

# DUNKLEY ELLISON

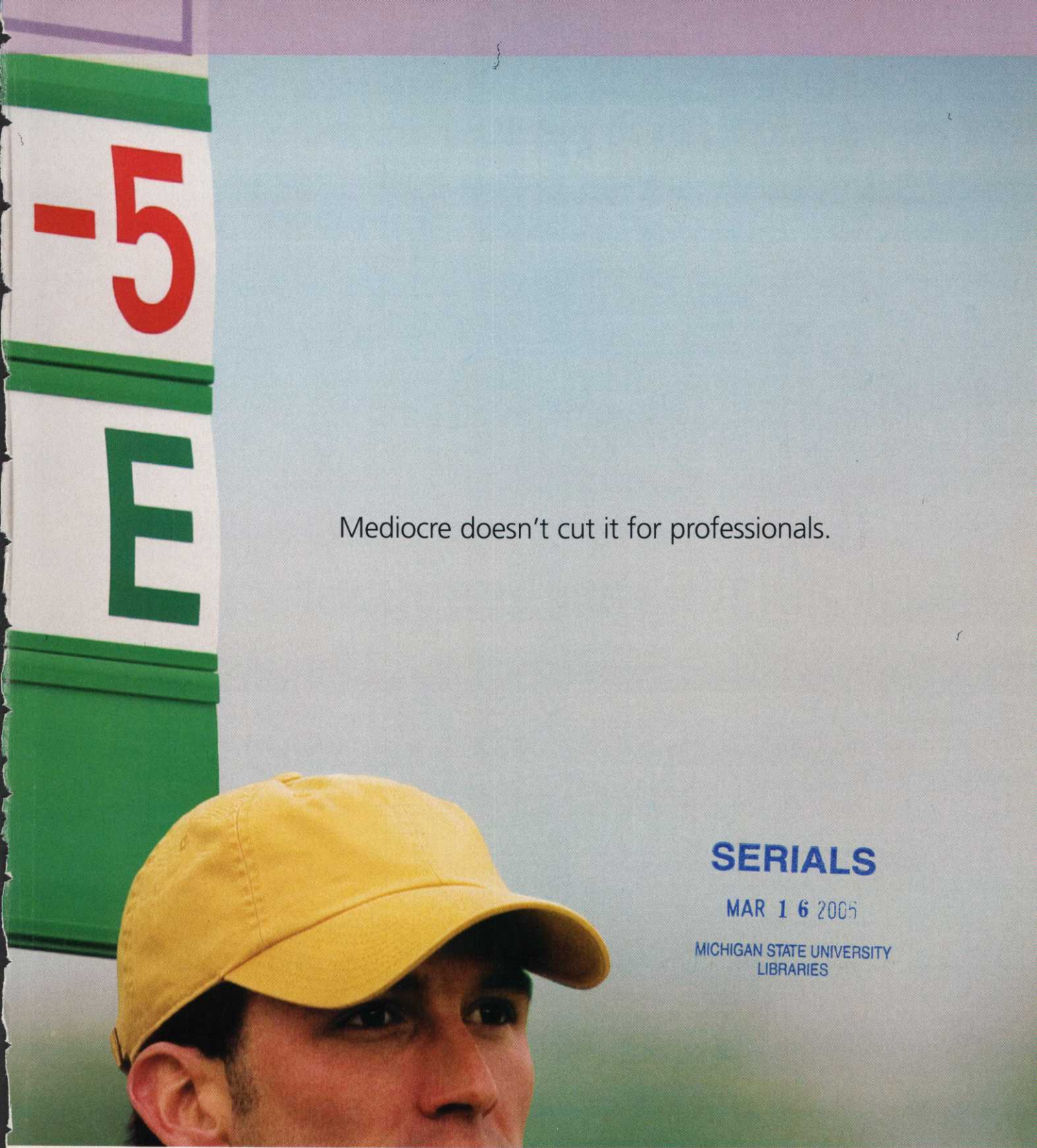


**Banner MAXX® • Daconil® • Heritage® • Medallion® • Subdue MAXX®**

Whether you are a professional golfer or a professional golf course superintendent, average doesn't cut it. You want to be the best. That's why superintendents across the country choose the premium control of Syngenta fungicides. Banner MAXX®, Daconil®, Heritage®, Medallion®, and Subdue MAXX® have made us the number one choice for disease

Important: Always read and follow label instructions before buying or using these products. ©2005 Syngenta. Syngenta Professional Products, Greensboro, NC 27419. BannerMAXX®, Daconil®, Heritage®, Medallion®, SubdueMAXX®, and the Syngenta logo are trademarks of a Syngenta Group Company.



A man wearing a yellow baseball cap is shown from the chest up, looking upwards and to the left. In the background, a golf course sign is visible, featuring a red '-5' and a green 'E' on a white background with green horizontal stripes. The sky is a clear, light blue.

Mediocre doesn't cut it for professionals.

**SERIALS**

MAR 16 2005

MICHIGAN STATE UNIVERSITY  
LIBRARIES

protection. When it comes to the appearance of your course, par isn't good enough. Elevate your game with Syngenta. To learn more, call the Syngenta Customer Resource Center at 1-866-SYNGENTA or visit us at [www.syngentaprofessionalproducts.com](http://www.syngentaprofessionalproducts.com).

**syngenta**



# Golfdom

MARCH 2005 • VOLUME 61 • NO. 3

## Precision Management

*Golfdom's*

38

### Reckless Op?

The push to increase green speed hasn't slowed down, which could mean there's an accident waiting to happen.

By Thomas Skernivitz

46

### Prevent Defense

The best way to control dollar spot on greens is to not let it surface in the first place, technical experts say.

By Larry Aylward

50

### Poa Shakedown

Clemson professor Bert McCarty offers 10 tips on how to disarm annual bluegrass.

By Thomas Skernivitz

54

### Accessory City

More superintendents seek sleek add-ons for greens mowers to improve cutting and overall performance.

By Pete Blais



60

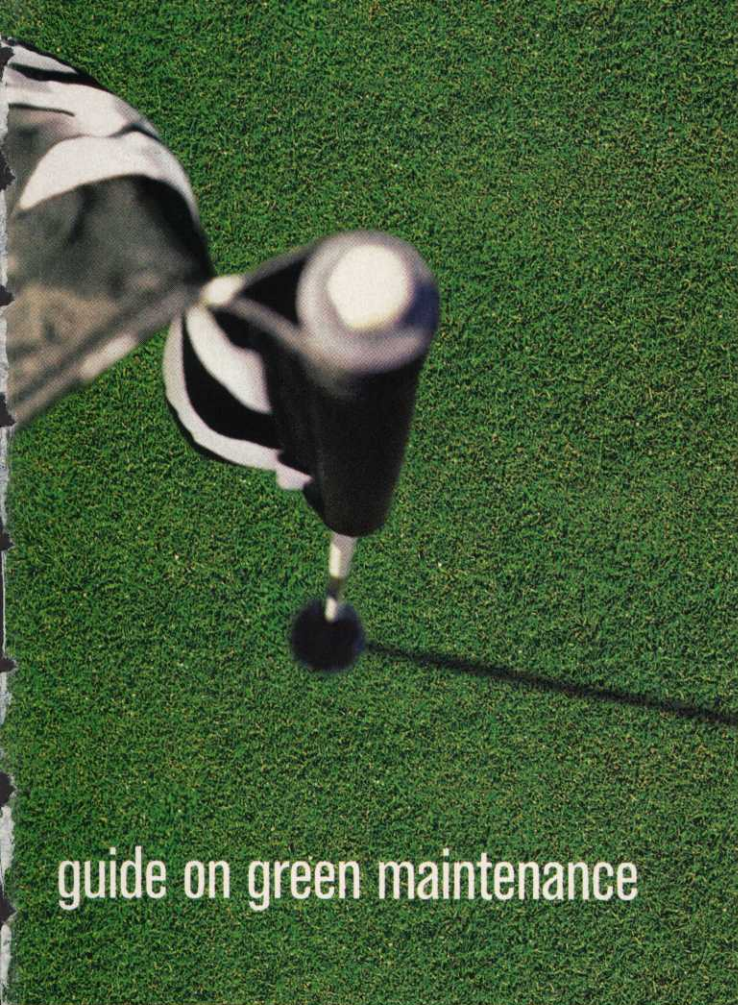
### Real-Life Solutions

### A Healthy Injection for the Greens — and the ...

Machine uses a high-speed, water-based system that's dramatically changing the way superintendents handle routine aeration.

By Shane Sharp





## guide on green maintenance

### cover story

This month *Golfdom* offers its annual guide on green maintenance. Our report hits on everything from the problems of green speed to dealing with *Poa annua*.

# 36

#### About the cover

Check out this cool view from the top of a lush-looking green and a golf hole. Art direction by Carrie Parkhill. (Flag by Image100, putting green image by Mike Klemme.)

### columns

- 10 **Pin High**  
Here's to a Good and Hearty Laugh
- 20 **Shades of Green**  
Attention Where Attention Is Needed
- 22 **Designs On Golf**  
Blind Shots and Blind Thinking
- 92 **Out of Bounds**  
Reel Fun

### departments

- 8 **We've Got Mail**
- 12 **Big Picture**
- 14 **Off the Fringe**
- 91 **Classifieds**

# 26

## Sweet Home Chicago

Superintendent Jon Jennings thanks the golf course gods for guiding him to this golden oldie of a club.

By Larry Aylward

# 82

## Black Mesa

Developers, architect and an Indian tribe work together to produce an award-winning golf experience in New Mexico for a mere \$3.5 million.

By Bruce Allar



#### News with a hook

- 14 **Relaxed Atmosphere**
- 16 **Yale Goes Back**

# 65

## TurfGrass Trends

This month *Golfdom*'s practical research digest for turf managers discusses annual perennial ryegrasses used in overseeding, among other topics. See pages 65-81.

#### GETTING IT STRAIGHT

A photograph of brown patch in the February issue should have been credited to Lane Tredway.



# Milorganite® Fertilizers

## 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

www.golfdom.com

## EDITORIAL STAFF

**Larry Aylward** EDITOR IN CHIEF 440-891-2770 [laylward@advanstar.com](mailto:laylward@advanstar.com)  
**Thomas Skernivitz** MANAGING EDITOR 440-891-2613 [tskernivitz@advanstar.com](mailto:tskernivitz@advanstar.com)  
**Geoff Shackelford** CONTRIBUTING EDITOR 310-451-5877 [geoffshackelford@aol.com](mailto:geoffshackelford@aol.com)  
**Joel Jackson** CONTRIBUTING EDITOR 407-248-1971 [flgm@aol.com](mailto:flgm@aol.com)  
**Anthony Pioppi** CONTRIBUTING EDITOR 860-344-8895 [apioppi@earthlink.net](mailto:apioppi@earthlink.net)  
**Mark Luce** CONTRIBUTING EDITOR 785-841-6044 [mluce@earthlink.net](mailto:mluce@earthlink.net)  
**Karl Danneberger** SCIENCE EDITOR [danneberger.1@osu.edu](mailto:danneberger.1@osu.edu)  
**Lisa Lehman** CORP. CREATIVE DIRECTOR 440-891-2785 [llehman@advanstar.com](mailto:llehman@advanstar.com)  
**Carrie Parkhill** ART DIRECTOR 440-891-3101 [cparkhill@advanstar.com](mailto:cparkhill@advanstar.com)  
**Mike Klemme** PHOTO EDITOR 580-234-8284 [mike@golffoto.com](mailto:mike@golffoto.com)  
**Vernon Henry** CORP. EDITORIAL DIRECTOR 440-891-2782 [vhenry@advanstar.com](mailto:vhenry@advanstar.com)  
**Lynne Brakeman** WEB EDITOR 440-891-2869 [lbrakeman@advanstar.com](mailto: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

<b>Jim Barrett</b> , ASIC JAMES BARRETT ASSOCIATES	<b>Jim Husting</b> , CGCS WOODBIDGE G&CC
<b>Pat Blum</b> COLONIAL ACRES CC	<b>Robb Dillinger</b> , CGCS MUNIE OUTDOOR SERVICES
<b>Joe Boe</b> EAGLE CREEK GC	<b>Jim Loke</b> , CGCS BENT CREEK CC
<b>Jerry Coldiron</b> , CGCS LASSING POINTE GC	<b>Walter Mattison</b> (IN MEMORY)
<b>Bill Coore</b> COORE & CRENSHAW	<b>Steve Merkel</b> , CGCS LANDSCAPES UNLIMITED
<b>David Davis</b> , FASIC DAVID D. DAVIS ASSOCIATES	<b>Bil Montague</b> , CGCS, MG CUYAHOGA COMMUNITY COLLEGE
<b>Tripp Davis</b> TRIPP DAVIS AND ASSOCIATES	<b>Don Naumann</b> , SIERRA PACIFIC TURF
<b>Michelle Frazier</b> , CGCS BOSTON HILLS CC	<b>Jim Nicol</b> , CGCS HAZELTINE NATIONAL GC
<b>Charlie Fultz</b> SHENVALEE GOLF RESORT	<b>Steven Numbers</b> WESTFIELD CC
<b>Dean Graves</b> , CGCS CHEVY CHASE CLUB	<b>James Simonini</b> ROBERT TRENT JONES II
<b>John Gurke</b> , CGCS AURORA CC	<b>Bobby Weed</b> WEED GOLF COURSE DESIGN
<b>Steve Hammon</b> TRAVERSE CITY G&CC	

## 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  
1421 RESEARCH PARK DR., LAWRENCE, KS 66049-3859; 800-472-7878;  
WWW.GCSAA.ORG



Golf Course Builders Association of America  
727 "O" STREET, LINCOLN, NE 68508; 402-476-4444;  
WWW.GCBAA.ORG



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



# After 40 Years of Experience, Turfco® is the #1 Brand of Top Dressers and Material Handlers.



## THE WIDESPIN™ 1530 IS A GOOD EXAMPLE OF THE REASON WHY:

- **Guaranteed 3-year warranty.** Unmatched in the industry!
- **Patented 3-position switch.** Guarantees even application every time.
- **Patented WideSpin technology.** Top dressing that ranges from 15' heavy to 30' light—no different attachments required.
- **Adjustable angle of spinners from 0-15°.** Allows for broadcast applications or to drive the sand into the turf.
- **Galvanized hopper.** No rust or flaking paint means no-stick action.
- **A manufacturer with 40 years of turf experience.** Our knowledge brings you cutting-edge equipment.



When it comes to top dressing, we have been—and still are—the industry leader. If you want unparalleled performance in any top dressing application, choose the WideSpin 1530. For a demo or to request product information, call **1-800-679-8201** or visit **turfco.com**.



30 Feet Light



15 Feet Heavy



**THE LEADER. SINCE 1961.**

1655 101st Avenue NE • Minneapolis, MN 55449-4420 U.S.A.  
(763) 785-1000 • Fax (763) 785-0556 • [www.turfco.com](http://www.turfco.com)

Turfco's ranking according to the National Golf Foundation's *Turf Brand Share Report*.





# RESERVOIR™

**DG** Soil Hydro-Logics

## ***A Hydro-Revolution for Your Turf in a Dry Granular Form!***

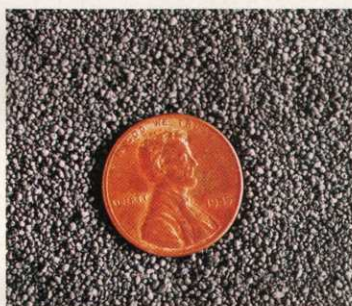
**New** Reservoir DG from Helena will let loose a Hydro-Revolution on your turf – in a dry granular form! And you'll see the revolution in vastly increased irrigation efficiency, and significantly lower irrigation costs!

With timely applications of Reservoir DG, water usage can be reduced by 20 to 60 percent! On a golf course, that can be a lot of gallons. And you'll also see lower expenses for irrigation-related costs, such as electricity and equipment wear and tear.

When Reservoir DG is present and "active" in the soil, it improves water infiltration and water-holding capacity. It also reduces water lost to evapo-transpiration.

The result: Shorter irrigation cycles, which reduces total water volume used.

Find out how you can reduce your irrigation expense with Reservoir DG. For more information, contact your local Helena representative.



*Reservoir DG can easily be applied to greens without interfering with play.*

**RESERVOIR™**  
**DG** Soil Hydro-Logics

- **Increases irrigation efficiency, reducing water usage by 20 to 60 percent**
- **Convenient "greens grade" dry granular product**
- **Can be spot applied to problem areas**
- **Improves water infiltration & water holding capacity of soil during its "active" phase**
- **Remains active for 3 - 5 weeks**
- **Lowers expenses for irrigation-related costs**
- **Reduces leaching of nutrients and pesticides**
- **Bio-degrades into natural materials**
- **Easy to apply**

Reservoir and Soil Hydro-Logics are trademarks and People...Products...Knowledge... is a registered trademark of Helena Chemical Company. Always read and follow label directions. © 2005 Helena Chemical Company.

**HELENA** People...Products...Knowledge...

Helena Chemical Company • 7664 Moore Rd • Memphis, TN 38120 • 901-752-4414 • [www.helenachemical.com](http://www.helenachemical.com)



# Golfdom

## BUSINESS STAFF

**Patrick Roberts** PUBLISHER 440-891-2609 [proberts@advanstar.com](mailto:proberts@advanstar.com)  
**Mindy Moczulski** ADMIN. COORDINATOR 440-891-2734 [mmoczulski@advanstar.com](mailto:mmoczulski@advanstar.com)  
**Jill Hood** PRODUCTION MANAGER 218-723-9129 [jhood@advanstar.com](mailto:jhood@advanstar.com)  
**Rhonda Sande** PRODUCTION DIRECTOR 218-723-9536 [rsande@advanstar.com](mailto:rsande@advanstar.com)  
**Jessica Borgren** CIRCULATION MANAGER 218-723-9356 [jborgren@advanstar.com](mailto:jborgren@advanstar.com)

## ADVERTISING STAFF

### CLEVELAND HEADQUARTERS

7500 OLD OAK BLVD.  
CLEVELAND, OH 44130-3609

**Kevin Stoltman** ASSOCIATE PUBLISHER [kstoltman@advanstar.com](mailto:kstoltman@advanstar.com)  
440-891-2772 FAX: 440-891-2675

**Michael Harris** REGIONAL MANAGER [mharris@advanstar.com](mailto:mharris@advanstar.com)  
440-891-3118 FAX: 440-826-2865

**Leslie Montgomery** ACCOUNT EXECUTIVE [lmontgomery@advanstar.com](mailto:lmontgomery@advanstar.com)  
440-891-3199 FAX: 440-826-2865

## MARKETING SERVICES

**Linda Barrier** REPRINTS (500 MINIMUM) 440-891-2701 [lbarrier@advanstar.com](mailto:lbarrier@advanstar.com)

**Danielle Gundling** CIRC. LIST RENTAL 440-891-2655 [dgundling@advanstar.com](mailto:dgundling@advanstar.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



**Joe Loggia** PRESIDENT & CEO

**David W. Montgomery** VICE PRESIDENT - FINANCE, CFO & SECRETARY

**Alexander S. DeBarr** EXECUTIVE VICE PRESIDENT

**Annie M. Callanan** EXECUTIVE VICE PRESIDENT

**Daniel M. Phillips** EXECUTIVE VICE PRESIDENT

**Scott E. Pierce** EXECUTIVE VICE PRESIDENT

**Eric I. Lisman** EXECUTIVE VICE PRESIDENT - CORPORATE DEVELOPMENT

**Adele D. Hartwick** VICE PRESIDENT, TREASURER & CONTROLLER

**Francis Heid** VICE PRESIDENT, PUBLISHING OPERATIONS

**Steve Morris** VICE PRESIDENT, MARKET DEVELOPMENT

**Rick Treese** VICE PRESIDENT, CHIEF TECHNOLOGY OFFICER

**Tony D'Avino** GENERAL MANAGER

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.

Advanstar Communications 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 Advanstar Communications 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 Advanstar's lists. Outside the U.S., please phone 218-723-9477.



# The "Hole Truth"

*Organic fertilizers are used to feed and build the soil.  
The best time to add organics is when you have  
open aerification holes in the ground.*

The EarthWorks **Replenish** line of  
Formulated Organic Fertilizers will:

- Re-mineralize the soil
- Provide needed available carbon
- Create "energy" so the plant can manufacture proteins
- Supply as much as 60% more organic than a meal-based product for the same cost

**Replenish** is available in standard and greens grade in the following formulations:

- 5-4-5** all purpose organic fertilizer
- 10-2-5** organic with ammonium sulfate
- 5-1-10** organic with potassium sulfate
- 3-4-3** organic topdressing

To locate a distributor near you or if you need further information please visit  
**[www.soilfirst.com](http://www.soilfirst.com)** or call 800.732.8873



**EarthWorks**™  
Natural Organic Products



# We've Got Mail

■ LETTERS FROM THE FIELD

## It's 5 a.m. Where Is Your Golf Pro?

I was quite amused by the article "What's in Store (and What's Not in Store) 10 Years Down the Road" by Craig F. Zellers (January, page 21).

However, there was one comment I found to be untrue and a perfect example as to one of the problems that has always faced the golf industry. Zellers states that one of the things you won't see is "a golf pro showing up at 5:30 a.m. to go out with the crew to see what changing a cup is all about."

First of all, I am a golf pro. And I have changed cups, but it was not at 5:30 a.m.; it was 5 a.m. — so I could return to the shop to greet the guests in our tournament and work all day making rulings, doing scores, loading golf cars, shaking hands, putting ice out, managing the range, etc., etc., etc. And on the same day I left at 10 p.m. after doing scoring and pairings for the next day. Meanwhile, the superintendent was home by 2:30 p.m. because he had nothing to do while the tournament was going on. And I was again there at 5 a.m. to do it all over again. That was not the first time I changed cups, nor will it be the last.

The statement by Zeller is a prime example of Golf Pro vs. Superintendent, and a publication such as *Golfdom* should strive to have parties both work together to provide the best product for the golfer. Otherwise, how about, "A superintendent who will not have an excuse when the club chair wants an answer about anything that is wrong."

Or, "A sales rep who doesn't promise the world but delivers a small town in West Virginia."

**Mike Fields**

**Director of Golf, PGA Pro  
Kearney Hill Golf Links, Lexington, Ky.**

Does Craig Zellers think that golf professionals don't read *Golfdom*? Or that PGA professionals don't read *Golfdom*? And if he does think that we read the magazine, why would he suggest such a preposterous thing like, "A golf pro would not be likely to show up at 5:30 and go out with the grounds crew to change cups."

I cannot say that I get up at 5 in the morning to go out with the crew at my club, but I do go out on the golf course with them as often as possible, as does our director of golf, to learn some of the many things that they have to teach about agronomy (probably didn't think I knew that word), horticulture and overall golf course maintenance. We, the PGA Professionals, respect our superintendents and their crews, to the highest degree. I'm not sure what Zellers was suggesting, but I took exception to the fact that he thinks we don't care. Anytime my superintendent invites me on the golf course, I jump at the chance to learn.

**Tony J. Gill, Head Golf Professional  
The Quarry At La Quinta (Calif.)**

## Big Brother = Bigger Misconception

Maybe I'm just accustomed to upbeat articles in the opening pages of *Golfdom* that promote the high professional standards and work ethic of superintendents, but I must take issue with your Pin High column ("Welcome to the Show — and 1984," January, page 10). The tone of your commentary is that for years superintendents have been sneaking around during conferences and not attending the trade show and educational sessions. This is just not true. The numbers of superintendents walking the show floor and sitting in educational sessions are the facts.

In the past I had a club president attend the Golf Course Su-

perintendents Association of America show several times as an exhibitor. He came away impressed with the hard work and attention superintendents

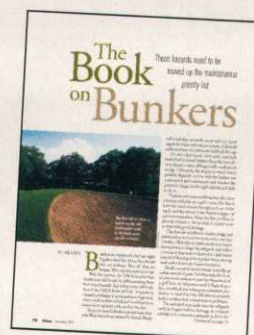
showed during the show. He attended numerous other trade shows through the years and commented that nothing compared.

Conversely, boys will be boys and some superintendents and maybe even an owner or two may cut a class to take in what the area has to offer, be it golf or gators. But they will be in a vast minority. Many will head down a couple of days early or hang around a day or two after for a little time away from the frozen tundra. Isn't that why the Golf Industry Show (GIS) has fallen into a rotation of attractive weather sites and won't be held in Cleveland?

Golf course owners (even before the National Golf Course Owners Association), club officials and maybe even a few Club Managers Association of America members have been attending the superintendents' show for years. Whether they attend the GIS or not, they need not be concerned with what's going on as your commentary may lead them to believe.

**Rod Johnson, Certified Superintendent  
Pine Hills Country Club  
Sheboygan, Wis.**

*Editor's response: Hey Rod, I didn't mean to insinuate that ALL superintendents are sneaking around. Believe me, I know they're walking the floors and attending educational sessions. My point in the column had more to do with proper communication between superintendents and owners than anything. But I do have a bone to pick with you. Why couldn't Cleveland host the Golf Industry Show?*



*It's beautiful here in February. Just bring your parka.*

## Ban the Book?

The article "The Book on Bunkers" by Jon Scott (November 2004, page 72) is significantly contrary to the article

"Bunkers: Hazards or Havens," by Robert Vavrek, in the March 2004 USGA Green Section Record.

Personally, I prefer the USGA approach. I really prefer it. The PGA article says four things that bothered me enough to take this time:

■ *"It could be argued that bunker maintenance should be as important as greens." If the goal is to make golf even more expensive, that's a good idea.*

■ *"Players who hit their ball in bunkers should have a reasonable opportunity to make par." Yikes. Did he not watch the PGA Championship from Whistling Straits or the U.S. Open at Shinnecock? A reasonable chance for par from ANY and ALL bunkers? I'm hiding this article.*

■ *"If bunkers are supposed to be more of a penalty to an errant shot, why not use water?" Maybe it's tough to put water on the side of a hill is one "why not?"*

■ *He says that the "reason bunkers fail to perform (whatever perform means) is because of poor maintenance." Where are my nitroglycerin pills?*

How about in the name of fair play, you print the Vavrek article as a rebuttal? I circulated it to my membership, and it was well-received.

**Walt Gooder, Superintendent  
Country Hills Golf Club  
Calgary, Canada**

**We want to hear from you. You can e-mail your letters to Thomas Skernivitz at [tskernivitz@advanstar.com](mailto:tskernivitz@advanstar.com).**





REVEALED!

## SECRETS OF KEEPING HAPPY GOLFERS

(apply Quality products)

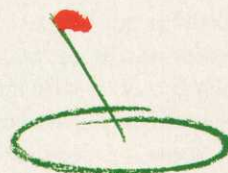
It's really no secret. To keep your golfers happy, all you need to do is maintain perfectly manicured, fast and true greens, plush fairways, immaculate tee boxes and lush roughs. And, by the way, you need to achieve those things whether or not you have Mother Nature on your side.

One thing for certain is that you always have The Andersons on your side. And that means – whatever the conditions – you have the nation's most reliable and results-driven turfgrass products available to help you win. With consistent formulation and particle sizing, we're the one constant you can count on.

Making your golfers happy is your job.  
Making you happy is ours.

For more information contact us at 1-800-253-5296 or visit our website at [www.andersonsgolfproducts.com](http://www.andersonsgolfproducts.com)

Quality – Service – Technology



**Andersons**  
GOLF PRODUCTS.

Proud Sponsor of Happy Golfers Everywhere



**T**his column is just what the happy-go-lucky Mike Veeck wanted — more ink to promote his wacky ways. Forgive me, but I've succumbed to Veeck's media magnetism. But I make no apologies for this column because Veeck is worth writing about.

Veeck spoke in December at the Ohio Turf Federation's annual conference in Columbus, Ohio. While Veeck didn't talk about turf, he was informative and entertaining. He had people roaring with laughter one minute and reflecting in their thoughts the next. Here's betting that word gets out about Veeck's talk and he shows up more often on the golf turf show circuit.

Veeck is the owner of several minor-league baseball teams and the master of many zany baseball promotions (he holds disco demolition night to his credit, among others). Unlike some, such as the brash and bratty Randy Johnson, you can stick a camera in Veeck's face and he'll happily ham it up for you.

"I'm a media pimp," the goateed and bushy-haired Veeck said with a toothy smile, noting that it's a rule of his to never say "no comment" or talk off the record to the media. (By the way, if you "Google" Veeck, you'll find item after item of stories in magazines and newspapers about him.)

Veeck is the son of former Major League baseball team owner, the late Bill Veeck, a dynamic baseball owner and promoter and obvious mentor to his son. Mike is not your typical keynote speaker. Let's just say he's a bit unorthodox in style and substance — but refreshingly so.

There was Veeck, mugging for photographers at the outset of his speech. "I'm having a very bad chin day," he quipped.

Don't get me wrong. Veeck, who counts Bill Murray and Jimmy Buffett as his pals, isn't all schtick. He has some influential thoughts, and he shared them with attendees of his talk.

It's not that what Veeck said contains insightful philosophy that we haven't heard before. But hearing these things from a guy who has tried more things in his life than 10 of us put together seemed to hit home a little harder.

"Do you remember when you were 3 years old and so many things were possible?" Veeck asked in his low, husky voice. "And now you're 33 and not many things are possible."

## Here's to a Good and Hearty Laugh

BY LARRY AYLWARD



**'BE OUTRAGEOUS,  
BE IRREVERENT  
AND HAVE SOME  
FUN,' MIKE VEECK  
ADVISES. IT'S GOOD  
ADVICE FROM ONE  
WHO KNOWS**

Veeck's point was that while we *say* we aren't afraid of taking risks, deep down we *are* terrified. "Why is it we're so afraid of change?" Veeck asked. "Because we don't know how to deal with failure."

Veeck doesn't hide the fact that he's failed — he's been fired four times by Major League Baseball teams for trying promotions that went awry. For instance, while disco demolition night at Chicago's Comiskey Park in 1979 was a rousing success in terms of razing disco records, a near riot broke out at the park and the second game of the doubleheader had to be canceled. Hence, Veeck was fired from his promotion's post the next day. But Veeck didn't hang his head after the firing because he knew he used his brain as best he could to try something original.

"Behind our eyes is the greatest machine ever known to mankind," Veeck says. "And we shouldn't squelch it."

I've never seen a someone laugh more at himself than Veeck did during his talk. It's not that he likes to *hear* himself laugh — he just likes *to* laugh.

Laughter, it seems, is Veeck's medicine when tough times occur. Veeck told a story about his small daughter, who's as happy-go-lucky as her old man. While she suffers from an incurable eye disease and is going blind, you wouldn't know it from her attitude, Veeck says "She reminds me that the *only* cure is laughter," he adds.

If there was a theme to his speech, it was the importance of laughter. In fact, Veeck could start billing this speech as Jollity 101: The Art and Importance of Laughter.

"Be outrageous, be irreverent and have some fun," Veeck said before departing the stage. "What are we going to remember about our trip through this wonderful life? We're going to remember a little bit of laughter."

Here's to a hearty hoot and howl from the deepest part of your tummy.

*You can reach Aylward at [larryward@advanstar.com](mailto:larryward@advanstar.com).*