

fuel budget the same even though gas prices have gone through the roof? Well, you can't, of course, but maybe you can lower your travel and expense line item to offset it; or lower your lease of equipment line item. Maybe you can get really creative and establish more "No Mow" zones in the deep rough, saving on fuel, equipment use and man-hours.

A tighter restraint could lead to, if you choose to look at it positively, opportunity. Opportunity could lead to creativity. Creativity, if utilized, could lead to a great level of satisfaction — the satisfaction of using someone else's money to its greatest possible effectiveness.

I've come up with a Top 10 list for your consideration. Let's call it the "Top 10 Opportunities You Can Create For Yourself While Working Within a Tighter Budget." Agghh, that's a mouthful. I need a swig of water after uttering that one. OK, let's get started:

#### Opportunity

# #10

#### To become a better manager of people

A tighter budget means a smaller crew. It's hard to get around this one. It means hiring and keeping a crew you can trust and that can do the job — perhaps more of a job than you've asked from them in the past. You will have to hire the right people. You will have to motivate them. You will have to get the most out of them. The result, no doubt, will be that you will become a better manager. Or you won't succeed. It's as simple as that.

#### Opportunity

# #9

#### To become a more thorough shopper

With limited funds you will no doubt become a more meticulous and a better shopper ultimately. You'll start to consider generic fungicides and maybe even off-brand mowers. Instead of two

*Continued on page 42*

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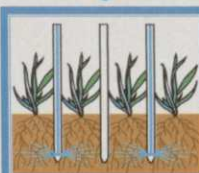
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Salesmen will suddenly seem more important to you for their prices than their companionship on the golf course.

*Continued from page 41*

or three quotes for your new tractor purchase or drainage project, you'll get five or six quotes.

Also, it will suddenly seem like salesmen are more important to you for the prices they offer than they are for their possible companionship on the golf course. You will question your equipment technician's purchases closer. Does he really need to change his latex gloves seven times a day?

A tighter, stricter budget can only make you more of a micro-manager when it comes to spending. We won't go as far as to call you a penny pincher, but something in the same ballpark.

### Opportunity #8 To get yourself in shape

Here's the facts: A tighter budget equals fewer people you can staff, which results in more work for everyone, including yourself. Undoubtedly, you'll find yourself behind a walk mower at some point or on the silly end of the shovel. This can only lead to shaving a few unwanted pounds.

### Opportunity #7 To use a higher percentage of your brain

Let's face it, evidence shows we use only up to 10 percent of our brains. Anything that might stimulate the old noggin a bit more and maybe push us upward toward 10 percent or maybe even 11 percent has to be considered welcome.

### Opportunity #6 To return golf to its roots (or to embrace the browns)

As I write this I'm also sitting here with an eye on the TV watching the British Open at St. Andrews, and I can't help but marvel at the beautiful yellowness and brownness of the golf course. You can't really deny that this golf course, with its illustrious history, is the true home of golf. This is how golf was first played and how golf was meant to be played.

I'm not saying we should exactly return to the times of goats trimming the fairways, but can't we embrace some of the traditional aspects? Can't we let go of a little bit of the green? Can't we welcome back some of the

browns and yellows of years past?

Ultimately, in time, we may have no choice.

### Opportunity #5 To become more environmentally sensitive (in a sort of backdoorish way)

If you don't have as much money for chemicals, chances are maybe you're not apt to buy as many chemicals. Is this really such a bad thing?

I know, we're all absolutely perfect when it comes to the environment and protecting it. We've never overlapped or sprayed in any wind above 3 mph. Despite all of the warm and fuzzy environmental stewardship going on out there, it still might not be such a horrible thing if we had to learn to grow grass and manage some of those pesky diseases and weeds without quite as many applications. Just maybe?

### Opportunity #4 To stimulate your creative juices

Consider this: If your budget has been frozen or even cut, would that not force you to become a more creative superintendent? Assuming, that is, you wish the product to remain as good as it was last year or even better.

Wouldn't you have to come up with new and innovative ways to do things — things that in the past didn't require a second thought? Consider no-mow zones, plant growth regulators and cultural removal of weeds. The list is endless. As the quote on my bookmark says, "The world of imagination is boundless."

### Opportunity #3 To promote yourself and the job you do

This entails not only promoting within the local community or even within the golf management community but also promoting yourself and the job you do at your own golf course. If someone (owner, general manager, green committee chairman) puts a limit on your budget, and you come in at that budget (or even under) and produce a product of high quality, there should be recognition of your efforts. And if there isn't, then it's your job to make sure there is. Let them know what you've done. Stand up and be applauded.



Opportunity

#2

### To become an overall better superintendent

Tighter budgets are going to make all of us think twice about spending. It can be debated whether this ultimately results in a better product, but I don't see how it can hurt. But what can't be debated is that people rise to the occasion in trying times. This has been proven time and again throughout history. We make do. We get creative. We stimulate our minds. We rise to face the challenge.

Opportunity

#1

### To feel the ultimate satisfaction of a job well done

Succeeding in the face of adversity is a heck of a good feeling. This is true in many things in life, including golf course management. When you can take a product, with limited resources, and turn it into something to be proud of, well, I can't

think of a more rewarding career experience. I would venture to guess the satisfaction felt under this circumstance might even be better than that of doing the same great job with unlimited resources. Since I've never had unlimited resources, this is only a guess.

Frank Lloyd Wright once said, "I know the price of success: dedication, hard work and an unrelenting devotion to the things you want to see happen."

Any challenge you face in day-to-day life is going to make you a better person — and a better manager. If you decide to accept the challenge of a tight budget with optimism and resolve and try to employ some of the above opportunities, you will no doubt find you've improved yourself and your golf course. ■

*Ron Furlong is the superintendent of Avalon Golf Club in Burlington, Wash., and a frequent contributor to Golfdom. He can be reached at RF7500@aol.com.*

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# 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, EDITOR IN CHIEF

In his dream, superintendent Bob King envisions himself playing a round of golf with his favorite player, Ben Crenshaw. In his wildest dream, King's match-up with Crenshaw is televised during prime time on ESPN. And in his Don Quixote-like impossible dream, King defeats Crenshaw and walks away with 100 grand and a glimmering glass trophy after sinking a 30-foot putt on the final hole of the match.

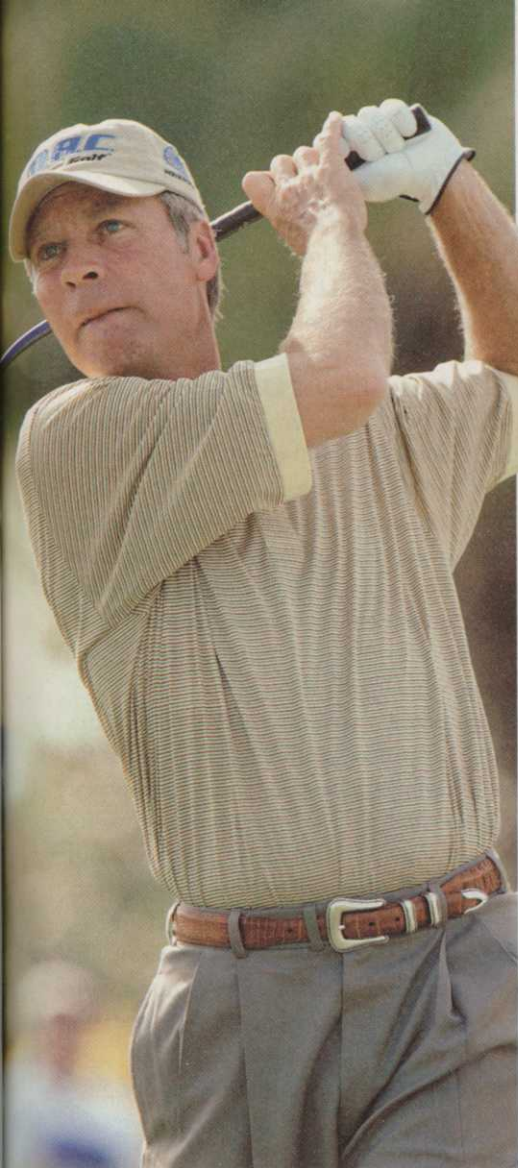
Welcome . . . not to King's golf fantasies . . . but to the People vs. The Pros, America's "ultimate pro-am championship," as it is billed. But in the third-annual tournament, scheduled for Barton Creek Resort Sept. 8-12, King has a chance to live out his dreams. The 50-year-old superintendent of The Orchards Golf Club in Washington, Mich., is one of 20 superintendents and 288 amateur golfers who qualified for the event.

"Isn't that amazing?" King says of his golden



◀ Justin Leonard  
Ben Crenshaw ▶





"Being a presenting sponsor at the national tournament provides BASF a national platform to recognize the professional dedication of golf course superintendents," says Toni Bucci, business manager for BASF Professional Turf and Ornamentals. "It's our way of saluting the crucial work that superintendents around the country are doing to provide quality turf for their home courses and especially for the golfers who play on them."

Growing up, King watched Crenshaw, one of the 1980s and 1990s best golfers, score a hoard of PGA Tour victories, including two Masters titles.

"I think about how amazing it would be just to be in his presence — just to hang out with him, walk down the fairway with him and putt on a green with him," says King, who qualified for People vs. The Pros after winning a regional event in Michigan.

King, who sports a 9.4 handicap, has as good a chance as anyone in the field to face off against his idol in the grand-prize match. You can bet your loft wedge he's going to make the best of that chance.

So what if King wins the three-day tournament and a date with Crenshaw? Will his knees be knocking in nervousness like they did at the high school prom? Or will King . . . gasp . . . attack his idol with the eye of a Tiger Woods in an attempt to beat the golfing legend and walk away a rich man?

"I'll try to beat him, absolutely," King says in a determined tone.

But, he adds, respectfully: "Just being there with him would be something."

Crenshaw says he's looking forward to the title match. Don't expect him, however, to don the same game face the golfing world saw when he won the Masters in 1984 and again in 1995. That said, Crenshaw certainly won't pack it in. He says he expects a spirited game.

"It's certainly not a life-and-death struggle," Crenshaw says with a laugh. "We'll have a lot of fun. I'm sure there will be a few friendly barbs going across from each other."

Crenshaw, who lives with his family in Austin, says he was glad to be invited to the event. "Gosh, it's right here in Austin and it just looks like fun," he says. "Barton Creek is a wonderful complex."

*Continued on page 46*

opportunity. "I'm totally shocked."

So are most of the superintendents, who qualified for the event at 17 regional qualifying tournaments held nationwide by BASF, the presenting sponsor of People vs. The Pros.

The event is divided into two age categories — 18 to 49 years old and 50 and over. The amateur golfers will play in a three-day, 54-hole handicapped stroke-play competition. A winner in each age group advances to the grand-prize match. In the 18-to-49 category, that's a round with Justin Leonard. In the over-50 category, it's a match with Crenshaw. Total purse is \$300,000, with \$100,000 to each winner and \$50,000 to runners-up.

BASF will also host the second-annual BASF Superintendent's Cup during People vs. The Pros. The two superintendents with the lowest net scores from the three-day tournament outside of two overall winners will compete for a \$10,000 prize and free BASF products for their home course. The runner-up receives \$5,000.



The two superintendents with the lowest net scores will compete for the Superintendent's Cup, a \$10,000 prize and free BASF products.



*Continued from page 45*

In the 49-and-under category, Mike Werth, the 36-year-old superintendent of Monroe Country Club in Monroe, Wis., is looking for a shot against Leonard, who hails from Dallas. The 33-year-old Leonard has nine PGA Tour wins.

Werth, a 13 handicap, qualified for People vs. The Pros after winning a regional tournament in Wisconsin.

"It was about 90 degrees (F) and 100 percent humidity," Werth says of the tournament held in June. "I just kind of grinded it out for an 85 and won by one stroke. It's the first time I've ever won a golf tournament."

Werth says his main goal is to make the Superintendent's Cup, won last year at Pinehurst Resort by Kip Wilson, superintendent of American Legion Golf Course in Kokomo, Ind. "If anything happens beyond that, it would be a big bonus," he adds.

That bonus would be playing Leonard for the \$100,000. "It would be a thrill to play with a PGA pro for 18 holes," Werth says. "Hopefully, my first drive would make it to the fairway."

Last year both amateurs defeated the pros — John

Daly in the 49 and under and Gary McCord in the 50 and over. John Sniegowski of Cadillac, Mich., defeated Daly, who was a bit miffed about his competition's double-digit handicap. Sniegowski played like a "pro," not a "people," when he defeated Daly for the cash.

Crenshaw, however, isn't too concerned about handicaps, but he's quick to point out that handicapping is a complex subject.

"There are a lot of traveling handicaps these days that are open to suggestion," Crenshaw says, noting a player's golfing prowess on one course doesn't always translate to another.

Crenshaw pauses. "I could get shellacked," he says with a guffaw.

(Incidentally, a player's handicap during this year's tournament is subject to adjustment for the following day based on exceptional play if he betters his handicap by five or more strokes.)

Crenshaw and his design partner Bill Coore designed one of the resort's four 18-hole championship courses that People vs. The Pros contestants will play. Crenshaw Cliff-sides is a 6,553-yard links-style course with wide fairways and the opportunity to run the ball up from the fairway.

"We had a lot of fun with that design,"

*Continued on page 48*

## The Entrants

These superintendents qualified for the People vs. The Pros after winning tournaments staged by their local chapter associations and BASF:

**Matt Miller**, superintendent of Carey Park Golf Course in Hutchinson, Kan. (18- to 49-years-old group).

**Pat Murphy**, superintendent of Northshore Golf Club in Orlando, Fla. (18- to 49-years-old group).

**David May**, superintendent of Copper Mill Golf Club in Zachary, La. (18- to 49-years-old group).

**Rafael Martinez**, certified superintendent of Via Verde Country Club in San Dimas, Calif. (18- to 49-years-old group).

**Steve Vaughn**, certified superintendent of The Clubs of King-

wood in Kingwood, Texas. (18- to 49-years-old group).

**Mark Esoda**, certified superintendent of the Atlanta Country Club in Marietta, Ga. (18- to 49-years-old group).

**Brian Brown**, superintendent of Chicago Lakes Golf Estate in Lindstrom, Minn. (18- to 49-years-old group).

**Bob Graunke**, certified superintendent of Tidewater Golf Club in North Myrtle Beach, S.C. (50-and-over group).

**Charles Sheffield**, superintendent of Croasdaile Country Club in

Durham, N.C. (18- to 49-years-old group).

**Jeff Connell**, superintendent of Columbia Country Club in Blythewood, S.C. (18- to 49-years-old group).

**L. Don Tew**, superintendent of Calabash Golf Links in Calabash, N.C. (50-and-over group).

**Mike Werth**, superintendent of Monroe Country Club in Monroe, Wis. (18- to 49-years-old group).

**Matt Curl**, superintendent of Indian Creek Golf and Country Club in Fairbury, Ill. (18- to 49-years-old group).

**Roger Frazier**, certified superintendent of Cattails at Meadowview in Kingsport, Tenn. (50-and-over group).

**Bob King**, superintendent of The Orchards Golf Club in Washington, Mich. (50-and-over group).

**Chris Caporicci**, certified superintendent of the Cherry Valley Club in Garden City, N.Y. (18- to 49-years-old group).

**Greg Wiles**, superintendent of The Links at Echo Springs Golf Course in Johnstown, Ohio (18- to 49-years-old group).

**Steve Ravenkamp**, superintendent of Tenkiller Golf Club in Vian, Okla. (50-and-over group).

**Scott Wagner**, superintendent of Leisure World of Maryland in Spring, Md. (18- to 49-years-old group).

*Editor's note: At press time, one opening remained for the tournament. The Golf Course Superintendents Association of New England held its qualifier at Marlboro Country Club on Aug. 23 in Marlborough, Mass.*



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## It's the Stuff That Dream Are Made Of

*Continued from page 46*

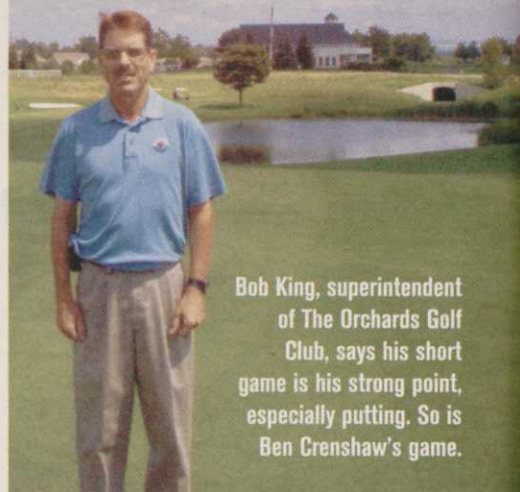
Crenshaw says. "The course is not meant to be punishing. You can roll it around there. It's a nice piece of property, and it's fun to play."

It would be appropriate that a superintendent end up opposite Crenshaw in the title match of the 50-and-over age division. Appropriate because Crenshaw is a fan of superintendents.

"I'm telling you, there are two people at every golf course that everybody should just take their hats off to every day — that's the professional and the superintendent. Throughout golf's long history, superintendents have made it possible for golfers to enjoy the game."

The Golf Course Superintendents Association of America (GCSAA) awarded Crenshaw its Old Tom Morris Award — the association's most prestigious honor — in 1997. Crenshaw is still excited about receiving it, noting "he was lucky enough to be recognized."

That's how King, Werth and the other superintendents feel about playing in the People vs. The Pros. Of course, they're nervous, too.



Bob King, superintendent of The Orchards Golf Club, says his short game is his strong point, especially putting. So is Ben Crenshaw's game.

**I can't imagine having Ben Crenshaw watch me hit the ball."**

**BOB KING,**

SUPERINTENDENT

THE ORCHARDS GOLF CLUB

Werth and King admit the butterflies will be flapping in their bellies come tournament time.

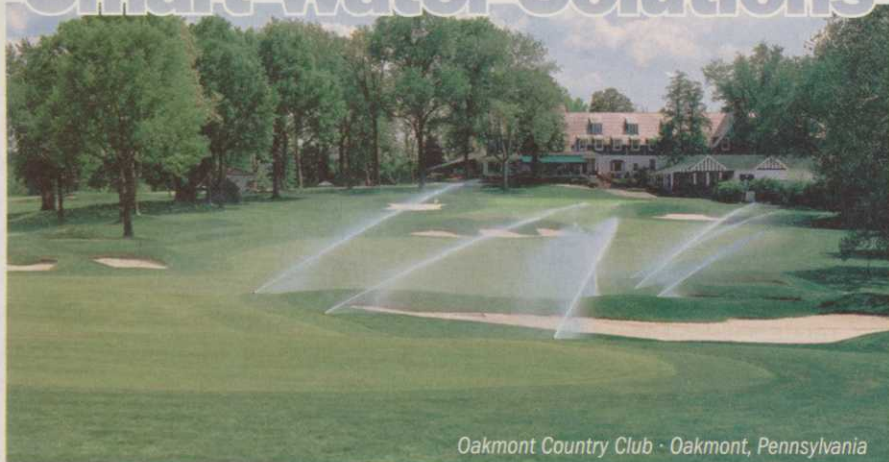
"I played high school golf," Werth says. "But playing for money is a little different, especially this kind of money."

If King ends up in the final against Crenshaw, he'll have worse than butterflies. His stomach will feel more like Chubby Checker is doing "The Twist" inside of it.

"I can't imagine having Ben Crenshaw watch me hit the ball," King says, the awe in his voice. "That would be something I've never felt before."

Except for in his dreams. ■

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A close-up, artistic photograph of several grass blades, likely from a lawn or golf course. The blades are shown in various shades of blue and purple, with some appearing sharp and others blurred, creating a sense of depth and texture. The lighting is dramatic, highlighting the edges and veins of the grass.

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**T**he golf course maintenance industry's supply side has long been a "man's, man's, man's world." But that is changing. In recent years the corporate side of the turf world has seen its office space inhabited by more women — that is, more professional, personable and purposeful women determined to succeed in a male-dominated industry.

Many of these women are employed at some of the industry's top companies and hold

decision-making processes and attending trade shows than ever before.

Gregg Breningmeyer, director of sales and marketing for John Deere Golf & Turf One Source in Cary, N.C., welcomes more women to the industry. He says John Deere is proactively seeking women to move into higher ranks partly because the company recognizes that it had neglected them in the past for such posts.

# Company Women

It's still a man's world, but several females have made



lofty positions and impressive titles. While some have encountered male chauvinism and skepticism during their careers, most say they've been treated well by the men in the industry, including superintendents.

"I love it," Margaret McLean, the senior marketing communications manager for Syngenta Professional Products in Greensboro, N.C., says of the industry. "It's a very professional market. People take a lot of pride in what they do, and I enjoy being part of that."

The industry's receptiveness to women, not to mention the perseverance of women to succeed in it, could mean more women making sales calls at golf courses, leading

That said, Breningmeyer believes there are talented women to fill those positions. That's why he hired Nicole Galanek as brand manager in 2002 when One Source began and promoted her to group brand marketing manager earlier this year.

"Her future with our company is incredibly bright," Breningmeyer says of Galanek. "I'm not kidding when I say that some day I'll be working for this woman."

The men who work for Cleary Chemical and Bayco Golf work for women. Barbara Cleary has operated Dayton, N.J.-based Cleary Chemical for nearly 40 years. Shirley Anderson has been the president of Winnipeg, Man-