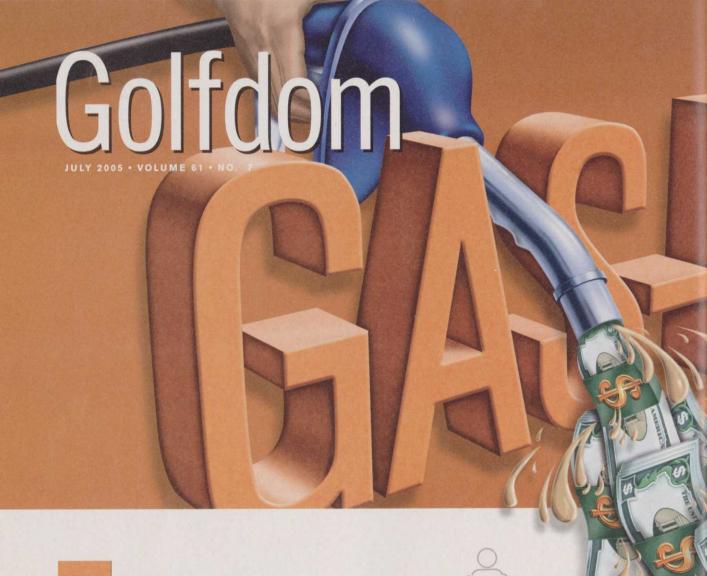


Keeping courses looking good and playing well has been our focus for more than 35 years. So it's not surprising that we have continued to improve products like Daconil® fungicide. Syngenta has researched and created our formulation to make Daconil the optimum form of chlorothalonil, even developing Weather Stik®



so it would stay where you put it. Syngenta understands that good health takes work. To learn more, call the Syngenta Customer Resource Center at 1-866-SYNGENTA or visit us at www.syngentaprofessionalproducts.com.





Power Played

Superintendents seek to save money in other areas of their maintenance budgets to offset increased fuel costs.

By Larry Aylward



Status Quo

As shocking as sky-high gas prices may be, it's environmental issues that are driving equipment makers to revise their strategies. By Thomas Skernivitz

MANAGING PEOPLE Editor's note: The stories that

begin on pages 40 and 48 focus on employee relations.

40 Sometimes a **Great Notion**

Have you given any thought to implementing an employee think tank that could improve your operation's productivity and make your employees happier?

By Becky Mollenkamp

48 Pledge of Allegiance

As superintendents, we expect loyalty from those under us. But we must not expect it blindly. By Ron Furlong

SPECIAL REPORT

How the industry is managing the fuel-cost crisis

cover story

Fifty-two percent of superintendents are worried that increased gas prices will have a major negative impact on their courses' maintenance budgets. See our two-part Special Report and read how the industry is handling this energy crisis.

26

About the cover

Kentucky-based illustrator Rob Schuster was able to capture the golf industry's sentiments toward increased gas prices in a vivid and artistic fashion.

16 Water in So Cal's

Spotlight

columns

- 10 Pin High
 Giving Them Golf –
 And So Much More
- 24 Shades of Green
 Time for Gen X-ers
 to Take Charge
- 50 Designs On Golf Yet Another Golfdom Exclusive
- 84 Public Opinion
 Golfers and
 a Sign of the Times
- 92 Out of Bounds
 Tour de France

departments

- 14 Big Picture
- News with a hook < 16 Off the Fringe
 - 66 Real-Life Solutions/Tree Care
 - 86 Leaders
 - 88 Company Line
 - 91 Classifieds

Petal to the Metal Taking care of ornamentals isn't the only thing being asked of full-time horticulturists these days. By Thomas Skernivitz

Gettin' the Dirt

Renowned professor Beard offers tips for proper soil testing. By Larry Aylward

Back to Business

◆ Check out the third edition of the *Golfdom* Business Record, featuring a story on "The Priority of Personnel," Heidi Voss' Beyond the Green column and more.

The section begins on **PAGE 57** and runs through page 63.



TurfGrass Trends

This month *Golfdom's* practical research digest for turf manager discusses precision-sensing fertil izer spraying among other topics. See pages 67-83.

What we learned from building this machine...





...is what we use to build yours.

A greensmower is not just a greensmower. At least not at John Deere. With every golf & turf product we design and build comes the readily available resources of our entire company.

Which allows us to work with folks in our Agricultural Division to come up with flat-faced O-rings on hydraulic fittings to guard against leaks. Or to join together with our friends in the Construction and Forestry Division to produce sealed electrical connectors that protect against moisture.

So, in the end, you're not getting just a greensmower, or an aerator, or a utility vehicle. You're getting the very best of what our entire company has to offer. And we promise that will always be the case with every product we make.





Over 75 Years of Turf Stewardship

- Proven Results
- Cost Effective
- Environmentally Friendly

For Better Results. Naturally. **Milorganite**

www.milorganite.com 1-800-287-9645

Golfdom

Larry Aylward EDITOR IN CHIEF 440-891-2770

EDITORIAL STAFF

Thomas Skernivitz MANAGING EDITOR 440-891-2613 Geoff Shackelford CONTRIBUTING EDITOR 310-451-5877 geoffshackelford@aol.com Joel Jackson Contributing EDITOR 407-248-1971 Anthony Pioppi CONTRIBUTING EDITOR 860-344-8895 Mark Luce CONTRIBUTING EDITOR 785-841-6044 Karl Danneberger SCIENCE EDITOR Lisa Lehman CORP. CREATIVE DIRECTOR 440-891-2785 Carrie Parkhill ART DIRECTOR 440-891-3101 Mike Klemme PHOTO EDITOR 580-234-8284

Lynne Brakeman WEB EDITOR 440-891-2869

CLEVELAND HEADQUARTERS

7500 OLD OAK BLVD. CLEVELAND, OH 44130-3609

OFFICIAL PUBLICATION OF



American Society of Irrigation Consultants P.O. BOX 426 ROCHESTER, MA 02770; 508-763-8140; WWW.ASIC.ORG

GOLFDOM ADVISORY STAFF

Jim Barrett, ASIC JAMES BARRETT ASSOCIATES

Pat Blum COLONIAL ACRES CC

Joe Boe

EAGLE CREEK GC Jerry Coldiron, CGCS LASSING POINTE GC

Bill Coore, ASGCA COORE & CRENSHAW

David Davis, FASIC DAVID D. DAVIS ASSOCIATES

Tripp Davis

DAVIS AND ASSOCIATES Michelle Frazier, CGCS BOSTON HILLS CC

Charlie Fultz SHENVALEE GOLF RESORT

Dean Graves, CGCS CHEVY CHASE CLUB

John Gurke, CGCS AURORA CC

Steve Hammon TRAVERSE CITY G&CC

Jim Husting, CGCS WOODBRIDGE G&CC

Robb Dillinger, CGCS MUNIE OUTDOOR SERVICES

laylward@questex.com

tskernivitz@questex.com

apioppi@earthlink.net

danneberger.1@osu.edu

llehman@questex.com

cparkhill@questex.com

Ibrakeman@questex.com

mike@golfoto.com

mluce@earthlink.net

flgrn@aol.com

Jim Loke, cacs

Walter Mattison (IN MEMORY)

Steve Merkel, CGCS LANDSCAPES UNLIMITED

Bil Montague, CGCS, MG CUYAHOGA COMMUNITY COLLEGE

Don Naumann, RRA PACIFIC TURF

Jim Nicol, CGCS HAZELTINE NATIONAL GC

Steven Numbers WESTFIELD CC

James Simonini ROBERT TRENT JONES II

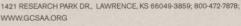
Bobby Weed, ASGCA WEED GOLF COURSE DESIGN

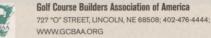
ASSOCIATIONS



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





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

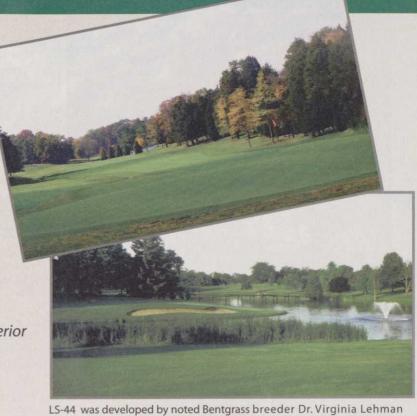


Responsible Industry for a Sound Environment 1156 15TH ST. NW. SUITE 400, WASHINGTON, DC; 202-872-3860; WWW.PESTFACTS.ORG **Why Golf Course Superintendents are**

Switching to LS-44



- · Dense Tillering and Upright Growth Habit- helps crowd out Poa annua
- · Superior Disease Resistance-Improved Dollar Spot and Brown Patch Resistance... requires less fungicide
- Fine Uniform Texture- produces a superior putting surface without thatch build-up
- Exceptional Traffic and Wear Tolerance-less spiking damage
- Excellent Seedling Vigorestablishes quickly
- Outstanding Low Mowing **Performance**
- Superb Heat, Humidity and Cold Tolerance- Adapted to a broad range of climates and elevations



of Blue Moon Farms, formerly director Lofts Research.



32041 Cartney Drive Harrisburg, OR 97446 Phone: 541-995-6836 Fax: 541-995-6906 linksseed.com

#1 Rated Variety on **Sand Greens in Arizona** & Soil Greens in Virginia Other New Turfgrass Varieties Available from Links Seed:

Terradyne Perennial Ryegrass Turnberry Tall Fescue Golden Nugget Kentucky Bluegrass

For complete trial data go to www.ntep.org

SCALPING **2004 NTEP**

1-9;9=NONE	
NAME	MA1
LS - 44	8.0
Penncross	7.0
Benchmark DSR	6.0
Penn A-1	4.7
LSD Value	1.7

Fall - % LIVING GROUND COVER

GROWN ON A GREEN

2002 NTEP DATA	A
NAME	MEAN
LS - 44	97.6
Penncross	96.7
Penn A-1	96.1
Benchmark DSR	95.6
LSD Value	9.6

QUALITY - SOIL GREEN 2004 NTEP DATA

1 - 9:9 = IDEAL TURF NAME TX2 VA1 LS - 44 5.8 5.0 Penn A - 1 5.9 4.2 Benchmark DSR 5.5 4.1 Penncross 4.4 4.5 LSD Value 0.6 0.5

QUALITY- SAND GREEN 2004 NTEP DATA

19:9 = IDEALTURF MN1 NAME A71 LS - 44 7.0 6.7 Penn A - 1 6.6 6.1 Benchmark DSR 6.3 6.3 6.9 5.3 Penncross LSD Value

Less Thatch ... High Quality Without High Maintenance Requirements ... Use Less fungicide!

LS-44 Creeping Bentgrass - a better choice for your course!





Manni-Plex Ca: **The Clear Choice**

The unique sugar/alcohol formulation of the Manni-Plex micronutrient delivery system provides unparalleled foliar mobility. Percentages in a jug only tell half the story. find out the other half. Call or write for information on the Manni-Plex™ family of products.



13802 Chrisman Road Houston, Texas 77039 800.442.9821

Golfdom

BUSINESS STAFF

proberts@questex.com Patrick Roberts PUBLISHER 440-891-2609 mmoczulski@questex.com Mindy Moczulski ADMIN. COORDINATOR 440-891-2734 Jill Hood PRODUCTION MANAGER 218-723-9129 ihood@questex.com Rhonda Sande PRODUCTION DIRECTOR 218-723-9536 rsande@questex.com Jessica Borgren CIRCULATION MANAGER 218-723-9356 jborgren@questex.com

ADVERTISING STAFF

CLEVELAND HEADQUARTERS 7500 OLD OAK BLVD.

CLEVELAND OH 44130-3609

Kevin Stoltman ASSOCIATE PUBLISHER 440-891-2772 FAX: 440-891-2675

George Casey NATIONAL ACCOUNT MANAGER 440-891-3146 FAX: 440-891-2675

Michael Harris REGIONAL MANAGER 440-891-3118 FAX: 440-826-2865

Leslie Montgomery ACCOUNT EXECUTIVE 440-891-3199 FAX: 440-826-2865

kstoltman@questex.com

gcasey@questex.com

mharris@questex.com

Imontgomery@questex.com

MARKETING SERVICES

Jude Dustman REPRINTS (500 MINIMUM) 440-891-2662 jdustman@questex.com Dave Kenney CIRC. LIST RENTAL 440-891-3113 dkenney@questex.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

QUESTEX

Kerry C. Gumas PRESIDENT & CEO

Tom Caridi EXECUTIVE VICE PRESIDENT & CFO

Robert S. Ingraham EXECUTIVE VICE PRESIDENT - TRAVEL & BEAUTY GROUP

Kate Dobson vice President & General Manager - Technology Group

Tony D'Avino vice President & General Manager - Industrial & Specialty Group

Don Rosenberg vice President & General Manager - Home entertainment group

Bob Rybak VICE PRESIDENT, PUBLISHING OPERATIONS

Diane Evans-Negron VICE PRESIDENT, HUMAN RESOURCES

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.

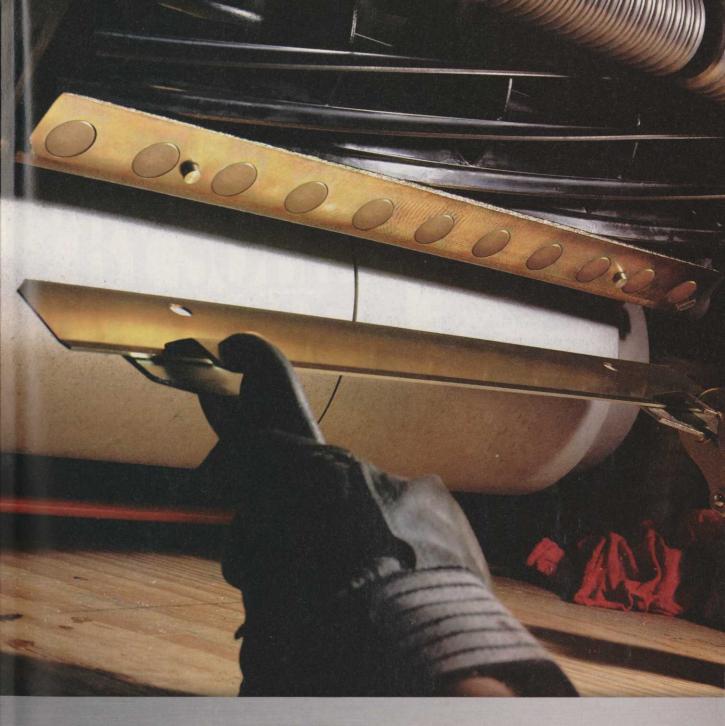
Golfdom welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return.

Questex Media 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 Questex Media 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 a.m. and 5 p.m. CT and a customer service representative will assist you in removing your name from Questex Media's lists. Outside the United States, please phone 218-723-9477.









.0639 INCHES THIN AND NOTHING SHORT OF INCREDIBLE.

Turns out the best cut is also the most economical. The new MAGRazor" bedknife. Sharpest knife. Best cut. Lowest cost. Since each disposable knife attaches securely with magnets, you can replace it in seconds, saving time and money on maintenance. Just one more reason why Jacobsen is your partner for greens mower solutions. Contact your local Jacobsen dealer or visit www.jacobsengolf.com/magrazor to learn more.

WHEN PERFORMANCE MATTERS"



JACOBSEN® E-WALK"

©2005 Jacobsen, R Textron Company. All rights reserved. Jacobsen is a registered trademark and MAGRazor, E-Walk and When Performance Matters are trademarks of Jacobsen, R Textron Company.

arty Ebel enjoys playing golf. He hits the ball pretty well for the average Joe, usually scoring in the 90s. While there is an issue

with Ebel's golf game, it has nothing to do with his skill level.

Ebel says the golf industry doesn't embrace him as a player. Because he's an amputee — he doesn't have legs from above his knees — Ebel says he's been made to feel like an outcast at some golf courses. Worse, Ebel says others with similar disabilities, including paraplegics, have been treated the same.

What a pity — not for Ebel but for the people in the golf industry who have caused him this humiliation.

Ebel doesn't want you to feel sorry for him. He's a strong soul who's out to prove that he and others with such disabilities belong on the same golf courses as able-bodied players.

The 47-year-old Massachusetts lawyer played golf long before he lost his legs in a front-loader accident 21 years ago, and nobody is about to stop him from playing now. In fact, when Ebel plays now he says the game feels the same as it did when he was able to walk a course with his two feet.

And it's a beautiful feeling. But unfortunately, that good feeling can quickly turn into a sinking feeling in Ebel's gut when the dark clouds of presumption and prejudice roll in. That's when others — from golf course employees to players — cast Ebel and his specially designed single-rider golf car in a dubious light and charge that:

"He's going to slow everybody down with his plodding play."

"He's going to tear up the green with that funky golf car."

"He has no business being out there."

Ebel doesn't get that treatment everywhere, but he still says the golf industry has a long way to go when it comes to servicing some disabled golfers appropriately.

It sounds from Ebel that some courses are downright discriminatory in their approach, not to mention ungracious. While other courses are undoubtedly less insulting, it's

Giving Them Golf – And So Much More

BY LARRY AYLWARD



TO LOOK INTO
SUPPLYING
SINGLE-RIDER
GOLF CARS TO
PLAYERS WITH
DISABILITIES

probably safe to assume they would rather not have to deal with disabled golfers like Ebel if they don't have to.

Like a lot of folks, Ebel has heard everyone from the leaders of the National Golf
Course Owners Association (NGCOA) to
the superintendent of the nine-hole public
golf course in Smalltown, America, clamoring that the stagnant golf industry needs to
do something to attract new golfers and
increase rounds played. So Ebel doesn't
understand why golf courses don't do a better job of rolling out the welcome mat to
attract players with disabilities like his own.
The industry would benefit with a spike
in rounds played if it did, insists Ebel, a
trustee with the National Amputee Golf
Association.

Golf courses by law are required to make their facilities accessible to disabled people, according to the Americans with Disabilities Act. But Ebel insists that most courses have not made a concerted effort to do so.

This is where the matter gets murky. If the law says golf courses must be made more accessible to the disabled, shouldn't that require golf courses to purchase single-rider golf cars? While Ebel admits the law isn't explicit, he does believe its wording is clear enough to require golf courses to supply single-rider cars. Incidentally, only a small percentage of the nation's roughly 17,000 golf courses do supply them.

Ebel believes that one reason golf courses have balked at buying single-rider cars is because they believe there isn't a large enough audience of disabled golfers to use them. For that reason, Mike Tinkey, the deputy executive director of the NGCOA, believes golf courses shouldn't be required to purchase single-rider cars. But Ebel insists

Continued on page 12