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Golfdom

SEPTEMBER 2005 · VOLUME 61 · NO. 9

Stretching

2 Control of the state of the s

GOLFDOM BUDGET GUIDE

Budget Blight

Although soaring gas prices will certainly affect the bottom line in 2006, it's been pythium this summer that has sapped the coffers throughout much of the country.

By Thomas Skernivitz

On the Range

How much a golf course should spend to provide a worthy practice range depends on myriad factors, including geography, labor rates and climate.

By Shane Sharp

Budget Busters

Superintendent offers "Top 10 Opportunities You Can Create For Yourself While Working Within a Tighter Budget."

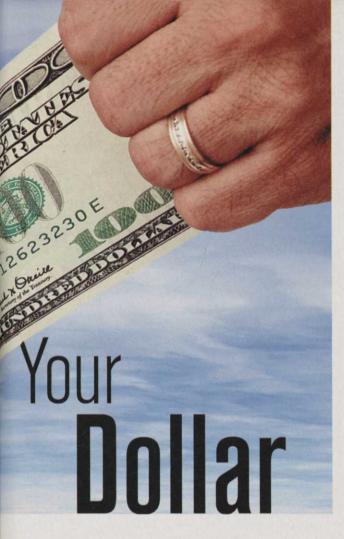
By Ron Furlong

It's the Stuff That Dreams Are Made Of

> Superintendents gear up for chance to play Crenshaw, Leonard — and win \$100,000 in BASF's People vs. The Pros.

By Larry Aylward





► Sizzling

If you're planning your 2006 budget, you might be able to use these products. Check them out starting on page 103.

cover story

Are you caught up in the numbers game? Golfdom hopes to offer some financial direction in its second-annual Budget Guide.

About the cover

After finding this photo collage by Colin Anderson of Brand X Pictures, Golfdom's art director, Carrie Parkhill, did the "balance" of the work, in fine fashion, as always.



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- Pin High A Little Costanza Goes a Long Way
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50 Company Women

have made their professional marks on the corporate side.

By Larry Aylward

Brothers in Arms

Michael and Vinnie Iacono aren't just siblings — they're bonded in the wonderful world of golf course maintenance.

By Larry Aylward

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80 Home Turf **Advantage**

Sod growers offer advice on how to manage major projects.

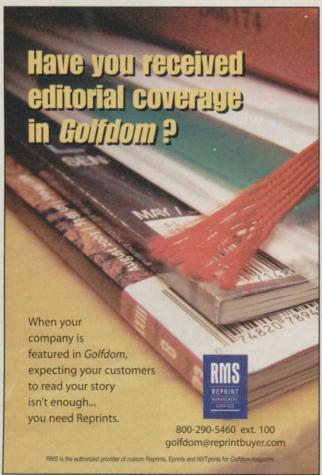
By Thomas Skernivitz

Getting It Straight

A photograph on page 52 of the July issue of Golfdom should have been identified as the Raven at South Mountain in Phoenix and not Arizona National (formerly the Raven at Sabino Springs).

TurfGrass Trends





Golfdom

EDITORIAL STAFF

Larry Aylward EDITOR IN CHIEF 440-891-2770 laylward@questex.com Thomas Skernivitz MANAGING EDITOR 440-891-2613 tskernivitz@questex.com Geoff Shackelford CONTRIBUTING EDITOR 310-451-5877 geoffshackelford@aol.com Joel Jackson Contributing Editor 407-248-1971 flgrn@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@questex.com Carrie Parkhill ART DIRECTOR 440-891-3101 cparkhill@questex.com Mike Klemme PHOTO EDITOR 580-234-8284 mike@golfoto.com Lynne Brakeman WEB EDITOR 440-891-2869 Ibrakeman@questex.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, cacs

Bill Coore, ASGCA COORE & CRENSHAW

David Davis, FASIC DAVID D. DAVIS ASSOCIATES

Tripp Davis TRIPP DAVIS AND ASSOCIATES

Michelle Frazier, cgcs BOSTON HILLS CO

Charlie Fultz SHENVALEE GOLF RESORT

Dean Graves, CGCS

John Gurke, cacs

Steve Hammon TRAVERSE CITY G&CC

Jim Husting, CGCS WOODBRIDGE G&CC

Robb Dillinger, CGCS MUNIE OUTDOOR SERVICES

Jim Loke, cgcs BENT CREEK CO

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Steven Numbers WESTFIELD CC

James Simonini ROBERT TRENT IONES II

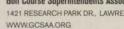
Bobby Weed, ASGCA WEED GOLF COURSE DESIGN

ASSOCIATIONS



American Society of Golf Course Architects 125 N. EXECUTIVE DR., SUITE 106, BROOKFIELD, WI 53005; 262-786-5960; WWW.ASGCA.ORG

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1421 RESEARCH PARK DR., LAWRENCE, KS 66049-3859; 800-472-7878;

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



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Patrick Roberts PUBLISHER 440-891-2609

Mindy Moczulski ADMIN. COORDINATOR 440-891-2734

Jill Hood PRODUCTION MANAGER 218-723-9129

Rhonda Sande PRODUCTION DIRECTOR 218-723-9536

Jessica Borgren CIRCULATION MANAGER 218-723-9356

proberts@questex.com

mmoczulski@questex.com ihood@auestex.com

rsande@questex.com

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

Reprints 717-399-1900

golfdom@reprintbuyer.com

Marsha Gustafson CIRC. LIST RENTAL 440-891-2620

mgustafson@auestex.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

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Pin High

EDITOR'S COMMENTARY

admit it. I have a bit of "Seinfeld" character George Costanza in me, especially when it comes to the short, bald man's frugal ways.

George put the "T" in tight-fisted. If he lent you a quarter today, he expected to be paid back in full tomorrow.

While I'm a cheapskate, I prefer to be labeled economical. My wife jokes that moths fly from my wallet whenever I open it, but I know deep down she's thankful (most of the time) for the way I am. We're not in a pile of debt, and we don't live paycheck to paycheck. We're saving steadily for retirement and we've built up a decent nest egg to fall back on if something goes wrong.

This month *Golfdom* presents its third annual Guide to Successful Budgeting, a three-part package that begins on page 28. While the stories we present offer tips on how to budget for your golf course maintenance operation, I'd like to offer you some tips on how to pinch pennies for your personal savings.

I'm no Charles Schwab, but I take my personal savings seriously because I don't want to be working when I'm 65. According to a recent study by Prudential Financial, about 70 percent of Americans expect to work into retirement to make up for the shortfall in their savings. Many financial experts say a couple needs about 500 grand to get by comfortably upon retirement.

So when you're cheap like me — I mean, economical — you're always thinking about how to save a few nickels. Here's what I suggest you can do:

- ▶ Avoid the stop-at-Starbucks-everymorning-for-a-cup-of-coffee routine. It's OK to partake in the super-premium French roast on occasion but not for \$2.50 a cup daily.
- ▶ Pack your lunch when you can. Leftovers were created for a reason and are probably much healthier than the super-sized No. 3 on the fast-food menu.
- ▶ Buy a car or truck and keep it for more than four years. My car just turned 5 years old and has 70,000 miles on it. But it runs as well as the Batmobile, except for a few minor squeaks. Here's to another two years and 30,000 miles.
 - ▶ Speaking of your vehicle, wash it your-

A Little Costanza Goes a Long Way

BY LARRY AYLWARD



THERE'S NOTHING

WRONG WITH BEING

FRUGAL – LIKE

GEORGE WAS ON

'SEINFELD' –

TO SAVE FOR

THE FUTURE

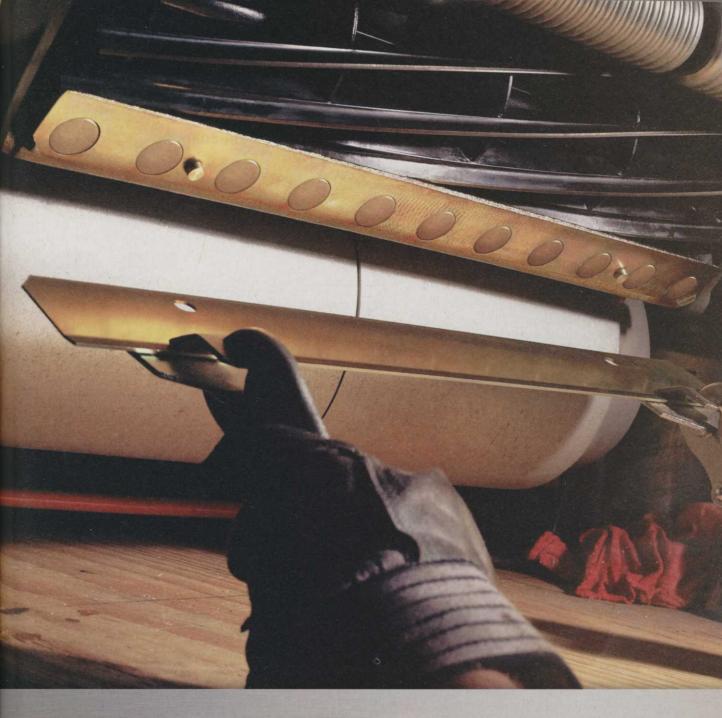
self. Besides, you'll do a better job than the \$12 car wash.

- ▶ Don't feel like you have to outdo your peers when it comes to having the most toys. If your friend and/or co-worker just purchased a 42-inch big screen TV, don't feel like you need to outdo him by buying a 45-inch model, especially if you can't afford it. A 32-inch "regular" TV will probably do you just fine.
- ▶ Walk the golf course when playing. Who needs a golf car when you have two feet to get around? A round just got cheaper and you burn some calories in the process.
- ▶ Don't order the \$35 filet mignon every time you dine out. The \$7.99 marinated chicken breast ain't exactly chopped liver.
- ▶ Buy the \$50 pair of Nikes, instead of the \$120 pair. You don't really need to be like Mike or LeBron for that kind of cash.
- ▶ Pay the bills and credit cards on time *every* month. If not, you'll find yourself getting fined more than Randy Moss. While such fiscal demerits are chump change to Moss, they might add up to the cost of the monthly electric bill for you and me.
- ▶ While still on the topic of credit cards, pay their balances off in full every month to avoid finance charges. Talk about getting held up without a gun.

One final thought: Don't think for a minute that I'm the type of guy who hides hoards of cash under my mattress. I like to splurge — on occasion. There's nothing wrong with taking a nice vacation, going on a shopping spree or spending an enjoyable night out on the town with your wife or significant other.

So, I leave you with two words which you've probably heard before: Wise venturing.

Larry Aylward, editor in chief of Golfdom, can be reached at laylward@advanstar.com.



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The BIG PICTURE

TIDBIT OF THE MONTH

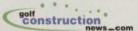
Private Idaho

Idaho is experiencing a renaissance in golf development. Private courses are of special interest in the Gem State, especially in and around Coeur d'Alene, where the exclusive Chateau De Loire Golf & Lake Club, Club at Black Rock (second 18), and Gozzer Golf and Lake Club are planned. Other projects include: the semiprivate Legacy Idaho in Eagle; the 36-hole Black Canyon Golf Club in Emmett,

with Bob Cupp slated to design the first
18; Quigley Canyon Golf Course in
Hailey; Silver Mountain Resort in
Kellogg; the Gene Batesdesigned Hunter's Point Golf
Club in Nampa; The Settlement in
Priest River; and the first 18 (by
Robert Trent Jones II) at Tamarack
Resort at Lake Cascade in Donnelly.

For details on these and other golf projects around the country, visit www.golfconstructionnews.com.

COURTESY OF:



Walking Shoes

Next year Augusta National will play 7,445 yards for The Masters. Seems Augusta
Chairman Hootie Johnson wanted more length added to the course 'cause he's tired of players hitting 7-irons on their second shots. Although Augusta's new length will make players' legs ache just thinking about it, its length does not make it the longest course ever for a Major. That distinction belongs to Whistling Straits Golf Course in Sheboygan, Wis., site of last year's PGA Championship. Incidentally, Baltusrol Golf Club's Lower Course measured 7,392 yards for this year's PGA International.

Golf Rounds Played

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

REGION	MAY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-11.9%	-8.8%
Middle Atlantic NY, PA, NJ	0.8%	-0.8%
East North Central MI, OH, IN, IL, WI	9.9%	4.8%
West North Central ND, MN, SD, NE, KS, IA, MO	-0.5%	0.4%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-1.8%	-3.7%
Florida	-1.6%	-2.3%
East South Central KY, TN, AL, MS	5.7%	-1.6%
West South Central OK, AR, LA	4.4%	1.3%
Texas	5.0%	1.0%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	0.7%	-1.8%
Pacific WA, OR, AK, HI	-3.0%	-7.2%
California	-2.0%	-9.0%
TOTAL UNITED STATES	1.4%	-2.2%

GOLF DATATECH

LLUSTRATION: CLIPART.CON

Great or Goofy Greens?

In a *Sports Illustrated* poll, more than 50 PGA Tour players were asked if the greens at Pinehurst No. 2 are great or goofy. Here's what they said:

Great 85 percent Goofy 15 percent

One player responded to SI's poll: "Great – when you can get on them."

BY: IMAGE100

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