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Golfdom

JANUARY 2005 • VOLUME 61 • NO. 1

Put Into



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They're Down with It

Owners ecstatic about joining superintendents for the big show.

By Anthony Pioppi

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GOLF INDUSTRY SHOW PREVIEW

What to Do in O-Town

(Now that the hurricanes are gone).

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BY LARRY AYLWARD

What does show merger spell for superintendents and owners? See the first of our three-story package on the Golf Industry Show.

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About the cover

Golfdom Senior Graphic Designer Kim Traum, a word smith in her own right, devised the idea for our cover. Traum excelled at Scrabble while growing up — and still does. Photo illustration is by Jerry Mann.

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Get Your Nutrition — For Turf, That Is

Check out this round-up of fertilizer and nutrient products that will surely cater to your turf needs.



Gettin' Down to Business

◀ It's a new year, and it's time for new things. Introducing the inaugural *Golfdom* Business Record, a special section aimed at industry decision-makers, including owners, general managers, superintendents and distributors.

The *Golfdom* Business Record, which includes features, profiles and columns, will appear quarterly. We'd love to know what you think about about the section, which begins on **PAGE 47** and runs through page 58. Contact Larry Aylward, editor in chief, at laylward@advanstar.com or 440-891-2770.

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TurfGrass Trends

Golfdom's practical research digest for turf managers this month discusses how to handle those troublesome ball marks that dot putting greens. See pages 61-77.

We've Got Mail

■ LETTERS FROM THE FIELD

Toy Drive

I just finished reading your recent column regarding assisting the poor (Pin High, November). I've been involved in local charities in the Manistee, Mich., area since I moved here in 1999. Arcadia Bluffs Golf Club does a lot for the less fortunate, but we intentionally keep it quiet. That is just our way. However, one program that works great is at our annual employee Christmas party. All guests are asked to bring one unwrapped toy for the Toys For Tots program. This generates as many as 50 toys.

I applaud you for bringing this to the pages of your magazine.

William Shriver
COO/General Manager
Arcadia Bluffs Golf Club
Arcadia, Mich.

More Than Money

I just read your article (Pin High, November) about raising money for poverty, and sometimes it isn't all about raising money. Locust Hill Country Club in Rochester, N.Y., has found a tremendous way to help the poor. The assistant pro here, who is also a teacher in the inner city of Rochester, developed a caddie program that started with recruiting kids from the inner city at his school. He now trains 40 to 80 youngsters from the city per year to be caddies. They're issued white jumpsuits for uniforms to give them a feeling of belonging. As an incentive, they have an "iron caddie" award for the caddie who logs the most hours on the golf course.

The kids benefit from the interaction with the club and its members. For many kids, it's their first experience with nature.

The caddie program has been very successful in helping inner-city children, and it has been a great public relations for Locust Hill. The city of Rochester now donates almost \$7,000 to the program, and even helps to bus the inner-city kids to the golf course.

The membership has also embraced the program. The members stage a season-ending banquet to honor the caddies, and they also have established a

scholarship fund and each year at the banquet they award a scholarship to one of the caddies.

There are many individual success stories and, as part of a program like this, there are also stories of failure. But the positives have greatly outweighed the negatives.

Rick Slattery
Superintendent
Locust Hill Country Club
Rochester, N.Y.

Pop Go the Geese

A follow-up to the "Strings Attached" article in October (the article discussed fishing line as a good and ecological way to rid golf courses of geese): Geese did return briefly the next year, staying mainly on the grass, but in fewer numbers and were more easily harassed off the site than before the fishing line was installed.

The same geese also returned at night, however, and I added an additional method that seems to have cinched the deal to scare them off. I asked my superintendent to create a "geese program" as part of our normal irrigation schedule. This program schedules heads to pop on and off on one-minute cycles on all the holes around our ponds. The key is to schedule this program to run a little after dusk, right after the geese typically arrive. We have not seen any geese on our grass or in our ponds since we started the program, although I hear them every day on our neighboring properties.

Joe Hills
Owner
Blue Mash Golf Course
Gaithersburg, Md.

We want to hear from you. You can e-mail your letters to Thomas Skernivitz at tskernivitz@advanstar.com, fax to 440-891-2675 or send them via snail-mail to: 7500 Old Oak Blvd., Cleveland, OH 44130. Make sure to include your name and phone number for verification. Letters may be edited for length or relevance.

Golfdom

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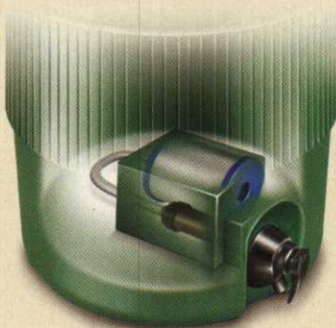
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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

PGA Village West

In mid-November the PGA of America announced it would be developing a massive equivalent to its PGA Village in Port St. Lucie, Fla. The PGA Village at Coyote Springs, which could eventually be home to 12 golf courses, will serve as the Western winter home to golf professionals. Nicklaus Design is slated to oversee the first course. The PGA is co-developing

the project with Coyote Springs Investment, an affiliate of the Wingfield Nevada Group.

For details on these and other golf projects around the U.S., visit

www.golfconstruction-news.com.



COURTESY OF:



That Excuse Stinks!

Did you know that 35 percent of U.S. workers admitted to calling in sick in 2004 even though they felt fine? And some did it more than once.

So what excuses are your employees giving when they call off? Bettcha they don't top any of the excuses listed below, which were garnered recently from a survey by Careerbuilder.com.

Check out these alibis.

- I was sprayed by a skunk.
- I tripped over my dog and was knocked unconscious.
- My cat unplugged my alarm clock.
- I couldn't find my shoes.
- I hurt myself bowling.
- I eloped.



Golf Rounds Played

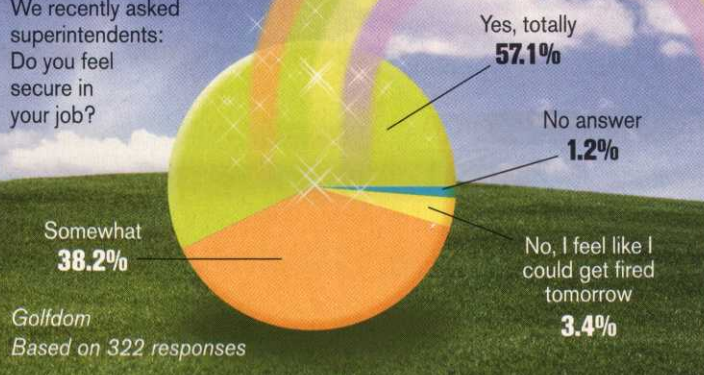
The percentages below represent the difference in number of rounds played in September 2004 compared to the number of rounds played in September 2003.

REGION	SEPT.	Y.T.D.
New England ME, VT, NH, MA, RI, CT	7.2%	3.1%
Middle Atlantic NY, PA, NJ	7.9%	2.6%
East North Central MI, OH, IN, IL, WI	-10.1%	-.2%
West North Central ND, MN, SD, NE, KS, IA, MO	6.9%	0%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-12.1%	1.7%
Florida	-32.8%	-.9%
East South Central KY, TN, AL, MS	1.3%	2.8%
West South Central OK, AR, LA	2.8%	-3.3%
Texas	-4%	-2.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-.9%	.6%
Pacific WA, OR, AK, HI	-3%	-.5%
California	-2.6%	-1.1%
TOTAL UNITED STATES	2%	.6%

GOLF DATATECH

'Peace' of Mind

We recently asked superintendents: Do you feel secure in your job?



DAN BEEDY

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Count on it.

Remember Big Brother from George Orwell's foreboding novel "1984?" His picture scowled from huge posters that exclaimed, "Big Brother is watching you,"

but he could never be seen in person. Nevertheless, the "all-powerful" and "forever-watching" Big Brother was an intimidating presence as the proles — that is, the people — went about living their lives.

Twenty years later, Big Brother is back, sort of, and in the golf industry no less. And get this: Golf course owners play the sinister part of Big Brother in the modern sequel, and superintendents are the poor proles.

The story goes that some superintendents are wary of the National Golf Course Owners Association joining their annual conference and show because now they won't be able to get away with doing some of the things they did at previous shows. These superintendents figure they won't be able to ditch a day's worth of educational sessions at the Golf Industry Show to play 18 holes or party into the wee hours of the morning at their hotel bars if their courses' owners are around.

Well, these superintendents have two choices: They can leave their golf clubs and party shoes at home, or they can each pack a pair of Nose-N-Glasses to wear in Orlando when they don't want to be recognized.

But the bottom line is this: If superintendents don't want to be seen doing things they're not supposed to be doing, then they shouldn't be doing those things in the first place.

If superintendents must play coy with their owners ... well ... that doesn't say much about their working relationships.

I know, it's probably mostly younger superintendents walking in the shadows so as not to be seen. They're wilder than the 40-somethings and have more energy to burn. But this is not about age and stamina.

This is about acting professional, foremost. It's also about having a good relationship with your owner, whether you report to him or her directly or not.

It's one thing to sneak out of the house

Welcome to the Show — and '1984'

BY LARRY AYLWARD



IT DOESN'T SAY
MUCH ABOUT
THEIR WORKING
RELATIONSHIPS IF
SUPERINTENDENTS
MUST PLAY COY
WITH THEIR
OWNERS

at night when you're 16 to run with the crowd, leaving your snoozing-in-front-of-the-TV parents thinking that you're already in bed. It's another thing to trick your owner into thinking that you went to the four-hour session on Water Supply Regulations, but you really snuck off to play golf and party.

I'm not saying that superintendents shouldn't have fun at the show. It's their show, after all, and they're entitled to have a blast — and even play golf. I'm just saying they shouldn't do things on the sly.

The moral of this column is simple: If your peers are playing golf and want you to come along, you'd better ask your owner for permission to go if you think you need it. (And don't play dumb and act like you don't *know* if you need it.)

It's my impression that the most-admired employees of any enterprise are the ones who take the high road when dealing with their bosses and their co-workers. They don't try to hoodwink anybody, and they view communication as integral to solid working relationships. They also don't make rash assumptions, and they don't take authority into their hands.

What it comes down to, ultimately, is being truthful. When you purposely mislead the people with whom you work, you're deceiving them. And that's wrong.

Back to the Big Brother factor. What superintendent really wants his owner to watch his every move for three or four days because he doesn't have an on-the-level working relationship with him? That's not my idea of a having a good show.

That said, here's to all superintendents and owners having a good show — together.

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