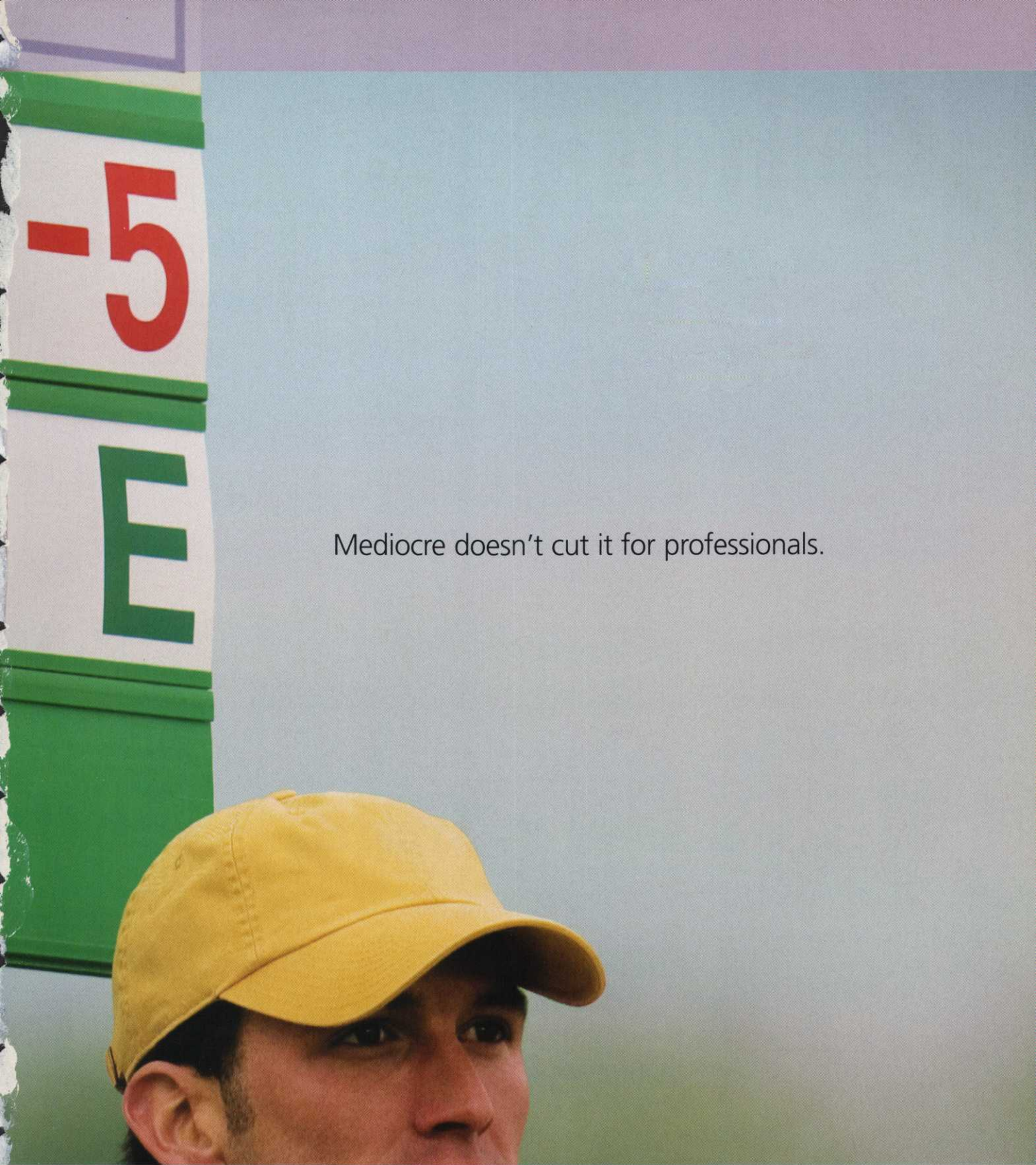




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Golfdom

JUNE 2005 • VOLUME 61 • NO. 6



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The Apprentices

For three turf students, an internship at the site of this year's U.S. Open . . . well . . . it just doesn't get much better than that.

By Larry Aylward



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OSHA Is Watching You

Golf courses inspected by the Occupational Safety and Health Administration could face multiple citations, time-consuming probes and fines.

By Barbara Mulhern

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Got Gusto?

Tom Alex does, and he's brought plenty of it to his job as superintendent of Orlando's Grand Cypress Resort.

By Anthony Pioppi

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Get a Grip

When it comes to handheld equipment, safety is an absolute. Less clear is whether to fix the ol' blower or purchase a new one.

By Thomas Skernivitz



At Home *in* Latrobe

cover story

BY THOMAS SKERNIVITZ

He has spent almost his entire life living and working at his famous brother's country club, and Jerry Palmer couldn't be happier.

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About the cover

Doug Oster, the picture editor for the Pittsburgh Post-Gazette, made the short drive to Latrobe (Pa.) Country Club, where he photographed Jerry Palmer overlooking the par-3 10th hole.

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By Anthony Pioppi



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TurfGrass Trends

Golfdom's practical research digest for turf managers this month discusses nitrogen uptake and leaching on greens, among other topics. See pages 49-64.

No more ball marks!

Courses across the country are making their ball marks disappear.



Medinah Country Club, Medinah IL
Bill Kamm, Club President

"Our greens look like they've never been played on. One member said 'I've been playing here for 53 years. The greens have never looked better. We'll ask 2006 PGA Championship players to only use the GreenFix tool and method.'"

Quintero Country Club, Peoria AZ
Tom Wilcox, Director of Golf

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White Columns Country Club, Alpharetta GA
Mitch Cook, Director of Golf

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Desert Highlands Country Club, Scottsdale AZ
Phil Shoemaker, Superintendent

"The GreenFix System has definitely helped our A4 greens recover faster. Ball marks on the 15th green have dropped from 2400 to 400 in 3 months."



Golfweek Magazine - 9/18/04
Article by James Achenbach

"I can tell you it works. Long-tongued tools will go the way of metal spikes. The greens (at Medinah) were absolutely stunning. I felt I was glimpsing the future."



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EDITORIAL STAFF

Larry Aylward EDITOR IN CHIEF 440-891-2770 laylward@advanstar.com
Thomas Skernivitz MANAGING EDITOR 440-891-2613 tskernivitz@advanstar.com
Geoff Shackelford CONTRIBUTING EDITOR 310-451-5877 geoffshackelford@aol.com
Joel Jackson CONTRIBUTING EDITOR 407-248-1971 jlgrn@aol.com
Anthony Pioppi CONTRIBUTING EDITOR 860-344-8895 apioppi@earthlink.net
Mark Luce CONTRIBUTING EDITOR 785-841-6044 mluce@earthlink.net
Karl Danneberger SCIENCE EDITOR danneberger.1@osu.edu
Lisa Lehman CORP. CREATIVE DIRECTOR 440-891-2785 llehman@advanstar.com
Carrie Parkhill ART DIRECTOR 440-891-3101 cparkhill@advanstar.com
Mike Klemme PHOTO EDITOR 580-234-8284 mike@golffoto.com
Vernon Henry CORP. EDITORIAL DIRECTOR 440-891-2782 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 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
TRIPP DAVIS AND ASSOCIATES
Michelle Frazier, CGCS
BOSTON HILLS CC
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Dean Graves, CGCS
CHEVY CHASE CLUB
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Steven Numbers
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ROBERT TRENT JONES II
Bobby Weed, ASGCA
WEED GOLF COURSE DESIGN

ASSOCIATIONS



American Society of Golf Course Architects 125 N. EXECUTIVE DR.,
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SECOND FLOOR, CHARLESTON, SC 29492; 843-881-9956;
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BUSINESS STAFF

Patrick Roberts PUBLISHER 440-891-2609 proberts@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
George Casey NATIONAL ACCOUNT MANAGER gcasey@advanstar.com
 440-891-3146 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
Dave Kenney CIRC. LIST RENTAL 440-891-3113 dkenney@advanstar.com
Subscriber, Customer Service 218-723-9477; 888-527-7008
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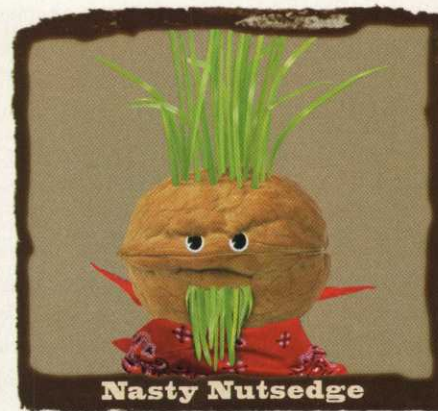
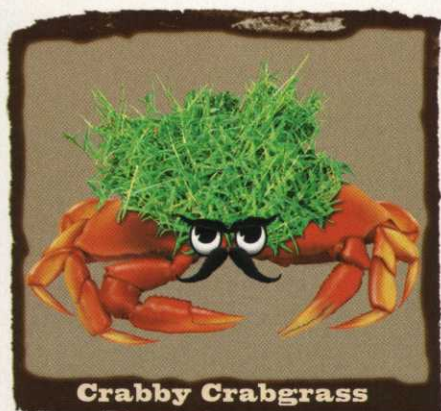
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Paul Jett knows what it's like to be New England Patriots quarterback Tom Brady. Well, sort of. Jett has never been sacked by a hoard of 300-pound defensive linemen, but the certified superintendent of Pinehurst No. 2 has been besieged by a hoard of reporters in preparation for a major sporting event. Jett's course hosted the U.S. Open in 1996 and hosts the prestigious tournament again later this month. In getting Pinehurst prepped for such an event, Jett, like Brady preparing for the Super Bowl, knows what it's like to field question after question from reporter after reporter. It can be a grind.

"I was a rookie at it [in 1996]," says Jett, who turns 41 in July. "It was pretty overwhelming at times. But it has been easier to deal with this time around."

Jett realizes that part of his job, especially at a high-profile course such as Pinehurst, is dealing effectively with the press. He must treat reporters with dignity, even when fielding the same inane question for the umpteenth time. He can't go Barry Bonds on them.

Even if you're a superintendent at a low-budget municipal course, you never know when the media might come calling. Someone, like me, might be calling you to talk turf. Or maybe one of your town's newspaper reporters calls you to talk the golf business.

My advice to you is to welcome reporters with open arms. Don't be afraid to talk to the media. There's nothing to fear. Most reporters are not trying to deceive you or use you for information.

In fact, there are several good reasons to speak with the media. They include:

- You can obtain positive media attention, which can benefit your course and impress members and golfers. I've had superintendents tell me how impressed members were that they were featured in local newspapers or magazines.

- Being quoted in a magazine or newspaper or being interviewed on TV can be good exposure, which can be good for your career. In fact, the media could make you out to be an "authority" on golf course maintenance and management. Yeah, you have to live up to the title, but what's so bad about that label?

- You can put your profession on the map.

We, the Media, Are Not Out to Get You

BY LARRY AYLWARD



MY ADVICE TO YOU

IS TO WELCOME

REPORTERS WITH

OPEN ARMS. DON'T

BE AFRAID TO TALK

TO THE MEDIA.

THERE'S NOTHING

TO FEAR

Let's face it, a lot of people still think of Carl Spackler and "Caddyshack" when they think of golf course superintendents. I know you're tired of hearing that, but it's true. So when the media comes calling, it's your chance to spread the word about the professionalism of your industry.

► It could be your 15 minutes of fame. In 2001, John Szklinski, superintendent of Southern Hills Country Club in Tulsa, Okla., was featured in "GQ" magazine, among other publications. Szklinski received the attention because Southern Hills hosted the U.S. Open that year.

Even though you shouldn't be afraid to talk to the media, you should always be careful of what you say. Think of John Rocker, the Atlanta Braves' former closer, whose infamous interview with "Sports Illustrated" several years ago not only made him look like a fool but got him in a heap of trouble.

Remember that a lot of reporters consider everything — even the small talk that comes with the "real" interview — on the record. So if you tell them about that stupid thing you did 10 years ago and got away with it, there's a chance it could end up in print.

It's OK to plead the Fifth if you don't want to answer a question. But you have to remember how playing that card might make you appear. Think of Mark McGwire testifying about steroid use in baseball before Congress recently. Big Mac said little and ended up severely diminishing his rep.

Back to Paul Jett. I've interviewed him several times the past few years. He's good with the media because he knows how to gain a reporter's respect. Jett can be polite, humorous and firm in his answers. He also knows when to keep quiet. Jett is straightforward, which is what dealing with the media is all about.

Aylward can be reached at 440-891-2770 or laylward@advanstar.com.

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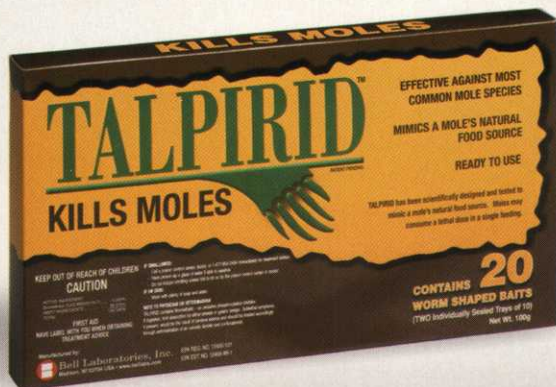


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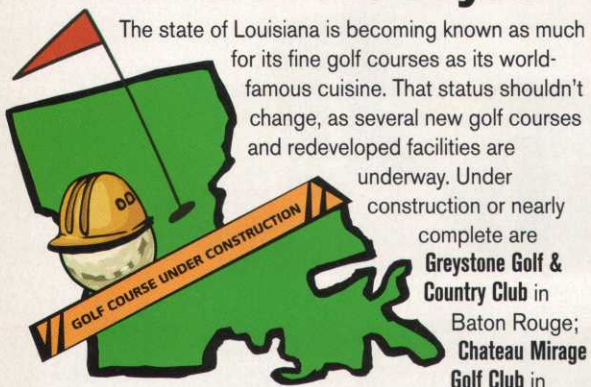
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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

Things Looking Up Down on the Bayou



The state of Louisiana is becoming known as much for its fine golf courses as its world-famous cuisine. That status shouldn't change, as several new golf courses and redeveloped facilities are underway. Under construction or nearly complete are **Greystone Golf & Country Club** in Baton Rouge; **Chateau Mirage Golf Club** in Lafayette; **L'Auberge du Lac Resort** in Lake Charles; and **Atchafalaya Golf Course** in Patterson. A noteworthy remodel will take place at **City Park Golf Course** in Baton Rouge, a \$4.6 million project that will add recreational facilities in and around the 77-year-old layout. For details on these and other golf projects around the U.S., visit www.golfconstructionnews.com.

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Golf Rounds Played

The percentages below represent the difference in number of rounds played in February 2005 compared to the number of rounds played in February 2004.

REGION	FEB.	Y.T.D.
New England MA, RI, CT	-65.9%	-32.6%
Middle Atlantic NY, PA, NJ	-63.7%	-23.4%
East North Central MI, OH, IN, IL, WI	-34.2%	-40.5%
West North Central ND, MN, SD, NE, KS, IA, MO	48.9%	10.9%
South Atlantic WV, DE, MD, VA, NC, SC, GA	2.3%	1.8%
Florida	0%	-0.6%
East South Central KY, TN, AL, MS	1.6%	4.5%
West South Central OK, AR, LA	4.8%	-1.2%
Texas	1.8%	-2.2%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-1.1%	-5.8%
Pacific WA, OR, AK, HI	-5.9%	-11.2%
California	-11.9%	-17.4%
TOTAL UNITED STATES	-1.0%	-3.5%

GOLF DATATECH

Rolling, Rolling

The United States Golf Association's classification of green speed:

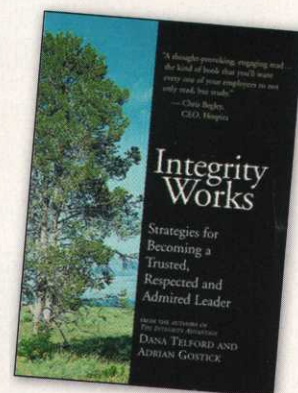
	Membership Play	Tournament Play
Fast	more than 8'6"	more than 9'6"
Medium	7'6"	8'6"
Slow	less than 7'6"	less than 8'6"

PHOTO BY: IMAGE 100

Got Integrity?

In their new book, "Integrity Works: Strategies for Becoming a Trusted, Respected and Admired Leader" (Gibbs Smith, 2005), authors Dana Telford and Adrian Gostick analyze leaders and successful people in all walks of life who demonstrate integrity. The authors say you know you've got integrity when:

1. You know that little things count.
2. You find the white when others see gray.
3. You mess up, you fess up.
4. You create a culture of trust.
5. You keep your word.
6. You care about the greater good.
7. You're honest but modest.
8. You act like you're being watched.
9. You hire integrity.
10. You stay the course.



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