

Golfdom

SEPTEMBER 2004 • VOLUME 60 • NO. 9

The Buck Starts Here



34

Tough Crowd

Budgets aren't rising at the same level as golfers' great expectations for outstanding turf. What are superintendents to do?

By Anthony Pioppi

38

Money 'Talks'

It's vital for superintendents to communicate effectively as they negotiate their budgets.

By Larry Aylward

46

Gaining Ground

Three simple precepts can keep superintendents on track when creating maintenance budgets for areas outside the golf course.

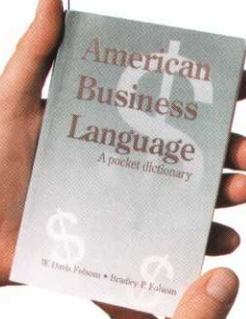
By Frank. H. Andorka Jr.

58

'Bread' and Water

An irrigation upgrade could save your course money in the long run.

By Curt Harler





► Sizzling

If you're planning your 2005 budget, you might be able to use these products. Check them out starting on page 95.

| | | | |
|------------------------------------|-----|--------------------------------|-----|
| Advanced Nutrition | 100 | Business Applications | 111 |
| Asahi | 97 | Field Kutter | 112 |
| BEET Professional Golf | 99 | Flu Bio Products | 113 |
| Best Management Systems | 98 | Pro Turf Dry | 114 |
| BioStar International | 101 | San Soil Developer | 115 |
| Bluebird | 102 | Superior Professional Products | 116 |
| Broad | 103 | Ultra | 117 |
| Carbonyl Activated Liquid Products | 104 | Target Specialty Products | 118 |
| CH Golf Management | 105 | Turf Edge | 119 |
| Chemical | 106 | The Turf Company | 120 |
| John Tracy Golf & Turf Inc. Turf | 107 | Turf | 121 |
| Leaf Guard | 108 | Turf | 122 |
| Midwest Golf Products | 109 | Turf Rejuvenation | 123 |
| Pro-Turf | 110 | Turf Systems | 124 |
| Pro-Turf | 111 | Turf Systems | 125 |

Golfdom SPECIAL ADVERTISING SECTION

cover story

Are you caught up in the numbers game? *Golfdom* hopes to offer you some financial direction in its second-annual Budget Guide.

24

About the cover

Lisa Lehman and Kim Traum came up with this image to help hammer home our cover theme.



columns

- 8** **Flagstick**
A Refined Plan for a Raw Deal
- 10** **Pin High**
Fast Greens and Felonious Assault
- 24** **Shades of Green**
A 'Pretty' Ugly Situation for Golf
- 62** **Designs On Golf**
A Meeting of the Golf Course Minds
- 81** **It's Academic**
Soil Amendments Need Continued Study
- 128** **Out of Bounds**
Poker

departments

- 12** Big Picture
- 15** Off the Fringe
- 22** Hole of the Month
- 82** Real-Life Solutions
- 127** Classifieds

TurfGrass Trends

This month, *Golfdom's* practical research digest for turf managers discusses snow mold solutions in the Northwest and more. See pages 63-80.

26

Foreign Aid

They came from distant lands to volunteer on Shinnecock's golf course maintenance crew for the U.S. Open. They left with intimate memories.

By Larry Aylward

84

Drainage Done Right

New technology allows superintendents to do system renovations without disrupting play.

By Frank H. Andorka Jr.

80

News with a hook

- 15** This Old House
- 20** Kip Can

**Can Talk About Reel Technology
Until He's Blue In The Face.**

**Knows Where To Find The Best
Bentgrass Varieties Made Today.**

**Need 900 Feet Of Drainage Pipe?
Tomorrow? No Problem.**

**Can Get Leasing Terms In
The Blink Of An Eye.**

Who Is He?

*Dan Wilson, Owner
Xenia Equipment, Xenia, Ohio*



OFFICIAL
GOLF COURSE
EQUIPMENT
SUPPLIER

He's One Source™

He's not a superhero. But what a John Deere Golf & Turf One Source distributor can do for you and your course is pretty amazing. Start with John Deere quality golf & turf equipment. He carries our most complete line to date, backed by tremendous parts and service programs. And the only leasing package made especially for golf course equipment, the JDC Masterlease™. And now, with John Deere One Source™, he has access to the finest products and equipment you need for your entire course operation. From irrigation to seed, fertilizers to drainage pipe, fountains, nursery stock, soil amendments and so much more. All it takes is one call. For more about John Deere One Source, call your local John Deere Golf & Turf Distributor or 1-800-537-8233.

OUR PARTNERS: ADVANCED MICROBIAL SOLUTIONS • AQUAMASTER • HANCOR
BLUEYELLOW™ PROFESSIONAL • CALCIUM SILICATE CORP. • HOWARD FERTILIZER
HUNTER GOLF • JOHN DEERE LANDSCAPES • LIQUIGISTICS • NU-GRO • PROFILE
PROGRESSIVE TURF • SPRING VALLEY • TEE2GREEN • TURF SEED INC.

JOHN DEERE GOLF & TURF
ONE SOURCE™



Winter is long.



Put your course to bed nourished.

Replenish
fertilizers build
your soils and
nourish your turf
while it's sleeping.

To locate a
distributor near
you or if you need
further information,
please visit
www.soilfirst.com
or call **800.732.8873**



EarthWorksTM
Natural Organic Products

HEALTHY SOLUTIONS

Golfdom

www.golfdom.com

EDITORIAL STAFF

Larry Aylward EDITOR 440-891-2770 laylward@advanstar.com
Frank H. Andorka Jr. MANAGING EDITOR 440-891-2708 fandorka@advanstar.com
Geoff Shackelford CONTRIBUTING EDITOR 310-451-5877 geoffshackelford@aol.com
Joel Jackson CONTRIBUTING EDITOR 407-248-1971 flgm@aol.com
Anthony Pioppi CONTRIBUTING EDITOR 860-344-8895 apioppi@earthlink.net
Mark Luce CONTRIBUTING EDITOR 785-841-6044 mLuce@earthlink.net
Dr. Karl Danneberger CHIEF SCIENCE EDITOR danneberger.1@osu.edu
Lisa Lehman CORP. CREATIVE DIRECTOR 440-891-2785 llehman@advanstar.com
Kim Traum SR. GRAPHIC DESIGNER 440-891-3175 ktraum@advanstar.com
Mike Klemme CHIEF PHOTO EDITOR 580-234-8284 mike@golffoto.com
Sue Porter EXECUTIVE EDITOR 440-891-2729 sporter@advanstar.com
Vernon Henry CORP. EDITORIAL DIRECTOR 440-826-2829 vhenry@advanstar.com
Lynne Brakeman WEB EDITOR 440-891-2869 lbrakeman@advanstar.com

CLEVELAND HEADQUARTERS

7500 OLD OAK BLVD.
CLEVELAND, OH 44130-3609

OFFICIAL PUBLICATION OF



American Society of Irrigation Consultants 111 E. WACKER,
18TH FLOOR, CHICAGO 60601; 312-372-7090; WWW.ASIC.ORG

GOLFDOM ADVISORY STAFF

| | |
|---|--|
| Jim Barrett , ASIC JAMES BARRETT ASSOCIATES | Steve Hammon TRAVERSE CITY G&CC |
| Jan Beljan , ASGCA FAZIO DESIGN | Jim Husting , CGCS WOODBIDGE G&CC |
| Pat Blum COLONIAL ACRES CC | Robb Dillinger , CGCS MUNIE OUTDOOR SERVICES |
| Joe Boe CORAL OAKS GC | Jim Lake , CGCS BENT CREEK CC |
| Jerry Coldiron , CGCS LASSING POINTE GC | Walter Mattison (IN MEMORY) |
| Bill Coore COORE & CRENSHAW | Steve Merkel , CGCS LANDSCAPES UNLIMITED |
| David Davis , FASIC DAVID D. DAVIS ASSOCIATES | Bil Montague , CGCS, MG CUYAHOGA COMMUNITY COLLEGE |
| Tripp Davis TRIPP DAVIS AND ASSOCIATES | Don Naumann SIERRA PACIFIC TURF |
| Michelle Frazier , CGCS BOSTON HILLS CC | Jim Nicol , CGCS HAZELTINE NATIONAL GC |
| Charlie Fultz SHENVALEE GOLF RESORT | Steven Numbers WESTFIELD CC |
| Paul Gillen AERWAY | Ken Sakai , CGCS GOLF PACIFIC MANAGEMENT GROUP |
| Dean Graves , CGCS CHEVY CHASE CLUB | James Simonini ROBERT TRENT JONES II |
| John Gurke , CGCS AURORA CC | |

ASSOCIATIONS



American Society of Golf Course Architects 125 N. EXECUTIVE DR.,
SUITE 106, BROOKFIELD, WI 53005; 262-786-5960; WWW.ASGCA.ORG



Golf Course Superintendents Association of America
1421 RESEARCH PARK DR., LAWRENCE, KS 66049-3859; 800-472-7878;
WWW.GCSAA.ORG



Golf Course Builders Association of America
727 "O" STREET, LINCOLN, NE 68508; 402-476-4444;
WWW.GCBAA.ORG



National Golf Course Owners Association 291 SEVEN FARMS DRIVE,
SECOND FLOOR, CHARLESTON, SC 29492; 843-881-9956;
WWW.NGCOA.ORG



Responsible Industry for a Sound Environment 1156 15TH ST. NW,
SUITE 400, WASHINGTON, DC; 202-872-3860; WWW.PESTFACTS.ORG

Using technology to increase length and control is a story as old as golf itself.



Always read and follow label directions.
Emerald is a registered trademark of BASF Corporation. ©2003 BASF Corporation. All rights reserved.



Emerald®

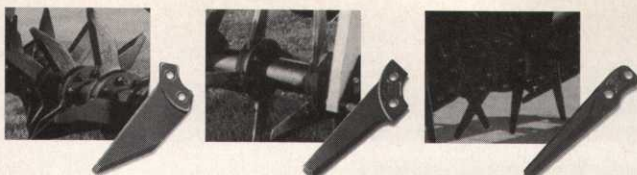
F U N G I C I D E

Dollar spot's never seen anything like new Emerald® fungicide. Emerald is the first all-new class of fungicide chemistry for dollar spot control to be introduced in years. That's good news for superintendents battling resistance issues. Emerald sets a new standard for dollar spot control, offering you the first fungicide to reliably control dollar spot for three to four weeks with a single application. If you're tired of losing sleep over dollar spot, now you can rest easy knowing Emerald is on the job. It's the only fungicide you can really trust to consistently provide you with dependable dollar spot control for weeks at a time. It's time to make room in your fungicide rotation for the next generation of dollar spot control—Emerald® fungicide. To learn more, visit www.turffacts.com. **SETTING A NEW STANDARD.**



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

BASF



Shattertine®

Sportstine®

Finetine®

AerWay® offers low cost, low maintenance, long lasting options for all your turf aeration needs!

A Full Family of Tines - AerWay® offers you customized aeration options for your greens, tees, fairways and roughs.

Effective Deep Tine Action - goes to the heart of soil problems by relieving compaction. This results in strong root growth and outstanding drought resistance.



**AerWay® - Effective Aeration
When You Need It - Where You Need It!**

for further information call **1-800-457-8310**

Advanced Aeration Systems

www.aerway.com aerway@thehollandgroupinc.com

GOOD THINGS HAPPEN...



AFTER MIDNIGHT

Introducing two advanced premium Kentucky blues from Turf-Seed, Inc.

Midnight II. Rich, dark green-blue and compact-growing. The next generation of Midnight with improved year-round color, increased resistance to rust and mildew, improved summer performance and hard-wearing traffic tolerance.

Midnight Star. Deep, dark green. A Midnight hybrid with more seed yield for improved economy, and stubborn resistance to stripe rust.

Combine either with our elite Kentucky blues - **Moonlight, Brilliant and North Star**, or with other quality Turf-Seed, Inc. varieties to create strong, diverse blends and mixes. From the diligent research and superior breeding of Pure Seed Testing come the latest Kentucky blues, two new turfgrass solutions available from Turf-Seed, Inc.



TURF-SEED, INC.

Your Success Depends on Seed / Satisfaction Guaranteed.

800-247-6910 • www.turf-seed.com
email: info@turf-seed.com • fax: 503-651-2351

Golfdom

BUSINESS STAFF

Pat Jones PUBLISHER 440-891-3126 pjones@advanstar.com
Tony D'Avino GROUP PUBLISHER 440-891-2640 tdavino@advanstar.com
Mindy Moczulski ADMIN. COORDINATOR 440-891-2734 mmoczulski@advanstar.com
Jill Hood PRODUCTION MANAGER 218-723-9129 jhood@advanstar.com
Rhonda Sande PRODUCTION DIRECTOR 218-723-9536 rsande@advanstar.com
Jessica Borgren CIRCULATION MANAGER 218-723-9356 jborgren@advanstar.com

ADVERTISING STAFF

CLEVELAND HEADQUARTERS

7500 OLD OAK BLVD.
CLEVELAND, OH 44130-3609

Kevin Stoltman ASSOCIATE PUBLISHER kstoltman@advanstar.com

440-891-2772 FAX: 440-891-2675

Pat Roberts NATIONAL ACCOUNT MANAGER proberts@advanstar.com

440-891-2609 FAX: 440-891-2675

Michael Harris REGIONAL MANAGER mharris@advanstar.com

440-891-3118 FAX: 440-826-2865

Leslie Montgomery ACCOUNT EXECUTIVE lmontgomery@advanstar.com

440-891-3199 FAX: 440-826-2865

MARKETING SERVICES

Linda Barrier REPRINTS (500 MINIMUM) 440-891-2701 lbarrier@advanstar.com

Danielle Gundling CIRC. LIST RENTAL 440-891-2655 dgundling@advanstar.com

Subscriber, Customer Service 218-723-9477; 888-527-7008

Books, Directories, Current Issues, Back Issues, Photocopies, Microfiche, Film Copies, CD-Rom 800-598-6008; 218-723-9180

CORPORATE



ADVANSTAR
COMMUNICATIONS

Joe Loggia PRESIDENT & CEO

David W. Montgomery VICE PRESIDENT - FINANCE, CFO & SECRETARY

Alexander S. DeBarr EXECUTIVE VICE PRESIDENT

Annie M. Callanan EXECUTIVE VICE PRESIDENT

Daniel M. Phillips EXECUTIVE VICE PRESIDENT

Scott E. Pierce EXECUTIVE VICE PRESIDENT

Eric I. Lisman EXECUTIVE VICE PRESIDENT - CORPORATE DEVELOPMENT

Adele D. Hartwick VICE PRESIDENT, TREASURER & CONTROLLER

Francis Heid VICE PRESIDENT, PUBLISHING OPERATIONS

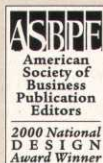
Steve Morris VICE PRESIDENT, MARKET DEVELOPMENT

Rick Treese VICE PRESIDENT, CHIEF TECHNOLOGY OFFICER

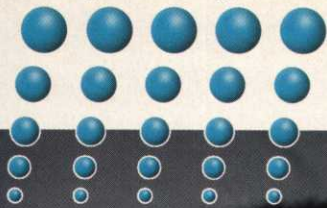
Golfdom does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content.

Golfdom welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return.

Advanstar Communications provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call toll-free 888-527-7008 between the hours of 7:30 am and 5 pm CT and a customer service representative will assist you in removing your name from Advanstar's lists. Outside the U.S., please phone 218-723-9477.



always thinking ahead.



The truth about biostimulants from the company you trust.



Let's cut through all the hype about biostimulants. Fact is, many products marketed as "biostimulants" are little more than expensive, liquid fertilizers, and we've got analyses to prove it. They may make your turf look healthier for a short time, but they aren't going to improve its condition in the long run.

Becker Underwood understands the need for real biostimulants – powerful biological compounds and nutrients that help turf stay healthy, especially during levels of high stress. And we've got the answers: Vigaroot™, Canteen™, BioGain™ and BioGain WSP® + Sprint®. Used together as a complete program, they will positively deliver the performance you want and need. Ask your distributor about the true biostimulants from Becker Underwood.

It's just one more way we answer your needs with honest and effective solutions.

www.beckerunderwood.com

Guoping Yang, Ph.D.
Research & Development



I heard another one of those rotten “superintendent gets fired unfairly” stories the other day during a visit to a Northern Ohio GCSA chapter meeting. The facts may appall you, but you certainly won’t be surprised by them.

A veteran superintendent was at the same Cleveland-area club for 30 years. He was adored by his members and respected by his local colleagues. But dues and revenues at his place started to slip, and the remaining members decided to sell to another club owner in the area.

The sale of the club was essentially contingent on keeping the superintendent and a few other key employees. The superintendent, who planned to retire within a few years, thought it was a decent deal.

You probably won’t be shocked to learn that the new owner quickly found a reason to terminate the veteran superintendent’s employment. It was claimed that some tree trimming done by a worker was “botched” while the superintendent was on vacation. Hmmm ... now there’s a great reason to pink-slip someone who’s been doing a great job in the same position for three decades.

At any rate, the thing has now turned into a tangled mess of allegations, suits and enough animosity to keep the lawyers busy for a couple of years. I honestly hope the superintendent wins or gets a decent settlement. Employers, particularly private club operators, need to know there are repercussions for unfair terminations.

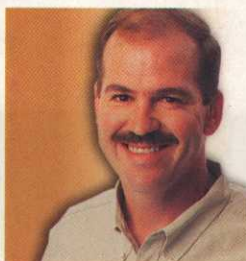
All that said, it was a comment made by another veteran after hearing this all-too-common tale of woe that spurred me to start banging away at the keyboard.

After another superintendent at the meeting wondered aloud whether employment contracts would prevent problems like this, a highly respected area leader stood up and said he’s not a big fan of contracts. But, he added, he does have an agreement in place that spells out clearly what would happen if he and the club part ways for any reason.

It’s called a severance package, and any tenured superintendent, general manager, golf professional or other management employee

A Refined Plan For a Raw Deal

BY PAT JONES



IT’S CALLED A
SEVERANCE
PACKAGE, AND
YOU SHOULD
CONSIDER IT

should consider asking for it as a condition of employment. In fact, it’s not a bad idea to consider for anyone starting a big, new job. That’s actually the best time to do it — when everything’s fresh and the nasty trail of problems that lead to a parting of the ways hasn’t started yet.

It’s almost like a prenuptial agreement for your next job. If you can’t set it up at the outset, then try for it after three to five years of successful employment. There’s really never a bad time to anticipate the worst.

In a nutshell, here’s what you should consider:

- Set up an understanding about what you and your employer will do if you’re employment ends for *any* reason. Have it reviewed by your lawyer and club’s lawyer.
- Spell out clearly how much compensation you’ll get if you’re terminated. One month of salary per each year worked is a good starting point.

- Nail down extras and benefits, such as health and life coverage, and a lump-sum 401(k) contribution.

- Agree that the termination will be announced in positive terms. Avoid the famed “pursuing other opportunities” or “we decided to go a different direction” clichés.

- If you have a bonus structure or other performance-based compensation, agree how that will be prorated or paid depending on how far into the performance period you’ve worked.

Let’s face it: Bad things happen to good superintendents. It’s a volatile and unpredictable business and, like the Cleveland-area veteran, you too could find yourself on the wrong end of a raw deal.

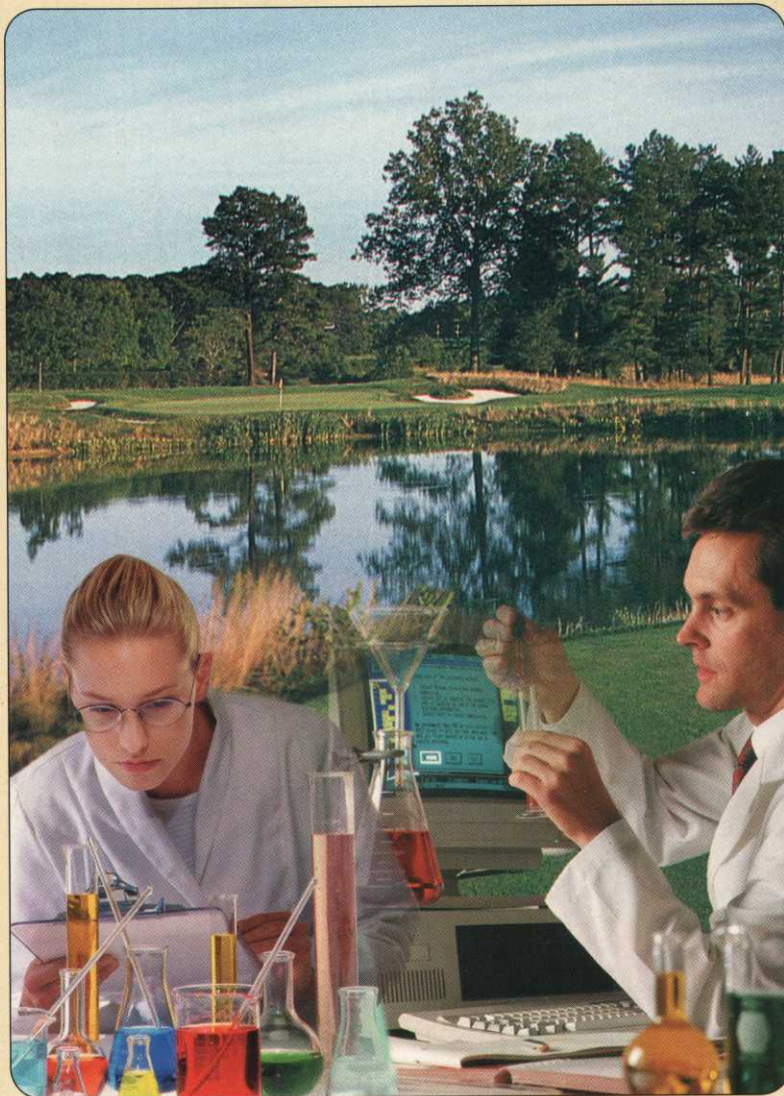
Plan for it, and you’ll be better the next time you leave a job.

Jones, publisher of Golfdom, can be reached at 440-891-3126 or pjones@advanstar.com

ADVANCED AMINO ACID TECHNOLOGY



- Backed by University Research
- Contains 18 Biologically Active L-Amino Acids
- True Foliar Absorption
- Enhances Efficacy of Nutrients and Chemicals
- Provides Maximum Protection from Stress
- Produced at a Pharmaceutical Facility—ISO 9001 & 14001 Certified
- *Environmentally Safe*



Beechtree Golf Club, Aberdeen, Maryland - Hole #2, Par 3



1-800-925-5187 macro-sorb.com



Back at work after a week of vacation, Mark Michaud sounded refreshed and re-energized while speaking on the phone. Lord knows Michaud, the superintendent of Shinnecock Hills Golf Club, needed some time to chill. After all, people were still talking about what happened at the U.S. Open when Michaud left for vacation — nearly a month after the controversial tournament ended. In fact, they're still talking about it.

Michaud, who's divorced, traveled to his hometown of Rochester, N.Y., to spend time with his two sons, Mark and Jordan.

"We had a great time," Michaud said. "They loved the Open. They said, 'Dad, you made the ball roll *really* far.'"

Michaud laughed his distinctive raspy cackle after repeating what his sons had said. Yes, the golf balls were brakeless at Shinnecock. Michaud's crew rolled and cut the greens to the point that putting on them was akin to driving on the Ohio Turnpike in February after a few inches of wet snow.

Many players moaned and groaned about the conditions. Hence, all of the hoopla surrounding the lickety-split greens ended up overshadowing the tournament — which was a shame.

"I think they're ruining the game," said golfer Jerry Kelly, blasting the USGA after the tournament.

Indeed, Shinnecock's greens (and fairways) were as stony and inflexible as some of the nuns that taught me in grade school 30 years ago. The critics who said the greens had a negative impact on the tournament had a point. But it could also be argued that the people who said, "Well, that's the U.S. Open for you," had a point, too.

In light of all the problems facing professional sports today, however, the USGA's obsession to stage the most grueling golf tournament of the year may be misguided — but it's not a crime.

Nobody was injured at the U.S. Open, except Tiger Woods' ego. Nobody was infringed upon. All of the players who made the cut walked away with pretty pennies in their pockets.

Professional sports has far-worse troubles than ridiculously fast greens at the U.S. Open.

Fast Greens and Felonious Assault

BY LARRY AYLWARD



THE USGA'S
OBSESSION TO
STAGE THE MOST
GRUELING GOLF
TOURNAMENT OF
THE YEAR MAY BE
MISGUIDED — BUT
IT'S NOT A CRIME

Turn the TV channel to SportsCenter on any given night and you'll see a pitcher throwing a baseball at a batter's head because the batter smacked a home run off the pitcher two months before. Or you'll see a 250-pound hockey goon barreling down the ice with the sole intention of blindsiding and injuring a smaller and faster center who has scored two goals on the night.

Someday, somebody is going to die on the baseball field or the ice rink.

Who's worse? A baseball manager that instructs a pitcher to throw a 90-mph heater at a batter, or a USGA official who instructs the golf course maintenance staff to roll the already-fast greens the evening before the final round of the U.S. Open?

This is not to say that something shouldn't be done in regard to course setup for future U.S. Opens, but let's just keep things in perspective. The USGA is not ruining professional golf. But baseball pitchers who throw at hitters with the intent to intimidate or hurt them are helping to ruin professional baseball.

After returning from his vacation, Michaud said he didn't want to talk about the U.S. Open anymore. The tone of his voice revealed he was sick and tired of discussing it. Understandable. Michaud also agrees there are more vital problems in sports to talk about.

I'll gladly get that conversation started: I propose that all hockey goons be arrested and charged with felonious assault for causing bodily harm through cheap shots inflicted on opposing players. If convicted, they should spend time in jail and be banned from the league.

Once you take care of the more serious problems in the wide world of sports, then you can come back and talk to me about the fast and furious greens at the U.S. Open.

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