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Off The Fringe

NEWS WITH A HOOK

Business briefs

LESCO selling plants

Cleveland-based LESCO will sell its manufacturing and distribution business for \$25 million to Turf Care Supply Corp, a California firm. The company will reportedly sell its three fertilizer-blending plants and a seed-blending operation. It may also sell all nine warehouse and distribution centers and inventory at those stores, including fertilizer, seed and other products. Michael DiMino, LESCO's president and CEO, said the plants are expensive to own and the money needed to run them can be better spent on delivering value to the company's customers and shareholders.

The sale includes a long-term agreement for Turf Care to supply LESCO. In a related matter, LESCO announced that sales increased 4.4 percent to \$190.2 million from \$182.2 million for the second quarter in 2005. Golf sales were down, however, to \$37.3 million vs \$42.0 million last year.

Bayer issues recall for Allectus GC

Bayer Environmental Science is voluntarily recalling Allectus G and Allectus GC granular products because of visible defects in the packaging. The company says the recall pertains strictly to a packaging issue and is not a product issue in terms of efficacy or performance. There is no known health or safety risk associated with the packaging problem.

A solvent, benzyl alcohol, in the granular formulation of Allectus is permeating and delaminating the packaging and causing the ink on the printed label to smudge and become illegible.

Plant health company formed

Advan LLC, based in Roswell, Ga., is a new plant health company focused on serving the turf and ornamentals, specialty agriculture,

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TIGER'S SNUB OF
ST. ANDREWS GREENSKEEPER
AND HIS CREW IS INEXCUSABLE

What, No Roar?

By Anthony Pioppi, Contributing Editor

During his short, seemingly well-rehearsed uninspired acceptance speech following this year's Open Championship, Tiger Woods failed to acknowledge head greenskeeper of the Old Course, Euan Grant, or his staff. Woods' victory at the Old Course was not his only repeat from 2000. He did not mention the tenders of the turf then either.

Call it the snub of the green. While Woods can claim to be a student of the game and an adherent to its traditions, that affection does not — at least publicly — extend to the maintainers of the hallowed ground.

Scottish golf has a deep respect for those who care for the grass whether it's on the herald courses that host the Open, or layouts where the biggest event is the annual club championship. In contrast to most American golfers who view their greenkeeping staffs as little more than glorified lawn mowers, the Scots see them as crafts-

men more than laborers as does golf's governing body.

On Monday morning following the Open, Royal and Ancient Golf Club Chief Executive Peter Dawson, and Martin Kippax, chairman of the R&A's championship committee, came to the maintenance sheds with cases of Bollinger's champagne to toast the crew — not just Grant and his assistants but everyone right down to the Latvian divot patchers.

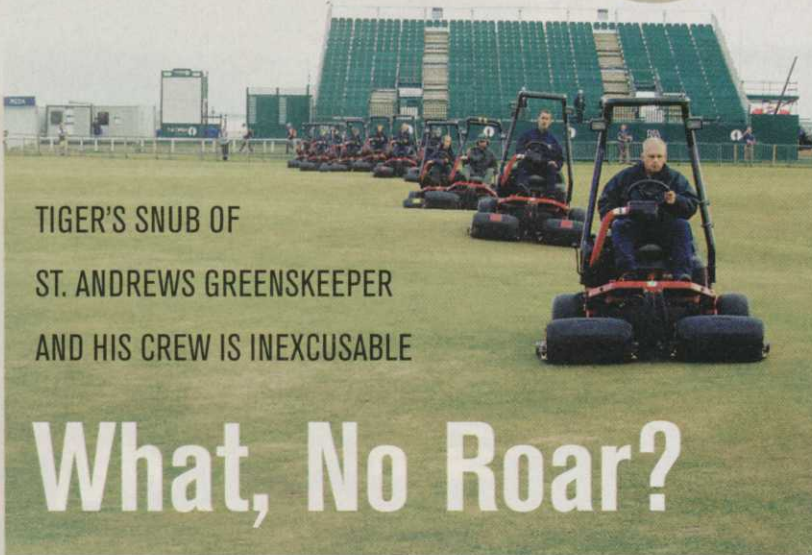
"Don't take this the wrong way, but the best time I had during the Open was between 4:30 and 7 in the morning," Kippax said.

It was then that he saw the crew in full action — those walk-mowing the greens, raking bunkers, mowing fairways, placing tee markers.

It's hard to imagine the United States Golf Association's (USGA) elite tipping their collective hats to a crew following a U.S. Open, never mind pouring them a glass of bubbly.

The R&A also sees fit to position

Continued on page 15



TIRED OF SECOND-GUESSING HANDWRITTEN TIMECARDS?

EMPLOYEE TIME SHEET

NAME: Bill Kemp DATES: 10-14

DAY	START	LUNCH	END	JOBSITE	WORK DONE	HOURS
Mon	5:00	1/2	1:30	Walby	Ext.	8
Tues	↓	↓	1:30	↓	↓	8
Wed	↓	↓	2:00	↓	↓	8.5
Thurs	↓	↓	2:00	↓	↓	8.5
Fri	↓	↓	2:00	↓	↓	8.5
Employee Signature: <u>Bill Kemp</u>						Total Hours: <u>41.5</u>



REALITY?

Employee Report

Jobsite Name: Walby Golf Course Date Range: 10/10/2005 through 10/14/2005

Day	Start	End	Activity	hours
Mon 10/10	5:08 AM 10:41 AM	10:05 AM 1:22 PM	Placing the pin	4:57 hours
			Bunker maint.	2:41 hours 7:38 hours
Tue 10/11	5:12 AM 10:43 AM	10:07 AM 1:23 PM	Placing the pin	4:55 hours
			Bunker maint.	2:40 hours 7:35 hours
Wed 10/12	5:12 AM 10:46 AM	10:02 AM 1:49 PM	Placing the pin	4:50 hours
			Mowing-green	3:03 hours 7:53 hours
Thu 10/13	5:17 AM 10:50 AM	10:19 AM 1:46 PM	Placing the pin	5:02 hours
			Mowing-green	2:56 hours 7:58 hours
Fri 10/14	5:13 AM 10:44 AM	10:07 AM 1:39 PM	Placing the pin	4:54 hours
			Mowing-green	2:55 hours 7:49 hours
Signature: <u>Bill Kemp</u> Bill Kemp			Employee total	<u>38:53 hours</u>



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REGARDING RESEARCH, IT'S NOT AS IMPORTANT
TO BE FIRST AS IT IS TO BE RIGHT

By Karl Danneberger

I was glancing through a copy of *BusinessWeek* earlier this year and two articles caught my eye. The first article, "Why GM's Plan Won't Work," by David Welch and Dan Beucke, outlines the fiscal difficulty facing General Motors if not its outright survival. Obviously there are many factors involved in the decline of General Motors (the day I read this article GM's debt was downgraded to junk), but what really struck me was the research expenditures for GM were half that of Toyota, which is not as large as GM but is seeing a steady rise in profits and market share.

Like Toyota, our own industry has had an unwavering commitment to research and education. I'm a product of that investment through the support of my undergraduate and graduate education and the research support that has been provided to me for more than 20 years here at The Ohio State University. I am, however, just a miniscule part of what has been produced — bright, well-trained individuals conducting turfgrass research at both universities and in the private sector; and just as important, if not more, an enthusiastic intelligent entrepreneurial workforce.

Although I do not have the figures, I'm willing to bet

that support for turfgrass research and education continues to grow at a steady rate within our industry. It has manifested itself in the expansion and growth of the turf industry and in innovative new technologies. From a global perspective, the amount of turfgrass support and research generated in the

**In our industry,
research is
not immune to
market pressures,
nor should it be.**

United States has no peer. The basic management practices that are instituted internationally are driven by turf research generated here in the United States.

From a cautionary perspective, research is not something that is flicked on and off like a switch. The continual support that has been provided in the past by public institutions, turfgrass-associated organizations, foundations and private companies has resulted in an industry vitality that is not matched by many same-size industries. The future of our industry is bright as long as we keep the light on.

The second article of importance is "Genentech's Lessons for Big Pharma" by Catherine Arnst. She describes Genentech's past 15-year business plan as a "willingness to plod through the science," while its competitors paid attention to marketing, acquisitions or patents. Genentech is now the out-front leader in cancer drug discovery.

In our industry, research is not immune to market pressures, nor should it be. However, in a constantly changing world we often get caught up in quickly producing — something, anything — that might be a saleable item or get us promotion and tenure. It's important that we remind ourselves that research does not lend itself easily to "spin," "market forces" or "quick results." Research is a "prodding" process, a tortoise in the race with the hare. Frequently changing research objectives or pressure for instant results produces shallow, questionable research

that in the long run probably does us no good.

Focus and staying the course is the guiding light when conducting research. To stay the course, however, takes a lot of nerve and trust by both the industry and the scientists.

The ideas and support of the turfgrass industry, in combination with scientific freedom to conduct research that scientists think is of value, has been the hallmark of turfgrass research. But that trust takes constant communication between everyone associated with turf.

Finally, in this race — and contrary to what some of you might believe — I'm reminded that it is not as important to be first, as it is to be right.

(Disclaimer: Neither my family nor I own stock in Genentech. And I currently drive a Pontiac.)

Golfdom Science Editor Karl Danneberger, Ph.D., is a turf professor at The Ohio State University.

Quotable

"Primo is a mechanic's best friend."

— Scott Niven, certified golf course superintendent at the Stanwich Club in Greenwich, Conn., during a seminar on fine turf management with plant growth regulators.

"WARNING: If you aim for the road, you will be asked to hit the road."

— A sign at the Fenmivay Golf Range in Medina Township, Ohio, which is located next to a busy thoroughfare.

Contouring Fairways and Figures

SUPERINTENDENT MIXES
GOLF COURSE MAINTENANCE
AND ATHLETIC TRAINING

By Kerry Satterwhite

Fitness has always been a high priority in my life, as has my involvement in competitive athletics. I've either been competing or coaching some sport for the past 35 years.

At the end of the day when I'm done contouring fairways, the real challenge begins as I make my way to the weight room and work on contouring bodies. This summer those bodies have belonged to the members of the Illinois Wesleyan University women's basketball team.

I've been hanging around and working out at the Shirk Center on the campus of IWU for the past eight

years. During that time I have helped a number of athletes with their off-season workouts, predominately basketball players who have worked for me.

This summer my involvement became more formal as I'm creating and overseeing the off-season training program for the women, at least the ones willing to get up at 5 a.m. and hop on a trap rake for me. Their day begins with me at the golf course, where they know I expect them to work hard, and ends with me in the weight room, where I expect them to work even harder. Our successes and failures, in both environments, are closely linked.

My involvement with the students is strictly voluntary. There are a few intrinsic benefits that supplant any financial remuneration. The weight room at Shirk has been my recruiting base for a number of years. It has provided me with an almost unlimited supply of hard-working, dedicated



Kerry Satterwhite (left) can still bench more weight than most people dream about.

athletes to fill seasonal positions at all three golf courses I oversee. Helping these same students be-

come bigger and stronger is just my way of saying thank you and giving something back to a university that has opened its doors to me.

But my greatest reward is watching these student athletes become successful on the court.

Certified Superintendent Kerry Satterwhite is director of golf course maintenance for the City of Bloomington, Ill.

Business briefs

Briefs continued from page 12

and home and garden markets in the United States and Mexico. The new company, Advan LLC, is formed by Mitsui & Co. of Japan and the Sipcam-Oxon Groups of Italy and is owned half and half by their respective U.S. subsidiaries. Advan began operations Aug. 1 and has a product line enriched through a number of new marketing agreements with Certis USA, Sipcam Agro USA, and Mitsui Chemical Inc.

Lynn Brookhouser is president and CEO of Advan and retains his position as president of Sipcam Agro USA. Tim Damico is chief operating officer of Advan and directs tactical sales and marketing operations, customer service and logistics from Columbia, Md.

Arysta moving to N.C.

Arysta LifeScience North America is moving its headquarters to the Research Triangle Park (RTP) area in North Carolina.

Continued from page 12

the greenskeepers to the right of the proceedings during the Open trophy presentation to give them a clear view of the event.

In 1995 John Daly earned the undying allegiance of many greenskeepers when, following his hoisting of the Claret Jug, he waded into their midst for high fives and autographs. Five years before that Nick Faldo also personally thanked the crew and signed whatever was put in front of him, earning him the respect Tiger has never received.

At the small private reception in the R&A building following this year's victory, Woods personally lauded Grant for his efforts and said the Old Course was his absolute favorite in the world. The words, like his acceptance speech, rang hollow for many on the crew.

While others such as Greg Norman and Jose Marie Olazabal took

their effusive compliments public, Woods whispered his in the ears of a select few. Letting his views be known after capturing the most prestigious golf title in the world would have done loads of good for those who maintain golf course turf around the world, maybe even enlightening a few green committee members in the United States to the importance of superintendents.

As the Scots say, no bother. The Old Course will live on, maintained by the best greenskeepers in the world, like it has for nearly 600 years and will continue to long after Woods is gone.

Woods professed love for the Old Course held even less weight a few weeks later when he gushed over Warwick Hills Country Club in Michigan, which hosts the PGA Tour's Buick Open. "It's nice to play old-school courses like this one," Woods said.

The old-school design Woods refers to was created in 1967. The original layout dates way back to 1957.

We roll our eyes, gnash our teeth, smack our foreheads and chug-a-lug Maalox over some of the dumb things golfers say to us on the course or in green committee meetings. The sad reality is that scenario will be repeated over and over again.

Just as there are no silver bullets in turf management, there is no silver bullet communication device that will educate all golfers all the time. But there are several ways we can reach out to the golfing public besides the internal golf club newsletter, which is still your first defense or offense depending on your state of mind and willingness to write. The good news is once you have written that blurb on why you aerify, you only have to change the date and roll it out again next year with only some cosmetic edits to freshen it up. For instance, you announce, "Hey, we just purchased the new XYZ triple-action aerifier!"

A variation on the hard copy club newsletter, of course, is the growing use of e-mails or e-newsletters to members and customers. During the dog days of summer, some Florida superintendents keep members up North informed with a monthly e-mail message talking about the summer course improvement projects. Let's hope this year they don't have to attach any hurricane damage photos. Sorry, Pensacola, you already had a repeat.

Some superintendents have found a voice on local radio sports talk shows as a means to talk about golf course maintenance issues or the their perspectives on playing conditions. But that could be dangerous if you have an obnoxious crank on the line. What? On talk radio? Seriously, more power to the guys that step up to the mike and share the real world of golf maintenance with listeners.

Another avenue that has blossomed over recent years is local and regional golf magazines and newspapers. They tend to be more localized and they don't try to compete with the *Golf Digest* type magazines. They are more social in nature and report local golf tournament results and where to play, not how to play.

I hooked up with *Florida Golf Central Magazine* seven years ago, and I've been writing two

We Have Chances to Tell Our Story

BY JOEL JACKSON



THERE ARE SEVERAL
WAYS WE CAN
REACH OUT TO THE
GOLFING PUBLIC

features called Live Golf and Clippings, which give me a platform to write about golf course maintenance and superintendent issues. The features are written for lay readers and seek to educate golfers that Mother Nature rules and superintendents are people, too. The magazine is distributed in golf pro shops from Jacksonville to Melbourne down the east coast and along the Interstate 4 corridor over to the Tampa-St. Petersburg-Sarasota area on the west Coast.

I was happy to ghost write a series of 250-word articles for superintendent Terry Stroyer in the Ft. Myers area to use in a weekly newspaper. Since then he reports that he is now involved in a community newsletter and television program. Fred Seely, editor of *Golf News*, a golf weekly in Jacksonville, picked up those short informative pieces and runs them in his publication.

Superintendent Darren Davis at the Olde Florida Club in Naples happened across a local magazine called *Platinum Coast Golf* one day and e-mailed the editor to see if he would be interested in some golf stories beyond tournament results. Editors are always looking for material and Darren is now a regular contributor to the magazine, putting his spin on golf maintenance and environmental issues in his area.

Most recently an opportunity has come along to provide golf maintenance and environmental articles to the Florida State Golf Association's online newsletter that reaches 40,000 members. Certified superintendent Kevin Downing has already written an article on thatch for the first issue.

The more times and places we can tell our story, the more we can help our profession and *really* help golfers enjoy the game.

Certified superintendent Joel Jackson retired from Disney's golf division in 1997 and is director of communications for the Florida GCSA.