

Sure Thing #1:

**A HAPPY
DOG WAGS
ITS TAIL.**



Off The Fringe

Business briefs

Club Car goes on offensive

In an effort to promote the sport, Club Car is sponsoring free golf lessons for employees who want to learn the game. The lessons are part of the Link Up 2 Golf player development program offered at The First Tee of Augusta, Ga. Link Up 2 Golf was developed by Golf 20/20, a collaborative effort of the entire golf industry intended to accelerate growth and participation.

Club Car is paying for a pilot group of employees to participate in the Link Up 2 Golf program and hopes to expand the offer to at least 100 employees in 2005.

"Those of us who depend on the health of the game to support our business should be willing to invest in programs that grow the game," Club Car President and CEO Phil Tralies said. "We should not expect others to do what we're not doing ourselves."

Courses really are for the birds

A new study shows that natural vegetation on courses along the Grand Strand in South Carolina has increased the number and variety of birds while also drawing other animals.

The U.S. Golf Association and the National Fish and Wildlife Foundation funded the \$60,000 study, which is the first to make the correlation between bird populations and golf courses.

"People have the perception that the course is all grass," said Peter Stangel, director of the Southern Region of the National Fish and Wildlife Foundation. "Not this one," he added, referring to The Reserve Golf Club at Litchfield, where the study's results were unveiled.

Stangel said some of the environmental improvements, such as letting grass grow and breaking up continuous patches of turf

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NGCOA Joins the Club

TRADE ASSOCIATION SUPPORTS EFFORTS TO LIMIT TECHNOLOGY

The National Golf Course Owners Association (NGCOA) has joined the great technology debate. The

NGCOA recently announced it's joining the United States Golf Association, the American Society of Golf Course Architects, the R&A and the PGA Tour in expressing its concern that technology is hurting the game.

NGCOA said it supports efforts of the rule-making bodies to limit the impact technology has on golf ball distance.

"We view this issue as a top priority for the industry; and encourage both the rule-making bodies and the manufacturers to develop a timely and credible set of parameters that restrict further technology-driven increases in hitting distances," the organization, headed by Executive Director Mike Hughes, said in a statement. "The NGCOA agrees that the purpose of the equipment rules is to protect golf's best traditions, to prevent over-reliance on technological advances rather than skill, and to ensure that skill is the dominant element of success throughout the game."

The NGCOA said any further significant increase in hitting distances is undesirable. It cited its concerns as the following:



EYEWIRE

- Increased golf ball distance results in errant shots missing their intended target by greater distances than before. New golf courses are required to be built with more land in order to accommodate the need for larger safety buffers to either side of the preferred line of play. The effect has been that golf courses take up more land, with subsequent increases in land acquisition, construction and maintenance costs.

- Older courses, many of which have been brilliantly designed, are being rendered powerless to challenge the modern power hitter.

- Off-line shots, due to the greater dispersion that is generated by increased distance, also contribute to slow play. Additionally, greater hitting distances subject longer hitters to increased waiting periods between many shots, further impacting the pace of play.

Sure Thing #2:

CHILDREN WALK THROUGH PUDDLES.



Business briefs

Briefs continued from page 12

grass, could be implemented immediately. They also could reduce costs for courses.

Gulf States group joins the club

Welcome to the Golf Course Superintendents Association of America, Gulf States Superintendents Association (GSSA).

The GCSAA recently added its 104th affiliated chapter, which represents more than 80 members in the southern regions of Louisiana and Mississippi.

"We are excited about our association," said David K. McCallum, president of the GSSA and superintendent of The Island Country Club in Plaquemine, La. "We look forward to developing education opportunities and sharing experiences unique to this area. In addition, we will promote and advance the golf course superintendent profession."

NGCOA honors Finchem, Saratoga

PGA Tour Commissioner Tim Finchem will receive the 2005 National Golf Course Owners Association's (NGCOA) Award of Merit in recognition of his outstanding contributions to the game of golf.

The Award of Merit has been given since 1983 to honor individuals or organizations that have made long-term and significant contributions to the game of golf.

NGCOA also named Saratoga National Golf Club in Saratoga Springs, N.Y., as its 2005 Course of the Year. The award honors the course that best demonstrates exceptional course quality, exceptional management quality, outstanding contribution to its community and significant contribution to promotion of the game.

"The Course of the Year Award winners come from the association's core membership, who make an outstanding contribution to the game of golf in their market and are model operations," said Mike Hughes, NGCOA executive director. "Saratoga National is an extremely well-run operation. The president, Tom Newkirk, has generously shared his wisdom and experience with many others through involvement in the NGCOA at the state and national level."

The awards will be presented during the NGCOA annual Solutions Summit in February.

Of Praise and Criticism

EXPERT SAYS BOSSES NEED TO DISTINGUISH BETWEEN THE TWO

Do you praise employees for good work? Do you criticize them for poor performance? If you do either, you should know there's research behind this subject — and research that makes sense.

Paul Stepanovich, an associate professor of management at Southern Connecticut State University, has studied workplace dynamics for many years. Stepanovich points out that managers are frequently taught to praise their employees when they perform better than expected and to admonish them when their work standards are sub par. And while that may work in instances when performance has veered far from the norm, it only serves to hinder a company or department when it's done within normal variations.

Stepanovich said it is not intentional but rather learned of how they perceive employees to react to praise and criticism. Managers who see a job done well will sometimes praise the employee. But more than likely their next task will not be done as well. Over time, bosses sometimes subconsciously develop a sense that praise elicits a slackened performance, which tends to discourage the use of praise. In reality, the praise does not generate such a change because the dip in performance would have happened anyway. — **Newswise**

Roberts Named Publisher of *Golfdom*

Golfdom magazine has named Pat Roberts as its publisher. He replaces Pat Jones, who left the magazine in December to pursue other interests.

Roberts, *Golfdom's* former national accounts manager, has been with the magazine since 2001 and has played an integral role in its growth. Roberts has worked in publishing in the green industry for seven years. During his high school years, the University of Cincinnati graduate spent his summers working on the golf course maintenance staff and as a caddie at Canterbury Golf Club in Cleveland.

"Our challenge will be to continue to provide timely and cutting-edge information to superintendents while working closely with our advertising partners with unique opportunities to convey their messages to the market," Roberts said.

Roberts is also associate publisher of *Landscape Management*, *Golfdom's* sister publication at Advanstar Communications, the company that publishes both maga-



zines. Tony D'Avino, general manager of Advanstar's Portfolio Group, including *Golfdom* and *Landscape Management*, said Roberts brings solid industry experience, energy and innovative thinking to his new role.

"*Golfdom* is a terrific success story, and I'm confident we can continue to succeed and add value to an evolving market under Roberts' leadership," D'Avino said. "He is committed to our business and to the overall health of the golf course market. He will work closely with our management team, including Editor in Chief Larry Aylward, Associate Publisher (and *Landscape Management* Publisher) Kevin Stoltman and Managing Editor Tom Skernivitz to develop the *Golfdom* brand."

Jones joined Advanstar in 1998 and helped launch *Golfdom*. "Pat Jones played an important role in the launch and success of *Golfdom*, and we thank him for that and wish him well in his new initiatives," D'Avino said.

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Off The Fringe

Hot Topics

TURF AND WATER DOMINATE DISCUSSION

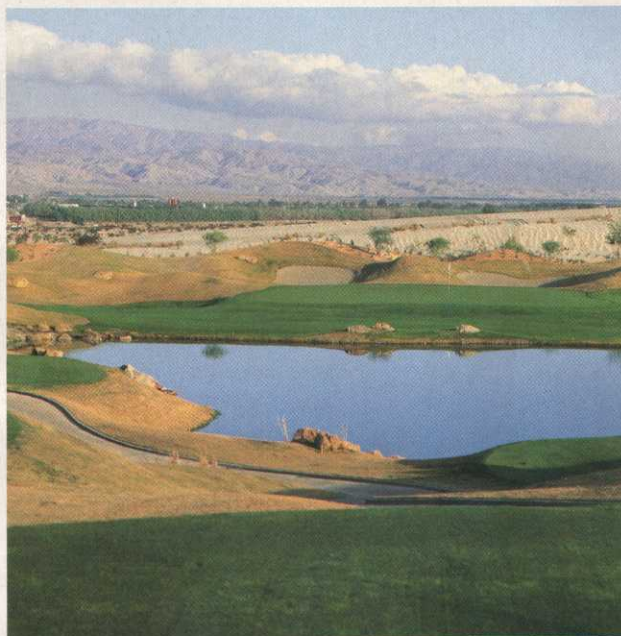
AT TRI-SOCIETY MEETING

By Curt Harler

Turf is hot. The growth in turf research proves that and bodes well for the future of the industry. At this year's tri-society meeting — featuring the Crop Science Society of America (CSSA), Soil Science Society of America (SSSA) and American Society of Agronomy (ASA) — held in November in Seattle, the C-5 turf-grass division presented 215 research papers, more than ever before.

This bodes well for the future of an industry that faces challenges from insects, weeds, water shortages and all the other daily management problems superintendents must face.

So successful was the CSSA portion of the meeting that the group has decided to have a trial summer meeting in



MIKE KLEMM

Without a specific water conservation plan, “no technology or infrastructure” can conserve water, says Bert Clemmens, director of USDA's Water Conservation Lab.

June in Bozeman, Mont. This will provide an added venue for materials to be examined by industry and researchers.

Water conservation was also a hot topic at the meeting. The irrigation industry is trying to form a plan for water conservation. Without a specific water conservation plan — and the proper person to follow through with it — “no technology or infrastructure” can conserve water, Bert Clemmens, director of USDA's Water Conservation Lab in Phoenix, told attendees of the meeting.

Robert Carrow, University of Georgia, said that all water conservation ultimately gets down to a site-specific plan. That plan, all panelists agreed, has to be based on best-management practices (BMPs).

GCSAA's Greg Lyman noted that almost all government agencies and utilities understand BMPs. He reviewed a number of cases from Martha's Vineyard Golf Course to Suffolk County, Long Island, N.Y., to Washington State, where BMPs have the potential to save the day for superintendents implementing water-use plans.

The worst thing is to do nothing. “Public policy will continue in the absence of sound science,” Lyman said.

Carrow said Georgia has developed a 100-page BMP which can be used as a template for any golf course. Florida, too, has a BMP for water use, and many other golf associations and universities are going the same route.

This year's meeting is set for Nov. 6 through Nov. 10 in Salt Lake City.

Quotable

“Turf equipment gets treated worse than any other equipment I've seen. And I've seen it all. I've worked on everything from tanks, hand-mowers and 18-wheel tractor-trailers. Turf equipment gets abused the most.”

Jay Rehr, president of Turf Equipment Consulting and well-known golf industry mechanic.

“We're in a cell phone culture now, and it's getting worse. They seem to rule us.”

— Don Myers, product development manager for herbicides of Bayer Environmental Science, who hosted the company's Transition Management Summit last year.

Curt Harler, based in Strongsville, Ohio, is the managing editor of Golfdom's TurfGrass Trends.

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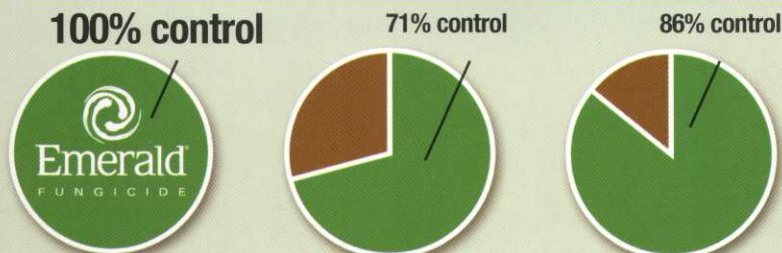
Control of Dollar Spot in Creeping Bentgrass in Michigan, 2002



Emerald® fungicide 70wg
(0.13 oz/14 day/1,000 sq ft)
(0.18 oz/21 day/1,000 sq ft)

Daconil Ultrex® 82.5wg
(3.2 oz/14 day/1,000 sq ft)

Control of Dollar Spot in Creeping Bentgrass in Wisconsin, 2001



Emerald® fungicide 70wg
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(0.18 oz/28 day/1,000 sq ft)

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(3.2 oz/14 day/1,000 sq ft)

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(1.5 oz/28 day/1,000 sq ft)

Cooperator: J. Gregois, University of Wisconsin

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Research shows that Emerald provides excellent dollar spot control in every region of the country and in these 14 major turf species:

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- Colonial Bentgrass
- Perennial Ryegrass
- Annual Ryegrass
- Kentucky Bluegrass
- Common Bermudagrass
- Hybrid Bermudagrass
- Annual Bluegrass
- St. Augustinegrass
- Tall Fescue
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- Hybrid Bermudagrass
- Annual Bluegrass
- Kentucky Bluegrass
- Annual Ryegrass
- Perennial Ryegrass
- St. Augustinegrass
- Tall Fescue
- Bahiagrass
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Insignia offers better control of Pythium blight compared to Heritage at its highest labeled rate (72% control vs. 62% control).²

72%

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Anthracnose¹	87% control		82% control
Pythium blight²	81% control		62% control
Gray leaf spot³	90% control		72% control
Dollar spot⁴	78% suppression		-20% suppression

1. Insignia (0.50 oz) and Heritage (0.20 oz)/1000 sq. ft. Anthracnose control at 14-day application intervals. Average disease severity in controls was 24.8%. Source: Summary of university trials from 8 locations.

2. Insignia (0.90 oz) and Heritage (0.40 oz)/1000 sq. ft. Pythium blight control at 14-day application intervals. Average disease severity in controls was 70.1%. Source: Summary of university trials from 8 locations.

3. Insignia (0.50 oz) and Heritage (0.20 oz)/1000 sq. ft. Gray leaf spot control at 14-day application intervals. Average disease severity in controls was 50.5%. Source: Summary of university trials from 8 locations.

4. Insignia (0.90 oz) and Heritage (0.40 oz)/1000 sq. ft. Dollar spot suppression at 14-day application intervals. Source: Virginia Tech University, 1996.

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