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NOVEMBER

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Does the Truck Stop Here?

Superintendents ponder the previously unthinkable — dumping their gas-guzzling 4x4s in exchange for more miles per gallon.

By Thomas Skernivitz



Florida superintendent Joe Boe and his truck with the "monster" Gator decal.

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Let It Drain

Proper drainage is vital to maintaining healthy and functional greens, tees and fairways. Here's how to do it right?

By Peter Blais

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Bunker Down

Bunker liner keeps sand in, contaminants out.

By Thomas Skernivitz





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BY LARRY AYLWARD

Many of the crew members at The Club at Nevillewood are from Mexico. "Their hard work and dedication have made my life easier," superintendent Ken Flisek says of the workers.

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About the cover

Pittsburgh-based photographer Larry Rippel made the short trip to The Club at Nevillewood to photograph Ken Flisek and two of his top crew members.

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on Rounds and Revenue



Gettin' Down to Business

Check out the fourth edition of the *Golfdom Business Record*, a special section aimed at industry decision-makers, including owners, general managers, superintendents and distributors.

This edition's lead story by

Bruce Allar focuses on clubhouse renovation.

Also check out columns by Heidi Voss and Jim Black.

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TurfGrass Trends

This month *Golfdom's* practical research digest for turf managers discusses new fertilizer technology developed at Penn State University, as well as other topics. See pages 49-63.

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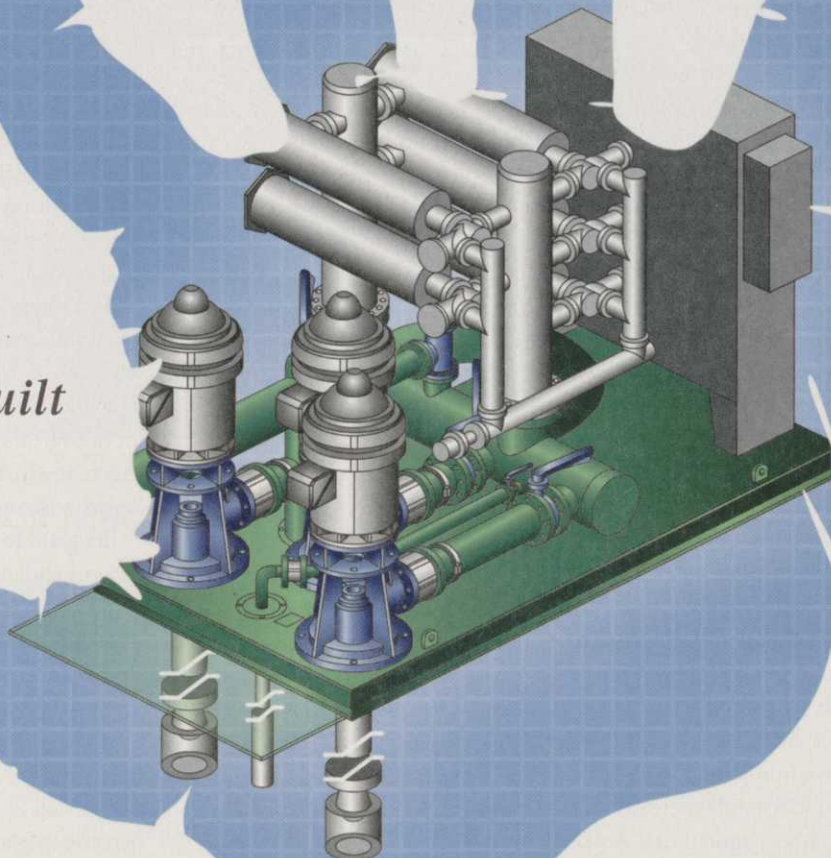




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I grew up with the notion that Mexicans were lazy people. I was led to believe that Mexicans were allergic to work. They would rather find a shady tree, crawl under it and take a nap than work.

What prompted my thinking? I believe it was a combination of matters. The media definitely helped spur the stereotype. I remember watching old Westerns and cartoons on television that depicted Mexicans as malingering types. Those portrayals prompted my juvenile teenage buddies and me to share disparaging jokes about them. But my friends and I, who grew up in the North, had little or no contact with Mexicans. We knew nothing about them.

Still, we were conditioned to believe that they were inferior to us.

How pitiful we were to be so shallow and make such terrible assumptions about people who are really no different from us. But that's racism for you. Hypothesis fosters its roots.

During my seven years in the golf industry, I've learned much more about Mexicans, especially the strong work ethic that many of them possess. I've visited numerous golf courses throughout the country where Mexicans are employed, and I can't tell you how many superintendents I've spoken to who rave about their solid work ethic and how efficiently they perform their jobs. And most of them are only earning seven, eight or nine bucks an hour.

Some Mexicans come to the United States to work on golf courses and in other agricultural positions because they can earn much more money doing the work here than they can in their native country.

Like me, many golf course superintendents are aware of the unfair stereotype placed on Mexicans regarding their work ethic. They, too, don't understand where or why the label originated. Many agricultural workers make less than \$1 an hour in Mexico.

Last year I visited the Chicago Golf Club in Wheaton, Ill., where certified superintendent Jon Jennings employs nearly 20 Mexicans on his crew during the golf season. "These guys work sunup to sundown, and they would keep working longer if I wanted them to," Jennings says.

Earlier this year I visited superintendent Ken Flisek, who employs about 11 Mexicans at

Time to Dispel an Ugly Stereotype

BY LARRY AYLWARD



MEXICANS SHOULD

BE KNOWN

FOR THEIR SOLID

WORK ETHIC – NOT

LAZINESS

the Club at Nevillewood in Presto, Pa., during the season. "Their hard work and dedication have made my life easier," Flisek states.

It's not just about how hard some Mexicans work. It's also about how they've grasped the details associated with their work. If they didn't have a knack for detail, they wouldn't be employed at places like the Chicago Golf Club and the Club at Nevillewood, where members put a premium on having finely manicured courses.

Many superintendents complain that they can't find reliable help in their own backyards. Some potential employees, including home-for-the-summer college kids, cringe when told they must report to work at 6 a.m. daily and groan when told they must work on weekends.

But many superintendents say their Mexican workers never gripe about reporting to work so early and don't mind working Saturdays and Sundays. In fact, they like to work a lot of overtime so they can make more money, much of which is sent back home to their families who live in cities like Acapulco and Toluca.

It's good to hear Jennings, Flisek and other superintendents speak highly of their Mexican crews. They should be commended for helping to quash the demeaning stereotype.

Hopefully, the industry as a whole will do more to help Mexicans advance in the profession and earn more money. Hopefully, the deserving Mexicans who aim to grow in their careers will be provided opportunities to become irrigation techs, assistant superintendents and even superintendents.

Let's not let any more kids grow up with the racist notion that Mexicans are lazy. Let's do the opposite and wax superlatives about the hard-working Mexicans in this industry.

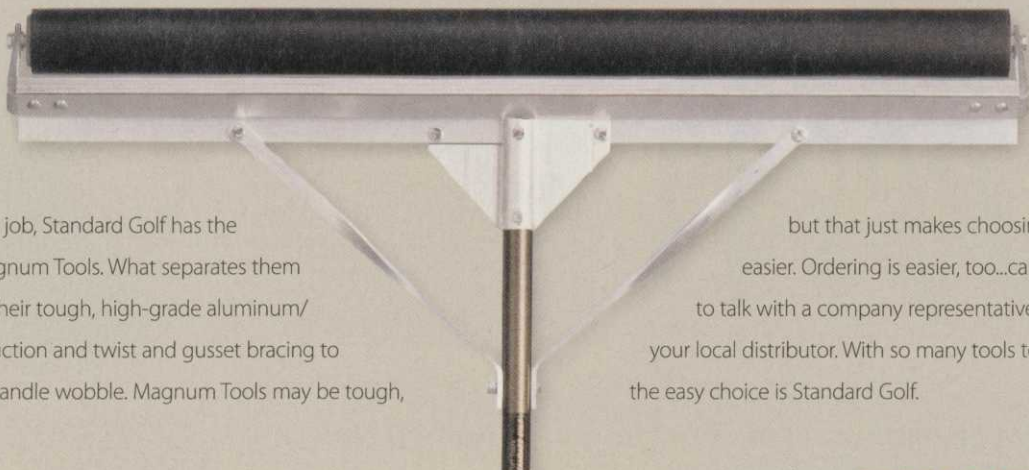
Let's speak the truth. And let's begin to right an ugly wrong in the process.

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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

Why Not the Cornhusker State?

The state of Nebraska might be one of the last places one would picture as the ideal setting for high-end private clubs. But this important slice of America's breadbasket is just that, with two notable projects attracting interest from all over the world. These come on the heels of the rousing success of the private Sand Hills Golf Club, a highly rated links-style course crafted by Bill Coore and Ben Crenshaw. Work is now under way on the first of what could be two courses at the Dismal River Club in Mullen. The Nicklaus Design, measuring a whopping 7,600 yards from the tips, is slated to make its debut next summer. A similar project is the 36-hole Prairie Club in Valentine. Construction has begun on the initial layout, a collaborative effort by architects Gil Hanse and *Golfdom* Contributing Editor Geoff Shackelford. The private, 7,200-yard Scottish-style track will have a summer 2006 debut as well. For details on these and other golf projects around the United States, visit www.golfconstructionnews.com.

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Get Connected

Superintendents cited these methods as the most popular tools used to regularly communicate with golfers:

- ▶ On-course personal contact
- ▶ Printed newsletter
- ▶ Bulletin board
- ▶ Play golf with golfers
- ▶ Web site



SOURCES: 2005 GCSAA LEADERSHIP SURVEY

Golf Rounds Played

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

REGION	JULY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	5%	-1.8%
Middle Atlantic NY, PA, NJ	5.2%	1.5%
East North Central MI, OH, IN, IL, WI	-2.9%	2.1%
West North Central ND, MN, SD, NE, KS, IA, MO	0.8%	0%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-2.2%	-3.5%
Florida	-4.1%	-3.6%
East South Central KY, TN, AL, MS	-4.4%	-2.1%
West South Central OK, AR, LA	6.7%	3.9%
Texas	4%	4.2%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	2.1%	0%
Pacific WA, OR, AK, HI	0.8%	-4.7%
California	0%	-6%
TOTAL UNITED STATES	0.5%	-0.9%

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Energy Boost

Tired at Work?

Here are five things you can do to energize your workday and increase productivity:

1. Have a real power breakfast instead of doughnuts and coffee.
2. Forget fruit lunches and focus on protein and veggies instead.

3. Use deep breathing exercises before eating to help digest and relax.

4. Avoid drinking caffeinated drinks and try herbal teas for a boost.

5. Take care of the mid-afternoon slump with fresh fruit, water or tea.

SOURCE: DR. JACQUELINE SIDMAN, AUTHOR OF "INSTANT INNER PEACE"

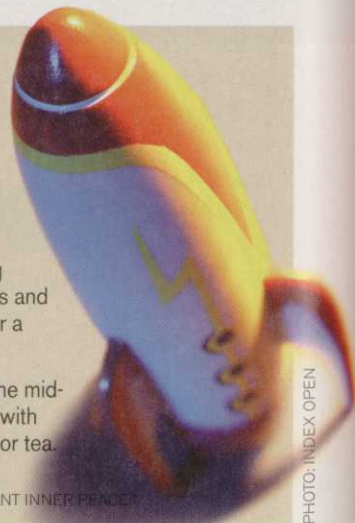


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