hunt the Flag. I won't miss the German

Quotable

"If I watch the old Masters from the 1960s and '70s, I almost start laughing. You see guys on the ninth green at Augusta actually hitting the putt down the hill and the ball stops short."

—Bill Kernan, senior project designer for Hurdzan/Fry Golf Course Design in Columbus, Ohio, on the evolution of green speed.

"I'm about to slip into Dr. Phil territory here — I can feel it."



—Milt Engelke, turfgrass professor from Texas A&M, when a spirited discussion broke out during his Bentgrass Management and Root Zone Maintenance Seminar at the GCSAA Conference & Show.

"I don't feel like we won anything, ma'am. I think it's over, but it will never be over. But I don't think we've won anything."

—Hootie Johnson, chairman of Augusta National, when asked if he felt like he won the battle in regard to Augusta not allowing female members. (*The Wire*)

tourists camping out on the 1st and 18th fairways. I won't miss ..."

Wait. What?

"Yeah, during the week of the '95 Open, I came to work and found a tent right in the middle of the 1st and 18th. I knocked on the tent and told them if they didn't move in five minutes, I'd mow them down to seven-sixteenths of an inch."

Adams laughs. He's had a lot of laughs over the years.

I'm willing to bet Adams will miss the Old Course more than he realizes. And I'll double that bet and say the Old Course will miss him, too.

Pioppi is a contributing editor to Golfdom.

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Off The Fringe

In Spring, a Superintendent's Thoughts Turn to . . . Tree Disease

WATCH OUT FOR ANTHRACNOSE AND DUTCH ELM DISEASE

By Jami Pfirman

As winter gives way to spring, plant life on golf courses across the country comes to life. Trees, shrubs and turf thrive as weather

becomes wetter. But while ideal conditions not only promote growth in golf course foliage, they also spur the growth and spread of dangerous tree diseases.

The wet weather fuels the growth of many types of fungi that invade and infect trees, using them as a food source. Many of the diseases caused by fungi are specific only to certain species of trees. Anthracnose and Dutch elm disease are two common examples of diseases caused by fungi that affect millions of trees each year.

Anthracnose is caused by a fungus that overwinters in infected dead leaves. When spring arrives, the infected leaves release thousands of spores, and the spores are carried by the wind to new leaves. The fungus then infects new leaves, causing them to fall to the ground and start the cycle again. The fungus is difficult to manage and creeps through ash, maple, oak and sycamore trees.

In general, infected trees have disfigured leaves. In most trees, angular spots can be seen along the veins of leaves. The spots can get larger if cool, moist conditions continue. If the infection is severe, the tree can defoliate prematurely.

Dutch elm disease was introduced from Europe in 1930. Since its introduction, the disease has killed millions of elm trees in the United States and Canada.

The disease is caused by the fungus *Ophiostoma novo-ulmi*. Native and European bark beetles transfer spores of the disease from an infected tree to a healthy one while feeding in twig crotches, and in the bark of branches and small trunks. Direct transmission of the disease can also occur through connecting root grafts of infected and healthy trees. Root-infected trees often wilt and die quickly. Elms that are within 40 feet of each other have a good chance of having root grafts.

Generally, the first indication of a DED-infected tree is "flagging," which means wilting leaves showing on one or more branches. The wilted leaves turn yellow, curl downward and then turn

Continued on page 20

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Mark Wilson, CGCS, Valhalla Golf Club



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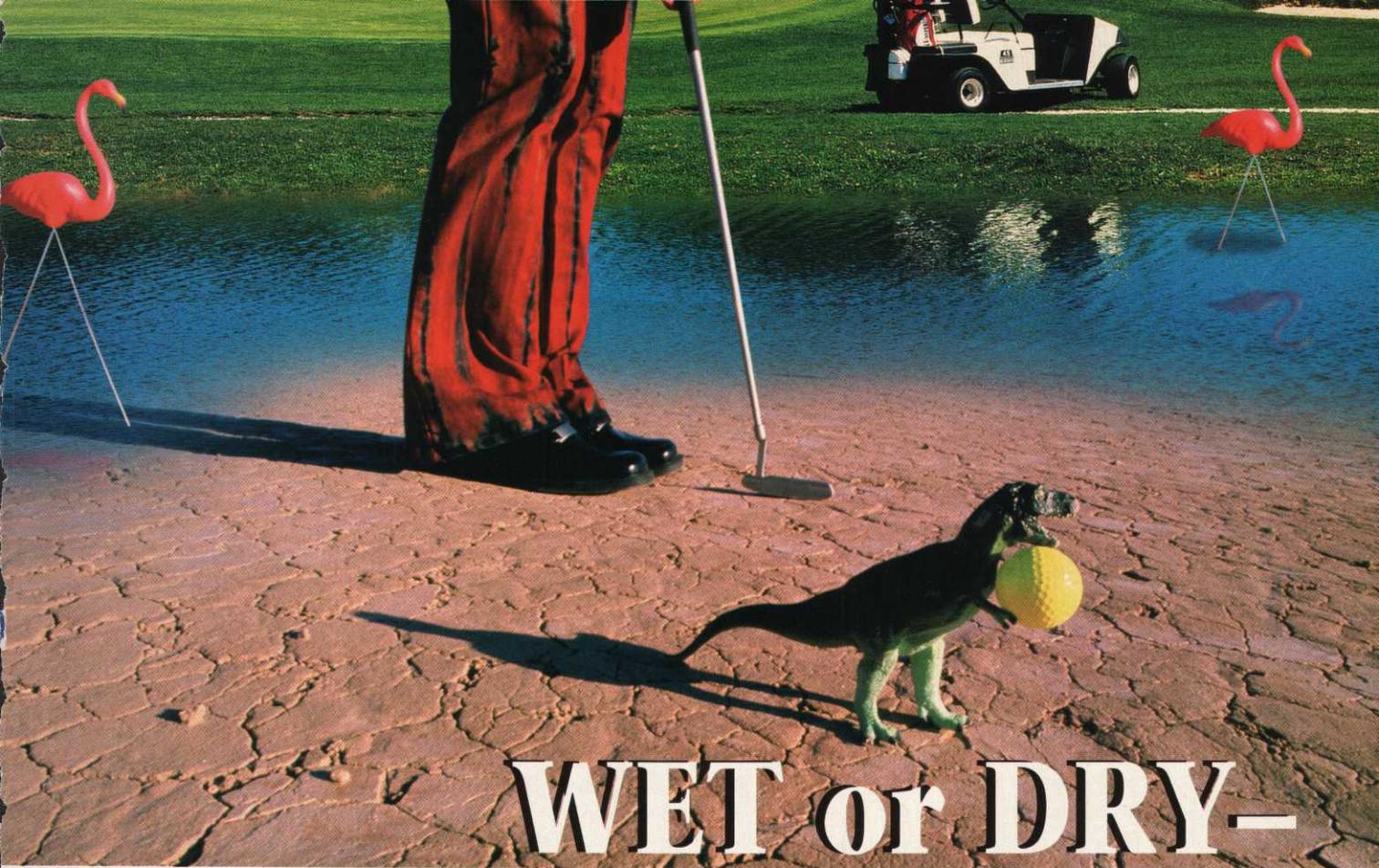


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Off The Fringe

Continued from page 18

brown. Leaves can remain attached or prematurely fall off. Branches exhibiting the wilted leaves typically die.

In infected trees, the wood just under the bark may have brown streaks. Sometimes the streaks are imbedded deeper in the wood, indicating the infection occurred in previous years

Healthy trees are less likely to be infected with anthracnose or Dutch elm disease. A maintenance program that includes routine fertilization, pruning and pest management will reduce the conditions that stress trees. Fungicide treatments can be used for both prevention and therapy once an infection is detected. Also, regular inspections by a trained and certified arborist can help catch infections at the earliest stages, preventing serious permanent damage.

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

Shack Back With A New Read

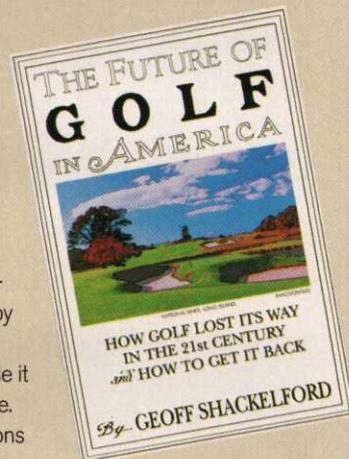
CRENSHAW CALLS BOOK "VITALLY IMPORTANT"

Golfdom's intrepid architecture editor, Geoff Shackelford, is back with a new book, his ninth effort. Shack's *The Future of Golf in America: How Golf Lost Its Way in the 21st Century (and How to Get it Back)* reveals how golf has been "kidnapped by equipment manufacturers and knowingly deregulated by its governing bodies."

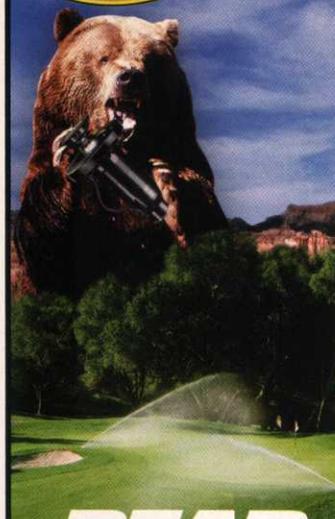
Shack argues that the slumping golf industry has responded to unregulated technology by lengthening and narrowing courses at great expense, even as golfers flee the sport because it takes too long, is too difficult and too expensive. But Shack doesn't stop there. He offers solutions to this mess.

Ben Crenshaw says of the book: "As a golfer, open your mind when reading this treatise on the sport and its future. We all must consider where golf is headed and how best to protect the traditions of the game. I think *The Future of Golf in America* is vitally important!"

The 154-page book can be ordered at www.geoffshackelford.com.



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