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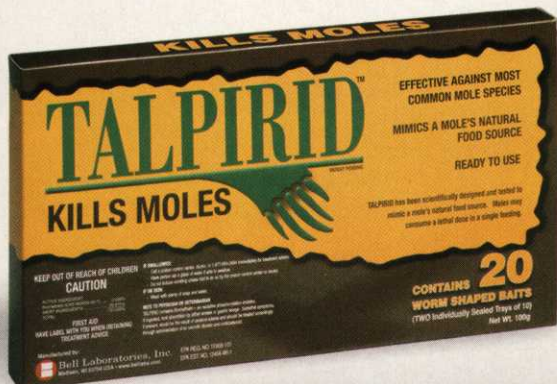
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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

No Mirage Here — Golfing in "The Desert"

Unlike some parts of the country that languish in the golf-development

doldrums, California's Coachella Valley is booming with new courses under construction. Today there are 118 golf courses in the area popularly known as "The Desert." By the end of 2005 there will be 124. The six courses that will open this year include:

SilverRock Resort and Andalusia at Coral Mountain in La Quinta; Toscana Country Club in Indian Wells; Escena Palm Springs (formerly the Palm Springs Classic) in Palm Springs; and Stone Eagle Golf Club and Classic Course at North Star (formerly the Berger Foundation Course) in Palm Desert. Also, Del Webb's Shadow Hills in Indio is adding another nine holes. For details on these and other golf projects around the United States, visit www.golf-constructionnews.com.

COURTESY OF:



Golf Rounds Played

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

REGION	NOV.	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-11.7%	3.2%
Middle Atlantic NY, PA, NJ	-11.0%	2.1%
East North Central MI, OH, IN, IL, WI	-9.9%	-0.5%
West North Central ND, MN, SD, NE, KS, IA, MO	-2.6%	-1.3%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-3.3%	1.2%
Florida	0.5%	-0.9%
East South Central KY, TN, AL, MS	-11.0%	1.4%
West South Central OK, AR, LA	-21.6%	-5.1%
Texas	-21.5%	-4.2%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-1.3%	-0.1%
Pacific WA, OR, AK, HI	0.0%	-0.8%
California	-3.7%	-1.8%
TOTAL UNITED STATES	-6.3%	-0.1%

GOLF DATATECH

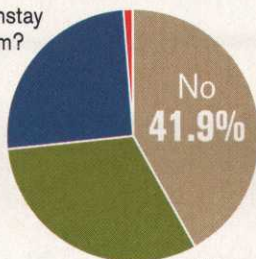
Your Average, Everyday Joe

Are generic products a mainstay in your maintenance program?

31.4% Not yet, but I'm starting to use more of them

25.5% Yes

1.2% No answer



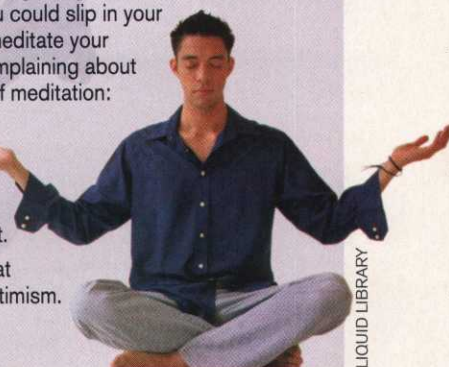
* Based on 322 responses

Ommmmmmmmmm

Hey, we know you're under a lot of pressure to keep your golf course in top-notch shape. So, at the risk of stressing out, you need to relax. Have you ever tried meditating? Seriously, you could slip in your office for a few minutes every day and meditate your problems away (well, not the golfers complaining about green speed). Here are some benefits of meditation:

- It can boost your immune system.
- It can help lower blood pressure.
- It can help control pain.
- You don't need any special equipment.
- It helps stimulate parts of the brain that control emotions like happiness and optimism.

SOURCE: ANN CLARK ASSOCIATES



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Off The Fringe

NEWS WITH A HOOK

Business briefs

RISE's James lists top concerns

In his 2005 outlook for the specialty pesticide and fertilizer industry, Allen James, president of the Responsible Industry for a Sound Environment (RISE), said that reviews of regulations under the Endangered Species Act and the Clean Water Act as well as local pesticide and fertilizer bans continue to be top concerns for the industry.

"In the administration's second term, I see a number of issues that will affect our industry during 2005," James said in a press release. "First of all, I believe the Endangered Species Act (ESA) needs to be updated. The regulation of pesticides vs. the ESA continues to be a battleground that hampers our industry without benefit to the public. Change is needed right now."

New Englanders begin winterkill research group

New England-area superintendents and turf specialists from the University of Massachusetts have started a multiyear research effort to combat winterkill. The Winter Damage Initiative Group will attempt to identify specific factors leading to winter-related turfgrass injury, determine best autumn management practices for preventing winterkill, and evaluate the effectiveness of various types of greens covers.

"Traditionally, winterkill is something we'd experience to some degree every few years," said Tedesco Country Club superintendent Peter Hasak, who is spearheading the project. "But during the winters of 2001, 2003 and 2004, the problem was very widespread, and many courses got hammered. So a bunch of us got together and decided that we needed a specific course of action to figure things out."

Briefs continue on page 16

Relaxed Atmosphere

BIGGA SHOW MORE OF A SOCIAL EVENT THAN A TRADE SHOW

By Anthony Pioppi, Contributing Editor

HARROGATE, England — Stan Kinkead stood outside the Harrogate International Center and lit a cigarette. Even in England, smoking indoors has been outlawed in many places.

It wasn't the mild weather that brought the president of National Mower all the way from St. Paul, Minn., to this town in northern England.

Rather it was the British International Golf Greenkeepers Association's annual BIGGA Turf Management Exhibition and Educational Seminar Programme and Club House. The BTME is the conference and show for United Kingdom superintendents.

National Mower does well in the United Kingdom and Europe. Its mowers are especially valued for their ability to handle wet turf, not just on golf courses but also on municipal sites and large estates.

This was Kinkead's 12th straight year at Harrogate, as the conference is called by most of the attendees.

"I don't have the heart to tell them it's just the Ohio Turfgrass Show," Kinkead said, smiling as a stream of greenkeepers made their way inside.



Stan Kinkead, president of National Mower, is a regular BIGGA attendee. This was the 12th time he's attended.

What Kinkead was referring to was the size of the event. While this year's GCSAA show drew well over 20,000 participants, 5,500 hundred made their ways into the BIGGA show — a record number — and about 100 companies displayed their wares.

The manufacturers that dominate the U.S. scene were all represented along with other companies familiar to U.S. superintendents, such as Lastec and Rogers Sprayers.

Their booths were alongside U.K. companies such as Earthquake Turfcare and Tower Chemicals.

One company grabbing many people's attention was Underground Rake. As the name states, the product is designed to store rakes in the ground. A push on the lid with the back end of a golf club opens the lid and pushes out the rake for easy removal.

Company spokesman Steve Jones said the device saves golf courses money in two ways: first, operators do not have to leave their machines to move rakes while mowing or maintaining bunkers. Second, it also cuts down on the number of rakes broken by golf cars or maintenance equipment. The lid, the one exposed part of the device, is about half the size of an irrigation control box.

Jones said Underground Rake is already at a few courses in the United States with more showing interest.

Although the BIGGA show might be compared to the Ohio or New England regional shows strictly on size, it differs in significant ways.

In the United States it's all about business and education with most attendees taking classes and business being done right on the show floor. It's much more of a social event in the U.K.

The conference center was broken down into five exhibition halls, each with one or two places to sit and eat or enjoy a beverage. The lounges were constantly full throughout the day with friends renewing acquaintances and catching up before the U.K. growing season gets underway.

With little emphasis on superintendents earning their master greenkeeper certificates, the educational classes were nowhere near the size as one would find in the United States.

For National's Kinhead, selling mowers during the show was not the priority it might be back in the United States. "Our goal is to get [superintendents] to have demonstrations at their courses," he said of Harrogate.

Life outside the event is also much different. Harrogate is a charming town with plenty of shops and restaurants within walking distance of the conference center, which is booked for much of the year.

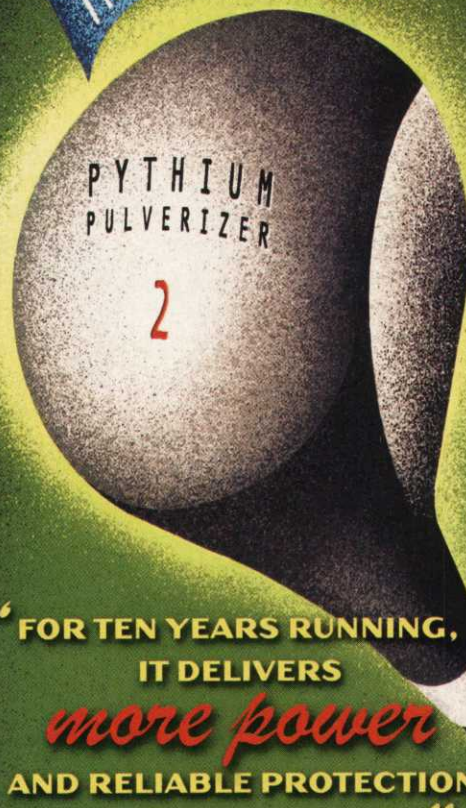
In England the laid-back attitude appears to work for greenkeepers and manufacturers. Kinhead said he and National Mower would be back again next year.

**In England,
the laid-back
attitude appears
to work for
greenkeepers and
manufacturers.**



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Business briefs

Briefs continued from page 14

Judge rules against ABT Group

A U.S. bankruptcy judge entered a \$14.9 million judgement against former AgriBioTech chairman and CEO Richard Budd and ABT Group, a limited liability company Budd established with his nephew Kenneth Budd. Kenneth Budd was formerly president of AgriBiotech. The judge found that Budd received a preferential loan repayment of more than \$10 million in June 1999, within a year of the company's bankruptcy filing in January 2000. The judge also ruled that some payments made to ABT Group within 90 days of the bankruptcy filing were also preferential.

Woodward heads to Torrey Pines

The city of San Diego hired Mark Woodward, the past president of the Golf Course Superintendents Association of America (GCSAA), to manage its golf course operations, including Torrey Pines, Balboa Park and Mission Bay, beginning Feb. 15. The hiring ended a seven-month national search in the wake of Jim Allen's resignation in May.

Woodward, 52, is an Arizona native and served the last 10 years as the parks and recreation director in Mesa, where he managed two municipal golf courses (Dobson Ranch and Riverview), two Major League Baseball spring-training facilities, a tennis center and a cemetery. He has been a certified superintendent since 1986.

Grigg Brothers celebrate 10 years

From Tater Tots to turf nutrients. That statement defines the legacy of two sets of Grigg brothers.

This year marks the 10th anniversary of business for the second set of Grigg brothers, Mark and Gary, who have spent the past 10 years developing, producing, and marketing organic and amino acid based fertilizer and liquid nutrients characterized by selected natural organic complexing and chelating agents for foliar and soil based applications. In 1995 Mark and Gary followed in the footsteps of their father Golden and their uncle, Nephi, who ventured into many successful business projects together. Their biggest success was Tater Tots.

Yale Returns to Yesterday

GOLF COURSE REGAINING ITS CLASSIC LOOK, THANKS TO NEW SUPERINTENDENT AND NEW OPERATION PROCEDURES

An Analysis by Anthony Pioppi, Contributing Editor

Mike Moran pulled his golf car up to the fourth green at Yale Golf Course with a slight smirk on his face and watched me putt out. The assistant superintendent ("Master Gardner" in Yale union speak) didn't say a word.

"You can now see the fifth green," I said incredulously pointing out past where he sat.

He nodded and laughed.

"And that was only one tree," he said gesturing to where the lone oak had stood for decades obscuring the view of the fifth.

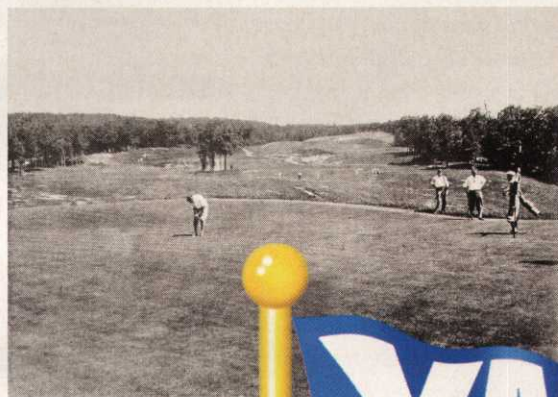
For more than 20 years Moran has worked at the Yale course, including two stints as interim superintendent. He has watched helplessly as the course decayed through neglect, ignorance and apathy. But that has all changed.

In a way, the removal of the tree serves to illustrate the changes at Yale under the guidance of superintendent Scott Ramsay, who came aboard in January 2004. It was he who realized that small measures, such as the cutting down of one tree, could make a difference.

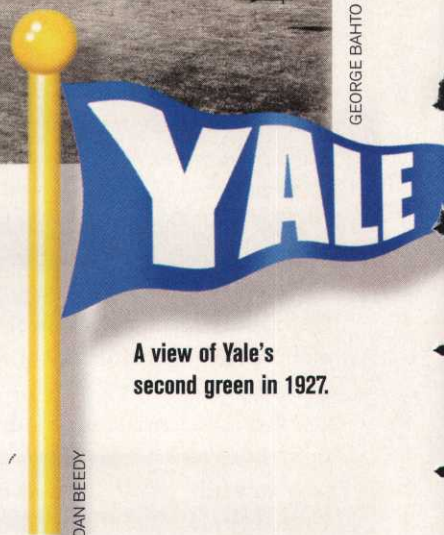
The removal of the tree in itself was no big deal, but in Ramsay Yale has someone it has not had in the position of superintendent perhaps since it opened in 1926 — a person who appreciates the glory and genius of Seth Raynor's crowning achievement; a person who understands Yale's place in the history of golf course architecture; and a person who realizes what this course could do for Yale if restored to its original intent.

Could Yale one day host a United States Golf Association (USGA) event such as the men's senior amateur? There are those at Yale and the USGA who think so. A Yale Golf Course brought back to its original intent could charge three times what it does now for memberships and outings and still have a waiting list.

This is the greatest college golf course in the United States, and one of the 20 greatest golf courses in this country and Top 100 worldwide if prop-



GEORGE BAHTO ARCHIVES/GOLF ILLUSTRATED



A view of Yale's second green in 1927.

DAN BEEDY

erly restored. It's a bold statement, but I stand by it.

The school administration, much of it through the work of John Pepper, who was appointed vice president for finance and administration in January 2004, has partnered with the unions to create a better working situation at the course resulting in better playing conditions. Pepper is the former president and chairman of the board for Procter & Gamble.

The school and the unions that represent workers across the spectrum of jobs at Yale have had a long contentious relationship. The superintendent had little say in the hiring of seasonal help before Ramsay arrived. Often times those who worked at other Yale jobs, such as in cafeterias during the school year, were shipped to the course in the summers. That has all changed. This past year Ramsay was allowed to hire 16 seasonal employees, many of them Yale students. And in another negotiated change, seasonal workers are now allowed to do more than just fill divots and rake bunkers — they can operate mowers.

It was also decided to bring in outside contractors to aerate, seed and fertilize Yale wall-to-wall, a job that would have been impossible for Ramsay's undersized staff.

Tree removal crews have been on site for the second winter in a row in an effort to reverse the decades-long tide of overplanting that obliterated the open style Raynor created through the heavily wooded property.

Ramsay has been doing his part, reclaiming greens that lost considerable size over the years.

This is not to say all is perfect, there is still much work to be done. Harry Meussel, the superintendent who oversaw Yale for more than 40 years before leaving in the early 1990s, used a bulldozer to obliterate original distinctive Raynor design characteristics under the guise of ease of maintenance.

A bunker restoration program that ended just a few years ago is abysmal. Architect Roger Rulewich, lauded for his original design work but not for restoration, failed to recapture the Raynor style. One needs to look no further than the work on the Principal's Nose Bunker short of the 17th green where he decimated much of the original feature while adding one bunker that looks more like a litter box than a golf hazard.

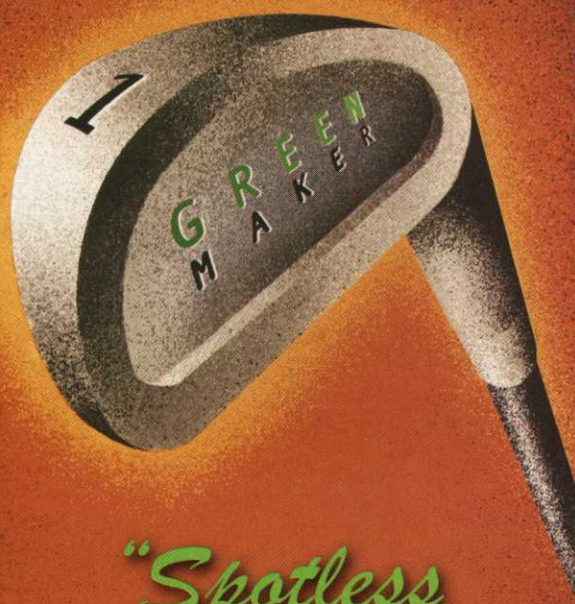
The good news is that much of the ill-advised work can be reversed under the guidance of a knowledgeable architect. The really good news is that for the first time since the earliest days of the layout, the school is beginning to fully appreciate what it has.

In 1925 the *New York Times* described Yale with accolades that can one day hold true again: "When finished it will be one of the finest golf courses in the United States. ... The course, in its general characteristics, is unique and wholly unlike any course in America."



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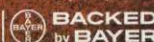
— Mike Combs
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Who's 'Minding' Your Golf Swing?

THIS COOL NEW DIGITAL GADGET COULD HELP YOU GET IN 'THE ZONE'

Access to "The Zone," that elusive state we all seek on the golf course, is enabled by our minds, not our swings. The Mind Meter, new from GolfPsych, proves the point. Digitally.

What's more, the Mind Meter reinforces for golfers the positive thoughts and feelings that make The Zone more accessible.

"Champion golfers have learned to recognize when their minds are peaceful and confident — when they're in The Zone. The rest of us

need help," says Jon Stabler, CEO of GolfPsych, the Boerne, Texas-based firm he co-founded with Deborah Graham, one of golf's leading mental game coaches. "When you're not performing well, this tool allows you to identify the thoughts and ways of operating that are holding you back. When you're in The Zone, the Mind Meter helps you understand what you're thinking and how you're feeling at the time — which is the best way to find your way back."

The Mind Meter is the

first fully portable system that effectively monitors a player's physiology and gives quantifiable evidence as to how busy (bad) or quiet (good) the mind is; how tense or relaxed it is; how confident or anxious it is. The Mind Meter enables players to identify the key thoughts (and their patterns of occurrence) that affect performance, for good and ill. With practice, the Mind Meter enables golfers to control their levels of tension and more consis-

tently reach desirable levels of arousal and performance — the state otherwise known as The Zone.

"What the Mind Meter offers golfers is an opportunity to become aware of



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has his tools

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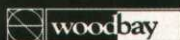
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their internal environments, and thereby recognize their tensions, learn to eliminate them, and become more focused and calm over a golf ball," explains Henry Brunton, who has integrated the Mind Meter into his player development programs as National Coach at the Royal Canadian Golf Association. "The golf swing lives in the mind. There are a lot of myths in golf, and one is the idea that mind and motion are separate. They're not. They go together."

The Mind Meter's patent-pending technology operates this way: Its electrodes/sensors are fastened unobtrusively beneath any golf shirt via a transmitter

belt that fits comfortably around the golfer's chest, over the sternum. Once in place, it sends a magnetic pulse signal to the handheld Mind Meter console/display. Using a proprietary heart-rate variability algorithm, the Mind Meter accurately measures, on a scale of 0-99, the golfer's tension/stress levels. High numbers indicate a busy mind, anxiety and fear; low numbers show that the mind is more quiet or clear, freeing the body to perform athletically, in optimum fashion.

The Mind Meter retails for \$399. For more information, contact www.golfpsych.com.

Quotable

"In this business you will be humbled. I don't care how good you are or how good you think you are, Mother Nature can take it away from you at anytime."

— Jimmy Ellison, vice president of agronomy and golf course maintenance for Arnold Palmer Golf, on golf course maintenance in the real world.

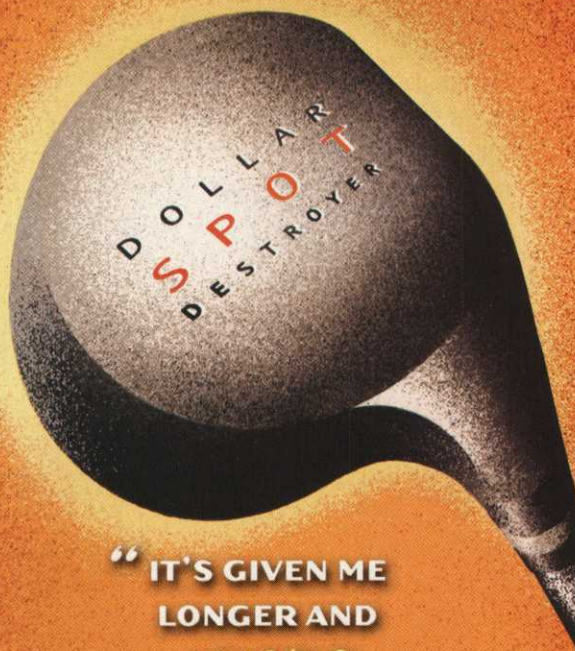
"I never got a 'Good morning' from Vijay, or 'Good club' after a shot, or 'Have a nice night' at the end of the day. It was either nothing or a negative if he did speak to me."

— Dave Renwick, former caddie of Vijay Singh, on their "wonderful" relationship. ("Scotsman" newspaper)



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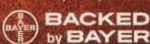
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Until I read a recent article called "The Club Agenda" in the December/January issue of "Club Director Magazine," I could never grasp why general managers, club officials and golfers just couldn't understand the challenges superintendents face to groom their courses up to their expectations.

I have opined on several occasions about why superintendents are left to challenge the media, local ordinances and water management districts to defend the game of golf and golf course management practices. The answer is relatively simple: The club's agenda is focused on other issues. I'm not saying these aren't legitimate issues that can have a serious impact on a club. What I'm saying is that our issues must compete with those that rank higher in the club's agenda. In the article mentioned above, there are two lists of priorities: one on federal issues and the other on state issues.

On the federal list, environmental issues, which the Golf Course Superintendents Association of America (GCSAA) and local associations must devote so much time and energy to either defuse, refute or modify, place fourth behind: health care costs/association health plans; labor/wage/retirement issues; and increased scrutiny/tighter regulations of nonprofits.

For state issues affecting golf clubs, water restrictions is the top turfgrass issue and is only in seventh place with pesticides in ninth. Placing higher was: health care; worker compensation; property taxes; taxes on club fees and services; general liability issues; and state/federal minimum wage.

So it's little wonder we don't get a lot of club participation in our causes that we see as the big-picture issues of: water availability, use, conservation and quality; pesticide and fertilizer bans and restrictions; and the negative perception of golf courses in the media. We can argue that without the water and other tools needed to grow good playing surfaces, all the other challenges listed on club's agendas are moot points.

They don't understand evapotranspiration or pest resistance, but they can relate to wages, taxes and health care. The kicker is that their concerns are legitimate in the daily operation of the club to keep it profitable and affordable. The solution, of

Attention Where Attention Is Needed

JOEL JACKSON



MAYBE THE STAGE
IS FINALLY BEING
SET FOR TRUE
COOPERATION
AMONG THE
MANAGEMENT
TEAM MEMBERS
AT A CLUB

course, is for compromise. The finance committee can tackle those wage and hour issues, but the Green Committee members should be out there helping to secure water rights and helping to support and defend our turf management practices.

Several state and local superintendents associations have made great strides in the past couple of years to earn respect and credibility among regulators and legislators. Perhaps those successes are reflected in the lower ranking of what we consider sensitive and key issues in a club's agenda. I guess I'd just like to hear or see something in the industry trade publications from golf clubs, managers and owners that acknowledge that effort.

Maybe the media are also learning we can manage golf courses without despoiling the environment, but they have their own credibility problems to deal with right now.

Meanwhile, if the greens are slow or bumpy, the superintendent wants more top-dressing and a new mower and the club manager is trying to balance payroll and health care costs for the staff against the budget. It's a new irrigation system that will run more efficiently to conserve water resources vs. renovating the club to meet access requirements for the Americans with Disabilities Act.

We're just coming off the newly formatted Golf Industry Show. Maybe the stage is finally being set for true cooperation among the management team members at a club. Maybe it's time superintendents took time to appreciate the complexity of conducting the business side of the club's operation. And conversely those in the clubhouse need to appreciate the superintendent and his association who fight city hall for the essential resources and tools needed to protect a club's biggest asset — the golf course.

Certified Superintendent Joel Jackson is director of communications for the Florida GCSA.