



Leaning flagsticks are not your fault.

Straighten out the problem with the SMART-FIT™ Cup and Ferrule System.

Leaning flagsticks are history with the new SMART-FIT Cup and Ferrule System from Standard Golf. By combining our ST2000™ non-stick cup with our new, wide-shouldered, notched ferrule, flagsticks can't rotate or walk out of the cup on windy days. The notches in the ferrule mesh with the ribs in the cup. That means no excessive wear on the



ferrule or the cup socket, keeping your flagsticks standing straight. The new ferrule is included on all Standard Golf flagsticks, and fits well in any cup, no matter which model you prefer. Combine the ST2000 cup with our new notched ferrule flagstick for a SMART-FIT system that will put an end to leaning flagsticks on your course.

For toll-free express service, call **1-866-SG-EXPRESS** (1-866-743-9773)

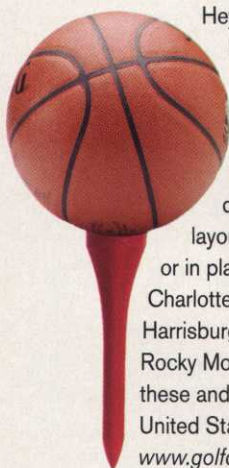
**STANDARD
GOLF** COMPANY
We've Got It All.

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

Tar Heel State Puts a Golf Foot Forward



Hey, there's more than basketball in North Carolina. After an extended lull, the Tar Heel state is experiencing a relative boom in the development of new golf courses. An interesting mix of daily-fee, semiprivate and private layouts are either under construction or in planning in Beaufort, Cashiers, Charlotte, Columbus, Green Creek, Harrisburg, Mount Holly-Stanley, Raleigh, Rocky Mount and Tryon. For details on these and other golf projects around the United States, visit www.golfconstructionnews.com.

COURTESY OF:



Golf Rounds Played

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

REGION	OCT.	Y.T.D.
New England ME, VT, NH, MA, RI, CT	5.7%	3.3%
Middle Atlantic NY, PA, NJ	.9%	2.5%
East North Central MI, OH, IN, IL, WI	-2.2%	-.3%
West North Central ND, MN, SD, NE, KS, IA, MO	-14.3%	-1.2%
South Atlantic WV, DE, MD, VA, NC, SC, GA	.2%	1.6%
Florida	-3%	-1.1%
East South Central KY, TN, AL, MS	-3.5%	2.1%
West South Central OK, AR, LA	-9.1%	-3.9%
Texas	-4.1%	-2.8%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-7.3%	-.1%
Pacific WA, OR, AK, HI	-5%	-.9%
California	-7.3%	-1.7%
TOTAL UNITED STATES	-3.6%	.2%

GOLF DATATECH

Knock! Knock!

We know that salespeople are knocking on your doors regularly. Hey, they're just trying to make a living – and many of them are working very hard to do so. Do you know how many field sales calls it takes to close a sale without a lead?

5 or more calls	25%
4 calls	11%
3 calls	22%
2 calls	27%
1 call	15%

SOURCE: CEIR FOUNDATION

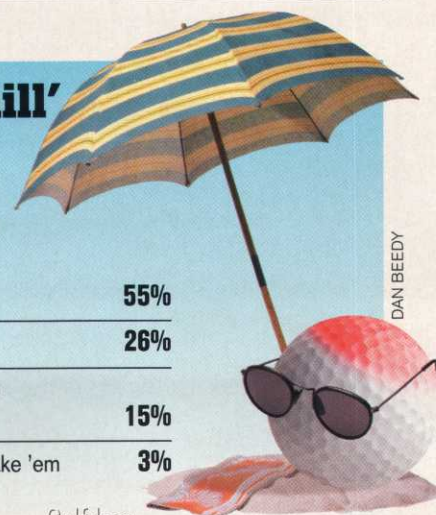
DAN BEEDY

'License to Chill'

Have you heard that new Jimmy Buffett song? More importantly, did you use your license to chill and take a vacation last year?

Yes, I took an entire week to chill	55%
I had a few days to chill	26%
Are you kidding? I only had time to chill in my dreams	15%
I don't like vacations, and I don't take 'em	3%

* Based on 91 responses



DAN BEEDY

Golfdorn

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.

Off The Fringe

NEWS WITH A HOOK

Business briefs

Pickseed buys SRO

Industry consolidation continues — this time in the seed segment. Pickseed Companies Group announced on New Year's Eve that it has purchased Seed Research of Oregon (SRO) from its parent company, Land O'Lakes. SRO will operate as an independent business unit of the Pickseed Companies Group in its existing Corvallis, Ore., facility.

In another transaction involving the two companies, Land O'Lakes purchased Seeds Ohio, a regional seed distributor based in West Jefferson, Ohio, and owned by Pickseed.

Penncross celebrates a big B-day

It's the big 5-0 for Penncross and time to wish the creeping bentgrass a big, happy birthday.

For 50 years now, superintendents have chosen Penncross creeping bentgrass for their greens, tees and fairways, making it the most widely used bentgrass variety in the world, according to Hubbard, Ore.-based Tee-2-Green, which has marketed the variety since 1973.

Tee-2-Green plans to commemorate Penncross' anniversary with a series of events. It has started the celebration by producing a 50th anniversary video for the Tee-2-Green Corporate CD, which will be mailed to 15,000 industry professionals in the show issue of "Golf and Environment," the self-proclaimed "superintendent's video magazine." Tee-2-Green will also feature Penncross in its booth at the upcoming Golf Industry Show, as well as showcase the creeping bentgrass in a series of advertisements that will run in industry trade publications.

In 1946, Penn State University Professor Burton Musser established a research and development program to produce seeded bentgrass varieties that were aggressive and

Briefs continue on page 16

GIS Project 'Bridges' Trade Associations

SUPERINTENDENTS, BUILDERS, ARCHITECTS UNITE TO BUILD
PUTTING GREEN INSIDE ORLANDO CONVENTION CENTER

By Thomas Skernivitz, Managing Editor

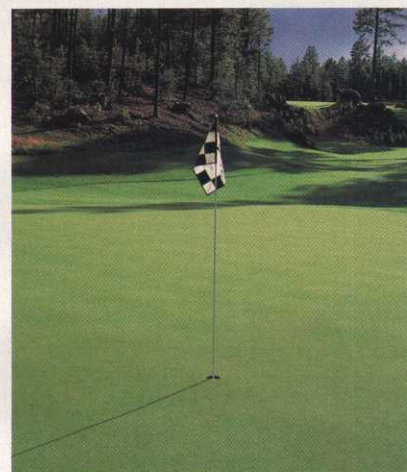
The "Building of the Green" at this month's inaugural Golf Industry Show should look a lot like the building of "The Bridge on the River Kwai."

Unlimited hard work and pride will go into crafting the centerpiece of the conference. Deadlines will have to be met. And just when things finally get rolling — in this case, a few Titleists rather than a train — the good guys will have to blow up the whole magnificent project.

For Alec Guinness and the gang, it all worked out in the end: The 1957 film won seven Academy Awards. GIS organizers, meanwhile, are hoping for a jolly good show of their own in Orlando.

Starting from scratch on Monday, Feb. 7, and with only five days to finish, a diverse collection of golf course professionals — from architects to builders to superintendents — will build and cultivate a real-life putting green smack in the middle of the Orange County Convention Center.

If all goes well and 5,000 square feet of sod takes, the three factions will celebrate their work the ensuing Saturday by engaging in a show-closing



MIKE KLEMM

Can a real-life green such as this be duplicated from scratch inside a convention center? GIS attendees will find out in Orlando.

putting contest. The losers get to immediately start tearing down the entire project. Then again, so do the winners.

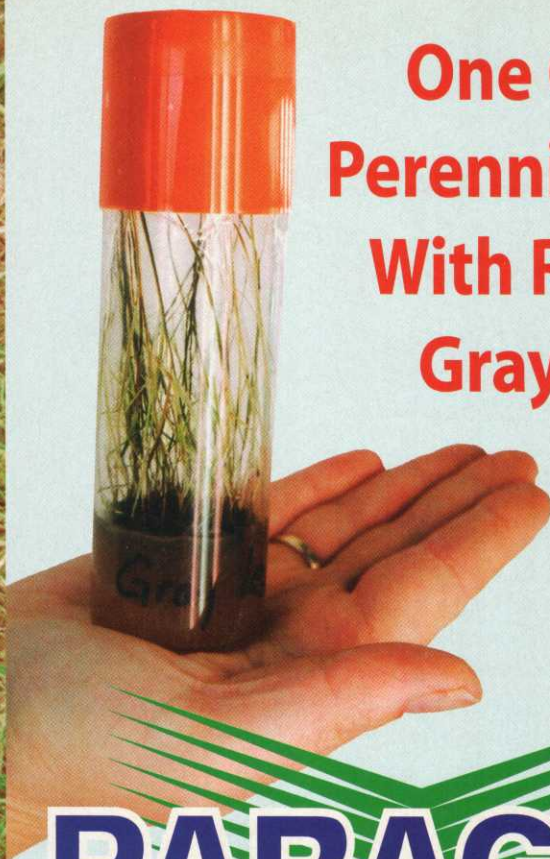
"Nobody's ever done a green in five days — from cement floor to living green — and then had to make it disappear almost instantly," says Lee Hetrick, executive director of the Golf Course Builders Association of America (GCBA). "Usually a green's going to stay where it's been put."

"It will definitely be challenging,"

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Gray Leaf Spot Ravaged Perennial Ryegrass

**One Of The First
Perennial Ryegrasses
With Resistance to
Gray Leaf Spot!**



PARAGON TM **GLR**

Paragon GLRTM is the breakthrough variety for which turf managers in the Northeast have been waiting! Since the first outbreaks of gray leaf spot (*Pyricularia Grisea*) in the late 1990's, TMI has been working with several renowned breeding programs to produce a resistant variety that could withstand the ravages of a gray leaf spot outbreak.

Through repeated infections of perennial ryegrass clones in the lab and in the field, successive generations have been screened for their ability to survive an attack of this devastating fungus. Only the disease free survivors have been pooled with the deep green color and fine texture for which the original Paragon was noted. The result is a spectacular variety that has been developed using only traditional breeding methods.

Perfecting Turfgrass PerformanceTM

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Paragon GLRTM Perennial Ryegrass

Business briefs

Briefs continued from page 14

disease-tolerant while also having exceptional vigor and quick establishment. He wanted a new variety with the ability to tolerate various climates and also exhibit overall excellent appearance, color and adaptability. The result was Pennncross.

Toro, Deere post big numbers

Deere & Co. and The Toro Co. both had big years in 2004 — as in record years.

Moline, Ill.-based Deere & Co. announced worldwide net income of \$1.406 billion, or \$5.56 per share, in fiscal year 2004 vs. \$643.1 million, or \$2.64 per share, in 2003. Worldwide net sales and revenues grew 32 percent to \$5.207 billion for 2003's fourth quarter, and increased 29 percent to \$19.986 billion for the year. Net sales of the equipment operations were \$4.612 billion for the quarter and \$17.673 billion for the year, compared with \$3.375 billion and \$13.349 billion for the periods last year.

Deere expects equipment sales for 2005 to increase by 2 percent to 7 percent.

Bloomington, Minn.-based Toro reported record 2004 net earnings of \$102.7 million for its fiscal year ended Oct. 31, breaking the previous year's mark of \$81.6 million.

Toro reported net earnings of \$6.9 million on net sales of \$336.9 million for the company's fiscal 2004 fourth quarter, a 23-percent increase over 2003. The company said a significant contributor to the revenue growth for the year was an 18.1-percent increase in international business.

"Our record sales and profit performance reflect solid growth in each of our business segments," said Kendrick B. Melrose, chairman and CEO. Melrose said the company expects continued growth in 2005.

PTI expands again

Pursell Technologies Inc., a manufacturer of controlled-release fertilizers and pesticides, expects to double its production capability with the opening of a new plant in Sylacauga, Ala. The manufacturing expansion is the third in recent years for the 100-year-old company. Some of the firm's products are Polyon polymer-coated fertilizers, Trikode polymer-coated and sulfur-coated fertilizers.

Jack-ed Up

IT DOESN'T GET ANY MORE
EXCITING THAN CADDYING
FOR THE GOLDEN BEAR

By Joe Traficano

Growing up in a small Illinois town, my friends and I dreamed of playing professional baseball, basketball and football. Golf was a game we played just for kicks, one that we never practiced as much as the others. We fantasized about hitting a home run to win the World Series. We pictured ourselves scoring a touchdown in the Super Bowl. But when it came to sinking a putt to win a golf tournament, well, I can't say that ever made the wish list.

As a former superintendent and a salesman for West Coast Turf, I still have dreams. And better yet, I actually had one come true last year.

My story begins with the construction of Outlaw, the sixth golf course at Desert Mountain Golf in Scottsdale, Ariz. Like the other five courses, Outlaw was designed by one of the game's legends.

I had already met Jack Nicklaus. In fact, because of his longtime affiliation with Desert Mountain, where I worked for seven years until last December, we enjoyed an honest working relationship. But my construction colleagues at Outlaw had never met the Golden Bear, and they were ecstatic knowing he would be visiting the site quite often during its construction. Jack wound up visiting Outlaw seven times, with each outing lasting close to four hours. I was impressed with his attention to detail but was more in awe of his design and basic construction knowledge. There were numerous times when he would look at a hole, throw out an idea, and then ask me if I could maintain that type of contour or slope.



DAN ZOLA

The construction team could sense Jack's appreciation of our efforts. Upon finishing a visit, he would sit back with all of us and chat about golf, sports and life in general. Once he left, we couldn't help but say over and over, "We just sat with the greatest golfer of all time."

During the last month of the project I asked if I could caddy for Jack at the grand opening. I figured, how hard could it be? I had caddied several times before, and I play the game.

So, on March 22 Jack shows up to play Outlaw as part of its grand opening. I meet him at his car and the first thing out of his mouth is, "So, are you caddying for me today?" I answer, "Yes, I am, and we are going to have some fun." He slaps me on the back, smiles and walks right into a press conference.

That's when I start to get nervous. I keep saying to myself, "What were you thinking? You are going to carry the golf bag of Jack Nicklaus. What were you thinking?" Making me even more apprehensive is the fact that CBS is there to film a show on his life. And there are 2,500 or so members walking with us on the course.

Jack finishes the press conference, does a golf clinic to warm up and off we go to the first hole. In order for everyone to hear him comment on each hole, he is wearing a microphone throughout the round. He pars the

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To be in the know is often a matter
of who you know.



The Turf & Ornamental Communicators Association (TOCA) helps put you in contact with those in the industry you need to know. With TOCA, it's about fostering an open exchange of information regarding communications issues in our industry. Most importantly, it's about building relationships with the leading communicators. Editors, writers, publishers, photographers, advertising professionals, industry leaders, and others. So that we're all connected. And all in the know.



TOCA

For more information about TOCA, contact
Den Gardner, Executive Director, at 1-952-758-6340 or
tocaassociation@aol.com

www.toca.org

Off The Fringe

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first two holes and everything is going smoothly. I keep reminding myself about the three golden rules. But on the third hole he hits his ball long. It rolls off the green and he asks for another ball. I'm standing probably 5 feet away from him, so I toss him a ball. Just as I let it go, he turns away and I hit him in the finger. I thought, "I broke Jack Nicklaus' finger!"

He looks at me and says, "What do I look like, a target?" As we walk down the fairway, I hand him the putter and he taps me on the backside. "I was only joking with you," he says, before starting to laugh. Right then and there I know the three golden rules do not apply to me.

The next four holes go as planned. I have a nice rhythm going until the eighth hole, when my fantasy comes to an abrupt stop. Jack crushes his drive. It takes a huge kick forward and lands some 370 yards off the tee. The hole is only 470 yards, so my math indicates he has only 100 yards to the pin. Well, I had forgotten to factor that the hole location is minus 10 yards. I give him the incorrect yardage and just as he is going to swing, I realize my mistake. It's too late to take back. I pray for a split second that he doesn't hit a good shot. But I'm watching Jack Nicklaus. And sure enough, he hits it exactly 100 yards, which is 10 yards too long. The ball bounces over the green.

Easily audible because of the microphone, Jack proceeds to rip me about my lack of math skills and tells the crowd that I should stick to growing grass. I hand him another ball. He puts it pin high.

As we're walking off the ninth tee, he senses that I'm slightly agitated with myself. He puts his arm around me and says, "Don't worry about it," and that he was just having fun on my account. The next eight holes go by without a hitch.

Like everything in the world, all good things must come to an end. My legs are screaming and my head is pounding. But my heart is saying,



SANDY CASHMAN SCHMIEDER

A Picture Worth ...

'ARTISTRY OF GOLF' PAINTINGS COMMEMORATE SUPERINTENDENTS

Do you see the very classy and cool painting above? It could be yours if you stop by Agrotain International's booth (2179) at the Golf Industry Show (GIS) in Orlando this month.

Agrotain, a supplier of stabilized nitrogen products, has created the "Artistry of Golf," a new series of commissioned paintings that pay tribute to the hard work and dedication of superintendents everywhere. The first painting in the annual series, titled "Crowds Have No Place Here," showcases the sixth hole at Crooked Stick Golf Club. The commissioned work will be unveiled at the GIS, where superintendents can take a chance on winning one of 50 signed and numbered limited-edition prints, suitable for framing. The grand-prize winner will receive the original framed oil painting.

"We understand that quality golf course management requires not only effective use of science but also instinct and intuition," said Andrew Semple, vice president for international business at Agrotain International. "The Artistry of Golf series is our way of recognizing the professionals who combine the best of science and intuition to successfully practice their art."

The painting is the work of Sandy Cashman Schmieder, an artist who has been professionally serving the golf course maintenance industry for more than 15 years. Schmieder is a managing partner at EPIC Creative Communications in Wisconsin.

"Through my travels and work on hundreds of golf courses across the country, I have gained tremendous respect for the wide-ranging knowledge and skills of superintendents," Schmieder said. "I'm continually amazed by their passion for their work, their love of the game and especially of the land that they care for."

"Let's go another 18 holes." I do not want this day to end.

As we approach the 18th green, I hand Jack his putter. He takes a moment to thank me and wants to make sure that I tell the maintenance staff what a great job they've done and that the course has turned out exactly the way he envisioned in his design.

Once on the green he takes 20 minutes to publicly thank everyone involved with the construction of the course. He thanks me again for a job

well done with the course while also noting my lack of caddying skills ... despite a nice effort. Meanwhile, I've gained newfound respect for the caddies on the pro tour.

The day comes to an end with the two of us shaking hands and wishing each other good luck. He jumps in his car and drives away. My dream day is over for the moment but will last forever in my mind.

By the way, he finished two under for the day.