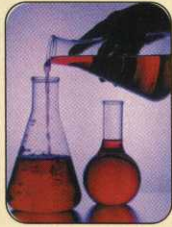
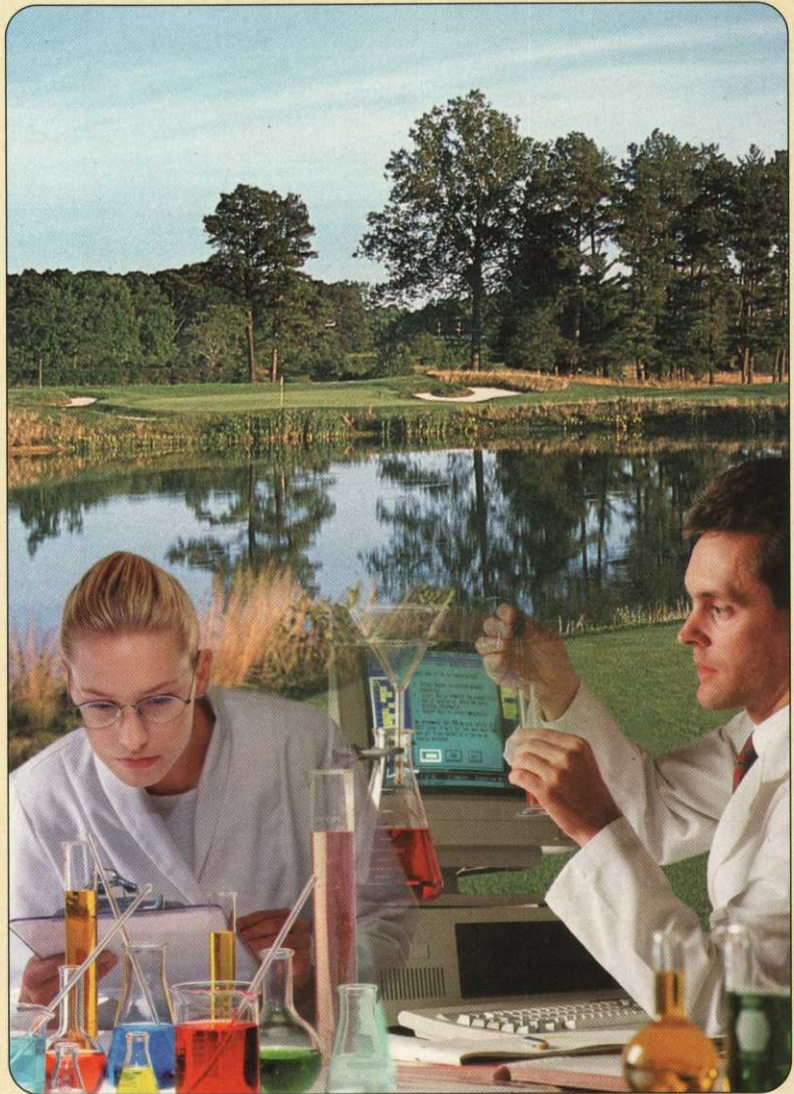


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As I sat down at the table to consume a sizable bowl of corn flakes, I read the large, bold headline on the front page of the newspaper. "Cleveland No. 1 in big-city poverty," the headline read.

"Oh, great," I muttered to myself. "Now the world will see that I live in the country's poorest city."

I felt embarrassed and angry. This was something for which I didn't want my city to be known. I wanted to stick a "for sale" sign in my front yard and get out of town.

The story, which appeared in the *Cleveland Plain Dealer*, said that nearly one-third of Clevelanders, half of them children, live in poverty. My city beat out Newark, N.J., and Detroit — two cities I had always viewed as more destitute with a capital "D" — for the notorious honor.

After a few minutes, however, I felt guilty for feeling embarrassed about my city. This wasn't about me. It was about a lot of people who are less fortunate than me. I realized that wanting to get away from the "problem" was selfish and hardly a solution. More importantly, I realized that the poor are everywhere, and they need our help.

I thought of the industry of which I'm employed. The golf industry is stamped with a well-to-do label, and the sport is viewed as a rich man's game. Even if you don't like those stereotypes, one thing is for sure: Most of us in the industry are extremely fortunate to have what we have. That's not to take anything away from those who have worked hard for their achievements — but they're still fortunate.

That said, I've been thinking about how we can help the less fortunate. I have some ideas I thought I'd share with you — things you can do at your courses to raise money or collect food for the needy. I realize I'm pitching this message just as the holidays are looming, which is not intended. This message needs to be heard year-round because the poor need to be helped year-round.

There are many events your course can hold to raise money. These fund-raisers also don't take much planning. In fact, an event could be as easy as placing a golf bag at the pro shop's door with a sign that asks golfers to fill it

Some Ways We Can Help the Poor

BY LARRY AYLWARD



THERE ARE MANY
EVENTS YOUR
COURSE CAN HOLD
TO RAISE MONEY
FOR THE NEEDY

up with money so it can be donated to a nearby soup kitchen.

Your course could also stage a charity tournament featuring local celebrities, such as ex-professional athletes, and give proceeds to the local homeless shelter. Do you know how much some guys and gals would pay to play a few holes with the town's former star quarterback or starting pitcher?

Do you have room in the maintenance facility to store canned goods or clothes? If so, you might want to consider a canned-food or a clothing drive. Tell golfers you'll give them free buckets of balls to hit on the range if they donate their old pants and polo shirts. Give them each a hot dog and a Coke at the halfway house for donating five cans of food.

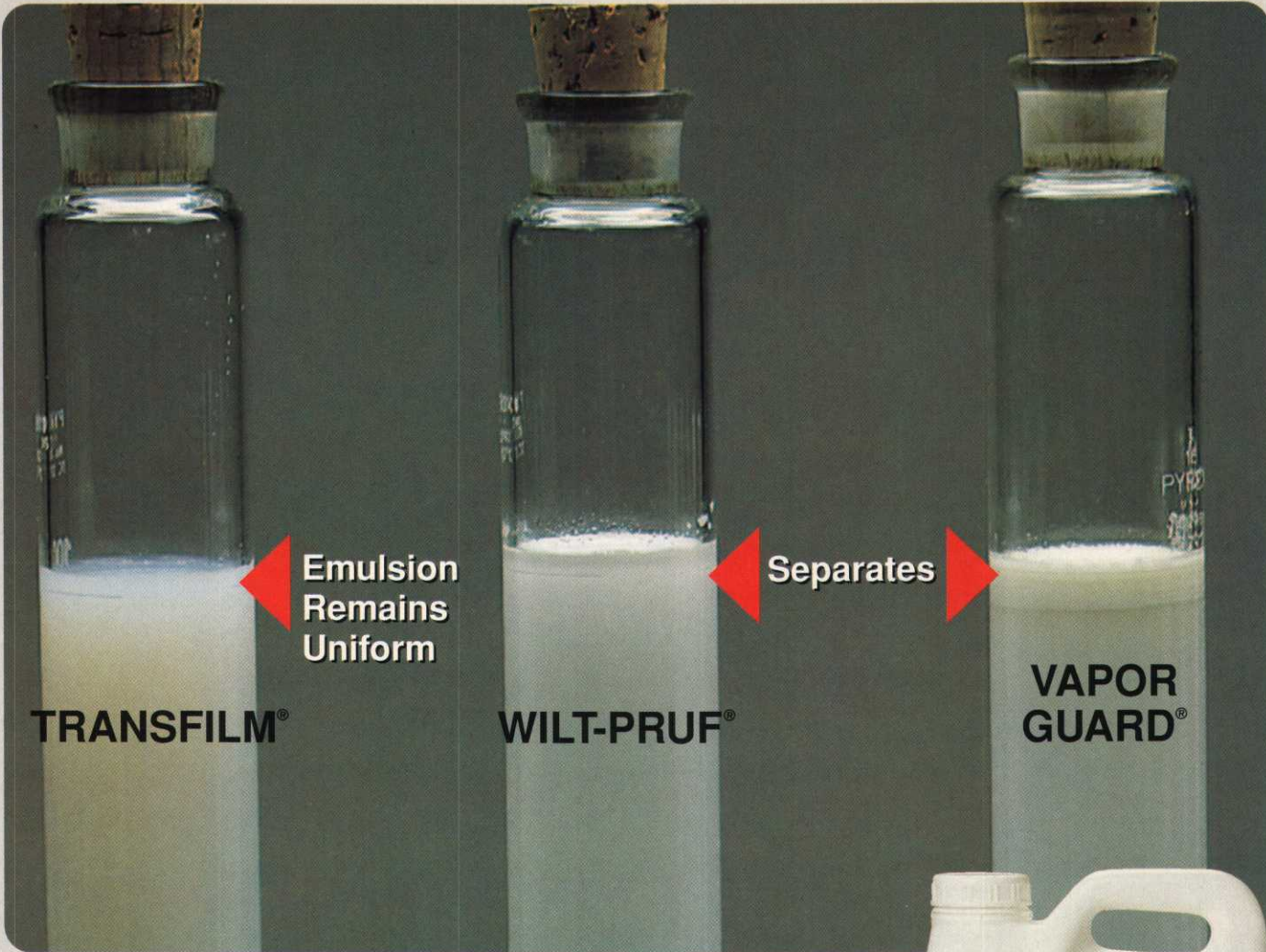
The maintenance staff could also get together and sponsor a child in the Christian Children's fund or a similar organization. Or the staff could pool some money and buy food and presents for a local needy family this Christmas.

Raffles are also a good option to raise money. A course could raise hundreds of dollars just by raffling off a few rounds of golf or a couple of the club's swank golf shirts. A course could also hold longest-drive or closest-to-the-pin contests to raise cash.

A lot of people want to help the needy, but they don't know what to do. They think they have to spend a lot of time and energy — something everybody seems to be short on these days — to oversee a fund-raiser, which is not the case.

I'm just scratching the surface with ideas to raise money. I'd love to hear your thoughts on the matter, and I'll gladly pass them on to our readers. Please drop me an e-mail at laylward@advanstar.com and we'll publish your ideas on how to help the poor in an upcoming issue.

Aylward, editor of Golfdom, can be reached at 440-891-2770 or laylward@advanstar.com.



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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH



California Makeover

Major remodels are either underway or in planning at several California municipal courses. Following the transformation of Harding Park in

San Francisco, major upgrades are in the works at H.G. "Dad" Miller Golf Course in Anaheim with the new Tiger Woods Learning Center; the Mission Hills and Skywest courses in Hayward; Skylinks at Long Beach, a \$6.9 million rejuvenation of a tired old track; several Los Angeles city courses; and Buenaventura and Olivas Park in Ventura. A noteworthy new municipal project is the Greg Nash-designed layout in Carlsbad. For more details, visit the Southwest region of www.golfconstructionnews.com.

COURTESY OF:



Maintenance By the Numbers

\$483,000 A golf course's average annual maintenance budget.

51% Average percentage of budget devoted to labor.

READEX

Golf Rounds Played

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

REGION	JULY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-4.4%	3.1%
Middle Atlantic NY, PA, NJ	-7.3%	2.9%
East North Central MI, OH, IN, IL, WI	2.4%	-1.8%
West North Central ND, MN, SD, NE, KS, IA, MO	2.6%	-1.3%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-.4%	5.1%
Florida	-3.8%	2.9%
East South Central KY, TN, AL, MS	5.4%	3.9%
West South Central OK, AR, LA	6.9%	-4.4%
Texas	-3.8%	-3.4%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	2.6%	1.5%
Pacific WA, OR, AK, HI	-.2%	.6%
California	-1.3%	-0.7%
TOTAL UNITED STATES	1.1%	1.1%

GOLF DATATECH

The Skinny on Immigration

- In 2003, legal immigration was lower than in 2002 by 357,905 people.
- In 2003, 36 percent were born in North America, 35 percent were born in Asia and 16 percent of all immigrants were born in Mexico.
- 63 percent of all immigrants intended to reside in six states: California, New York, Texas, Florida, New Jersey and Illinois.
- There were 186,000 removals, an increase of almost 24 percent from the previous year.

DEPARTMENT OF HOMELAND SECURITY'S
OFFICE OF IMMIGRATION SERVICES

ILLUSTRATIONS BY DAN BEEDY




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Off The Fringe

Business briefs

Long Island courses unite for the environment's sake

Long Island, N.Y., golf courses have united in an attempt to preserve the Peconic Estuary and other local waters. Challenged by the U.S. Environmental Protection Agency, 30 of the 34 golf courses on the east end of Long Island agreed to reduce their use of fertilizers. The voluntary pact is unprecedented among courses from one geographic area in the United States, according to the EPA.

In May 2003, EPA teamed up with the United States Golf Association (USGA), Cornell University, the New York State Department of Environmental Conservation (NYS-DEC), the Suffolk County Health Department, the Peconic Estuary Program's Citizen's Advisory Committee and the East End Golf Course Superintendents to create the East End Nitrogen Management Challenge for Golf Courses.

"This is the first time that a large segment of the golf industry in one area has voluntarily come together to reduce fertilizer use and the nitrogen it produces to protect the future of our estuaries," said EPA Regional Administrator Jane M. Kenny. "The protection and restoration of coastal waters requires everyone to do his or her part, and the golf courses of eastern Long Island are certainly setting a laudable example."

Each participating course aims to limit its contribution of nitrogen to ground water to 2 milligrams per liter of total nitrogen — less than half the level resulting from typical residential development. To date, the courses that have agreed to participate are: Atlantic Golf Club, Bridgehampton Club Calverton Links, Cedars Golf Club, East Hampton Golf Club, Fox Hill Golf Club, Friar's Head, Gardiners Bay Country Club, Goat Hill at Shelter

Briefs continue on page 19

Get In the Groove

FORMER AUGUSTA MECHANIC ADVISES ATTENDEES
OF 'GOLFDOM' EVENT TO GET ORGANIZED

By Larry Aylward, Editor

The talk was about rhythm and rhyme, but it wasn't Little Richard speaking. It was Jay Rehr, the former maintenance facility mechanic at Augusta National.

Rehr, who now operates his own consulting business, was a featured speaker at *Golfdom's* two-day Education at the EXPO, held in conjunction with the International Lawn, Garden & Power Equipment Exposition in September at the Kentucky Exposition Center in Louisville.

The 49-year-old Rehr, who worked at Augusta for more than 16 years but left last spring to begin Grovetown, Ga.-based Turf Equipment Consulting, told attendees of his seminar, "Tips and Tactics in Equipment Maintenance," how important it is to be organized in their approach to daily equipment maintenance. "The thing I try to teach people is to get into a rhyme and rhythm of your maintenance — from oil changes and greasing to lapping and grinding," Rehr said.

The street-savvy Rehr answered many listeners' questions and also offered sound advice on a variety of issues, from communication with their general managers to using food-grade grease on equipment.

It's not easy for superintendents and mechanics to convince general managers to pump money into maintenance facilities, Rehr said. "Maintenance facilities are often viewed as black holes," he added.

Rehr noted that most general managers are probably "number crunchers." Hence, superintendents and mechanics must *show* them through examples — not just verbalize to them — how they can save their golf courses money in the long-term by making investments now in certain maintenance endeavors. "[General managers] love to see formulas where you're giving money back to them," Rehr said.



"[General managers] love to see formulas where you're giving money back to them."

JAY REHR
PRESIDENT,
TURF EQUIPMENT
CONSULTING

Continued on page 19

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“defy the laws of nature”
in their job description?



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Business briefs

Briefs continued from page 16

Island Country Club, Great Rock Golf Club, Hampton Hills Golf Club, Indian Island Golf Course, Islands End Golf Club, Laurel Links Country Club, Long Island National Club, Maidstone Club, Montauk Downs, National Golf Links of America, North Fork Country Club, Noyac Golf Club, Old Vine Country Club, Pine Hills Country Club, Poxabogue Golf Course, Quogue Field Club, Rock Hill Golf Club, Sag Harbor Golf Club, Shinnecock Hills Golf Club, South Fork Country Club, The Bridge and Westhampton Country Club.

Jake has new look

Jacobsen has undergone a facelift. The Charlotte, N.C.-based company has redesigned its logo and brand identity to reflect its corporate philosophy. Jacobsen's new slogan is, "Do more than mow." The company says the words and its updated brand identity represent the culmination of research, logo evolution and a more aggressive corporate philosophy. The initiative, spearheaded by the company's president, Jon Carlson, includes a new logo, dealer support materials, and a Web site redesign that all convey the brand's heritage and innovation in turf equipment, as well as its financial services and customer support.

Greif joins Rain Bird

Chuck Greif is the new business development manager for Rain Bird's golf irrigation business unit. Greif joins Rain Bird after working with John Deere & Co. in various marketing, sales, and manufacturing positions. Most recently, Greif was a vice president for Alfred Karcher, USA.

Tensar acquires N.A. Green

The Tensar Corp. of Atlanta acquired North American Green, an Evansville, Ind.-based manufacturer of rolled erosion-control products. Tensar manufactures foundation systems that provide site development soil reinforcement.

"We are excited about the opportunities being part of a larger company will create for North American Green and our distributors," said Jim Niemeier, president of North American Green.

Continued from page 16

Rehr also stressed that maintenance facilities would be wise to switch to food-grade grease for their equipment because it won't kill turf.

Karl Danneberger, Geoff Shackelford and Joe Vargas also spoke at the event. Danneberger, professor of turfgrass science at The Ohio State University, spoke on "Poa Annua Management." Shackelford, a noted golf course architecture historian and author of several books and writings on the subject, talked on the "Art & Science of Bunker Design & Renovation." Vargas, a professor of plant pathology at Michigan State University, spoke on "New Disease Trends."

Danneberger, *Golfdom's* science editor, said if superintendents say they're going to manage *Poa annua*, then they need to commit wholeheartedly to doing so.

"People screw up with *Poa annua* when they know they should be maintaining it, but in the back of their minds they think they should get rid of it," he said.

Shackelford, a contributing editor and columnist for *Golfdom*, told the audience that bunker renovations shouldn't be about making golf courses more difficult. They should be about making golf courses more maintenance-friendly and attractive visually.

"The best reason to renovate bunkers is because they've become tired-looking," Shackelford added.

Vargas spoke about cultural management techniques for several turf diseases. He called crown-rotting anthracnose the "disease of the year," and told superintendents they can manage the disease mainly by not overwatering turf. He also said that low nitrogen fertility and low mowing heights contribute to crown-rotting anthracnose.

Golfdom Publisher Pat Jones hosted the event. Jones also gave a talk on "Career Survival Skills for Today's Superintendent."



Low nitrogen fertility and low mowing heights contribute to crown-rotting anthracnose.

JOE VARGAS
PROFESSOR OF PLANT
PATHOLOGY, MICHIGAN
STATE UNIVERSITY

Couch Was a Friend and Mentor to Many

In case you hadn't heard the unfortunate news, Houston Couch, professor of plant pathology at Virginia Polytechnic Institute and State University in Blacksburg, Va., died in September. I won't even attempt to spell out his earthly accomplishments here, but suffice it to say that, nearing his 80th year, Couch had touched thousands of lives in this business over the course of more than four decades as a leading voice for sensible plant management at Virginia Tech.

More importantly, he was a mentor to many. He never lacked for an opinion or for the time to help a student or superintendent who needed support.

Recently, Couch was awarded the 2003 United States Golf Association Green Section Award for "distinguished service to golf through work with turfgrass," and the 2002 National Distinguished Service Award from the GCSAA for "outstanding contributions to the advancement of the golf course superintendents profession."

— Pat Jones, Publisher

Off The Fringe

Back to the Future

RECONCILING THE CLASSIC STYLE OF A COURSE
WITH MODERN CONTEXT OF GOLF TAKES EDUCATION

By Paul Albanese

I've been designing and remodeling courses for a long time, so when I visit a private club, I often hear, "We want to restore the golf course to its original design."

Typically, the golf course was designed in the 1910s or 1920s by an architect that's now gaining modern-day recognition for being a "master architect." Designers such as Donald Ross, Perry Maxwell and A.W. Tillinghast all designed courses in the early part of the century, and many of those courses have stood the test of time. But do members truly understand what it means to "restore" the original design of their golf course? Or do they really desire something else?

I find it ironic that, in one breath, club members will tout their course as a "wonderful, unadulterated classic Donald Ross" design and, in the next breath, say, "We love our beautiful tree-lined golf course." What most club members don't understand is that the tree-lined design of their present-day golf course is antithetical to its classic design origins. More often than not, through years of well-meaning "beautification" committees, most of the original design features have been obscured. So, although there is genuine desire to restore the original design, there is little understanding of the reality behind its implementation.

This is usually the point when I arrive with old aerial photographs clearly showing the "original" course. At this time there is always a look of surprise on the faces of the leaders, as they did not realize what the original golf course had — or didn't have. Most of the courses built in the first quarter of the 20th century were designed without trees being contemplated as integral pieces of the design. Old aerial pho-

tographs of classic courses clearly show significantly fewer trees than their modern-day counterpart. Subsequently, I will usually state, "If you truly want to restore the original design, you better have a lot of chainsaws."

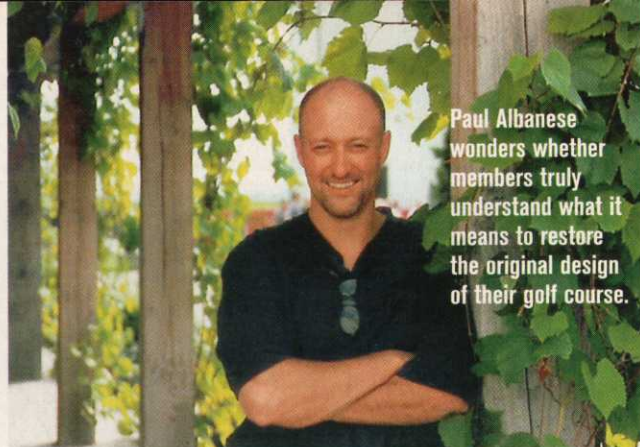
In addition to trees, many of the bunkers designed on classic venues were placed to account for golf balls that only flew fractional distances compared to today's supercharged pellets. Therefore, unless a club forbids the use of modern equipment, many of its original bunkers, if restored, will have no strategic value.

This is usually when the epiphany by the club occurs. When faced with what an actual restoration would entail, there is usually a compromise remodeling idea created. I call this concept a "hybrid restoration," which entails studying the original design and integrating the

style, form and strategy into a modern-day golf context. The men designing courses in the 1920s had a great understanding for golf design and, through analyzing the forms and philosophies of the master architects, it becomes possible to complement their styles with the modern-golf landscapes.

Reconciling the classic style of a course with the modern-day context of golf is a process that takes education and patience. Once members understand the physical evolution of their course through historical documentation and gain an appreciation of the design philosophy employed by the original architect, a successful hybrid remodeling design can be created.

Albanese is principal of Albanese & Lutzke Golf Course Architects in Clawson, Mich.



Paul Albanese wonders whether members truly understand what it means to restore the original design of their golf course.

Quotable

"We have always bowed to the U.S. tour, but it's about time now to pat ourselves on the back and say: 'We are equal, if not beyond.' The American team played for their country, but we played for each other. There is a massive difference."

— European golfer Colin Montgomerie on the Europeans' easy win over the Americans in the Ryder Cup. *Ouch!* (Associated Press)

"Tell the cook this is low-grade dog food. I've had better food at the ballgame, you know? This steak still has marks from where the jockey was hitting it."

— Al Czervik, Rodney Dangerfield's character from "Caddyshack," reciting one of his great lines from the film. *Rest in peace, Rodney.*