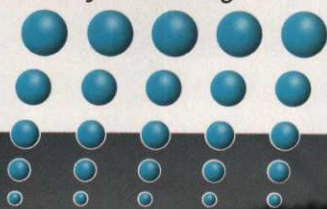
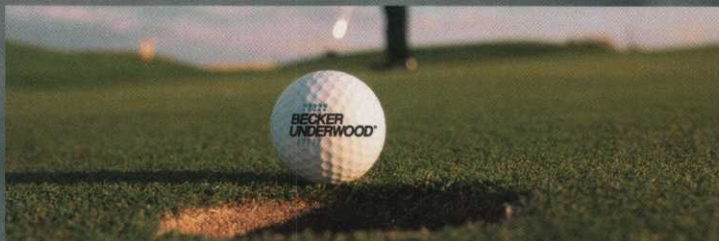


always thinking ahead.



## The truth about biostimulants from the company you trust.



Let's cut through all the hype about biostimulants. Fact is, many products marketed as "biostimulants" are little more than expensive, liquid fertilizers, and we've got analyses to prove it. They may make your turf look healthier for a short time, but they aren't going to improve its condition in the long run.

Becker Underwood understands the need for real biostimulants – powerful biological compounds and nutrients that help turf stay healthy, especially during levels of high stress. And we've got the answers: Vigaroot™, Canteen™, BioGain™ and BioGain WSP® + Sprint®. Used together as a complete program, they will positively deliver the performance you want and need. Ask your distributor about the true biostimulants from Becker Underwood.

It's just one more way we answer your needs with honest and effective solutions.

[www.beckerunderwood.com](http://www.beckerunderwood.com)

**Guoping Yang, Ph.D.**  
Research & Development

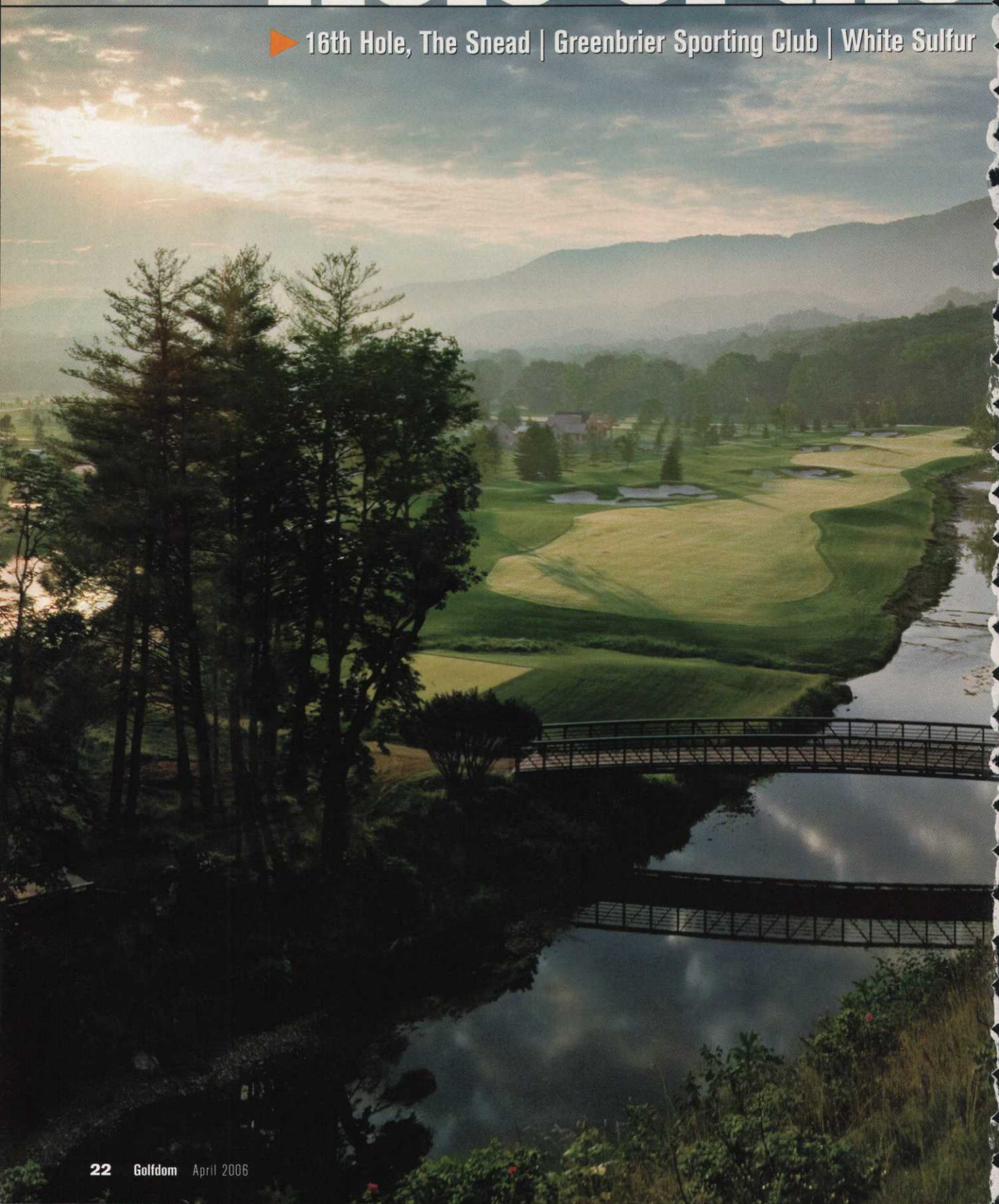


**BECKER  
UNDERWOOD®**



# Hole of the

▶ 16th Hole, The Snead | Greenbrier Sporting Club | White Sulfur





# Month

Springs, W.Va.

## Hole Stats

Distance: 542 yards

Par 5

## The Turf

Green: A-4 Bentgrass

Fairway: L-93 and  
Southshore Bentgrass

SPANNING 2,000 ACRES SET AGAINST THE Allegheny Mountains, the Greenbrier Sporting Club provides world-class outdoor pursuits, including fly fishing, horseback riding, sporting clays, and whitewater rafting. Golf, however, is the club's premiere attraction. One look at the course, and it's easy to see why. The club's centerpiece is the 7,025-yard, par-71 Snead. Named after golf legend and longtime

Greenbrier pro Sam Snead, the course features A-4 bentgrass greens and L-93 and Southshore bentgrass tees and fairways for high-quality turf that rivals the surrounding natural beauty.

The tee box on the 542-yard, par-5 16th hole overlooks the creek-lined fairway, and the green is protected by multiple bunkers and slopes on all sides. This combination of scenery and challenging play is representative of the entire Snead course.

Course superintendent Lee Hancock and his crew take great pride in the Snead course's reputation as the club's centerpiece, drawing golfers from around the world. That means high player expectations, requiring peak playing conditions every day.

To meet those expectations, Hancock and his crew have developed a preventive disease management program that features both cultural and chemical controls. Their primary challenge was dollar spot, a common affliction of low-cut bentgrass. After trying many fungicides with limited success, Hancock applied Emerald® fungicide to fairways and greens during peak stress times in August, keeping them spotless for 25-28 days with a single application.

Better innovation from BASF is giving courses like The Snead better solutions, including Emerald for dollar spot.



**To find out more about how Emerald fungicide can help you manage Dollar spot, contact your distributor or BASF sales representative at [www.turffacts.com](http://www.turffacts.com).**

GOLFDOM'S HOLE OF THE MONTH IS MADE POSSIBLE BY:

 **BASF**

The Chemical Company



**A** local columnist who tends to have a liberal point of view was decrying the tactics of a developer who had threatened a couple of citizens with a lawsuit for their irritating meddling in opposition of a new project.

The writer described the developer's actions as "bullying and heavy-handed" as he pursued an anti-nuisance lawsuit designed to curb frivolous opposition. The columnist also wrote a few paragraphs that reveal the problem in general with these "sky is falling" activists who play a blame game in the media as they tout their anti-growth, anti-golf and anti-pesticides and fertilizer agendas with full media cooperation and ignorance.

He wrote, "...Unfortunately the defendants (activists) have left themselves somewhat vulnerable. I don't think they deliberately lied about (the development). But if I wrote all the dire things they wrote about it, such as a claim that the planned retention pond would pose a 'huge risk of flooding to the nearby neighborhood, and to our lakes,' I would be writing corrections and clarifications for a week. ..."

In a lawsuit, these are called "false statements of fact."

How many times do we read stories about claims that products used on golf courses, home lawns or turfgrass in general are causing runoff and leaching of pollution into our waterways or any other number of ills to the environment? No one is writing corrections or clarifications to all these claims, and no one seems to mind as the misinformation becomes accepted fact because it is repeated so often, even if most of it is the stuff of which legends and myths are made.

In an attempt to defend the activists, the columnist ends up condemning them — not for their right to dissent, which I certainly support, but with the following words that explain why more people are turned off by them. He wrote, "... Such activists often delve in technical matters they don't fully understand, like retention ponds (read fertilizers and pesticides). Of course, they make mistakes. They are emotional. Of course they exaggerate. That doesn't mean they should not be heard or that legiti-

## Activists Convicted by the Defense

BY JOEL JACKSON



I GUARANTEE YOU  
THAT MORE PEOPLE  
ARE FLUSHING  
THEIR TOILETS  
THAN ARE APPLYING  
FERTILIZER  
TO TURFGRASS

mate issues aren't buried in the rhetoric. ..."

I couldn't have criticized them better myself.

There may be some legitimate issues. Golf courses, developers and homeowners should be good stewards of the environment. But the gross exaggerations and emotional claims and incorrect assertions only serve to vilify our industry without really focusing on the big target. I don't know about your state, but when it comes to golf in Florida there are only about 200,000 maintained acres (140,000 irrigated) of golf turf compared to more than 4 million acres of residential and commercial lawns.

For example, if locals want to point fingers at poor water quality in the area, the first thing they should do before banning fertilizers is find out where the local utilities are dumping the sewage effluent. Next, they should find out how many people have septic tanks that drain into the nearby lakes and rivers. They should do this before jumping on the anti-fertilizer bandwagon because I guarantee you more people are flushing their toilets than applying fertilizer to turfgrass.

How do we fight back? Activists hate three little words — peer-reviewed science. Why? Because they don't have it, and they can't get it. Scientific studies have shown time and again that properly used chemicals and fertilizers do not have a negative impact on the environment. This goes against their version of the world as they see it. All they can do in the face of real facts and common sense is scream louder. And when they do, as they surely will, won't you just step up and calmly tell golf's side of the story?

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

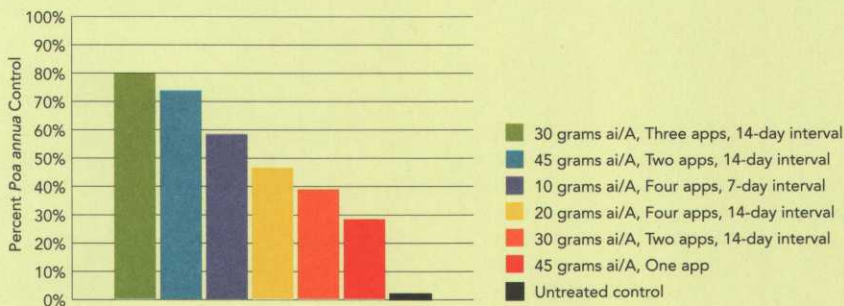
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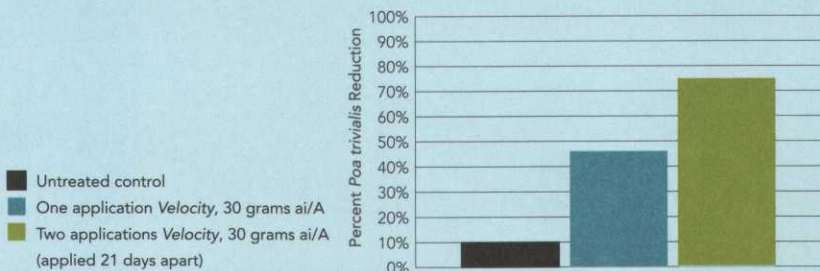
# Velocity Applications in Creeping Bentgrass Fairways

## *Poa annua* Control



Dr. John Stier and Mr. Kurt Steinke  
University of Wisconsin-Madison, Department of Horticulture

## *Poa trivialis* Control



Dr. Stephen E. Hart, Rutgers University

U

## Other Weeds Controlled by *Velocity*:

- Bluegrass, Annual
- Bluegrass, Roughstalk
- Chickweed
- Clover
- Dandelion
- Henbit

- Lawn Burweed
- Parsley-Piert
- Plantain
- Swinecress
- Yellow Nutsedge
- Yellow Woodsorrel

## *Velocity* Use Directions

**Use Season:** May 15 to September 1

**Slow Conversion:** Apply *Velocity* on a 7-day interval at a rate of one 2 oz. WSP per 4.5 acres (10 grams ai/A). Begin application early in the use season and continue until desired level of control is achieved.

**Rapid Conversion:** Apply *Velocity* up to 4 times at a rate of one 2 oz. WSP per 1.5 acres (30 grams ai/A) on a 14- to 21-day interval.

**Important Note:** Begin applications when the environmental guidelines on the label are met. Most importantly, begin when air temperature is a consistent 65° F. The level of Poa control is dependent on the superintendent's desire, so cease *Velocity* applications when the control is at a desired level. Also, cease applications if recommended air temperature range is exceeded or turf becomes unduly stressed.





## are Saying about *Velocity*:

"We were able to eliminate 80% of our Poa. The product worked extremely well."

—John Miller, City of Centerville. Dayton, OH

"Poa goes down quick."

—Lee Anderson, Waukon Golf & Country Club. Waukon, IA

"I started using *Velocity* in 2003 as EUP. Very successful in removing *Poa trivialis* from test areas. Have not sprayed all of the fairways yet, but plan to include extra funds in 2006 for full application."

—William Smith, Panther Creek Country Club. Springfield, IL





## Here's What Superintendents

"Great success in 2005. Best season ever of comments!!! Thanks for all you have done with us. Greatly appreciated!!!!"

—Forest Hills Golf Course. Detroit Lakes, MN

"Excellent! No damage to the bent whatsoever. Keep up the good work."

—Jim Scott, Edelweiss Chalet Country Club. Waunakee, WI

"Velocity works well over time to control *Poa annua*. *Poa annua* does not stand a chance in bentgrass when using Velocity."

—Superintendent, Maryville Country Club. Maryville, MO

"Successfully removed all *Poa* from our fairways. Tested on 3 fairways this year. Next year, we plan on spraying all fairways. Thanks!"

—Superintendent, Honey Bee Golf Club. Virginia Beach, VA



R

INTENDENT

*The Greens Committee*



Greetings from  
**Velocity**<sup>®</sup>  
H E R B I C I D E

Supers, get the positive attention you deserve from your greens committee by getting rid of Poa with Velocity<sup>®</sup> Herbicide. Restore creeping bentgrass fairways to lush green glory, courtesy of the first postemergence herbicide for managing *Poa annua* and *Poa trivialis*. Velocity's amazing effectiveness gradually converts infested turf back to pure, beautiful bentgrass. Remove Poa and the negative attention it brings. Contact your Valent sales representative about Velocity today and put the *super* back into superintendent.

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**Read and follow the label instructions before using.**

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*Editor's note: This is a parody! Better yet, call it a late April Fool's joke.*

FOR IMMEDIATE RELEASE

Jan. 21, 2012

AUGUSTA, Ga. – In the ongoing effort to keep up with the ever-changing game, Augusta National Golf Club announced the addition of Titleist as a presenting sponsor for The Pizza Hut Masters.

The new tournament title will be called “The Pizza Hut Masters, Presented by Titleist.”

A member of the GE-AT&T-Halliburton-Fortune Brands family, Titleist will pay a premium for the right to have its name affixed to the tournament. The Fairhaven, Mass.-based company receives its own corporate chalet constructed within the historic “Big Oak.”

Overlooking the ninth green and situated next to the clubhouse, the modified treehouse will include hospitality seating for three. Also, as part of the new agreement, the famed Crow's Nest will now be known as the ProZ1x Lookout.

“We feel this agreement provides us with a wonderful opportunity to help finance this summer's anticipated need to improve the course, particularly if Michelle Wie successfully defends her title,” club Chairman William “Hootie” Johnson said in announcing the arrangement.

“What better company to align ourselves with than a corporation that has meant so much to our course,” Johnson said. “We feel that The Pizza Hut Masters, Presented by Titleist will offer a fine opportunity to showcase their latest product offerings while alleviating some of our debt.”

Chairman Johnson noted that the sponsorship agreement will allow the club to purchase the neighboring Augusta Country Club for \$155 million, a symbolic number because it is the yardage of the soon-to-be-renovated 12th hole.

“Purchasing Augusta Country Club enables the creation of a new 685-yard tee for the par-5 13th hole, while Rae's Creek can be shifted to a new location 55 yards beyond its current locale to strengthen the 12th. The new 200-yard hole should restore eight and nine irons to the players' hands, as Bobby Jones intended,” he said.

The addition of Pizza Hut helped the club

# Welcome to the Pizza Hut Masters

BY GEOFF SHACKELFORD



ALSO, AS PART  
OF THE NEW  
AGREEMENT, THE  
FAMED CROW'S  
NEST WILL NOW BE  
KNOWN AS THE  
PROZ1X LOOKOUT

finance the newly unveiled Washington Road Tunnel, built so the club could expand its driving range to accommodate golfers' 450-yard drives.

The tunnel also features the Martha Burk Protest Chamber, complete with an air-conditioned gathering spot and high-definition television screens for tournament viewing. This year the Society for the Protection of Bobby Jones's Ideals has booked time in the chamber. For rates and reservations, please contact The Augusta National Golf Club.

During the 2012 Masters, the club will also debut its new 2,650-yard, nine-hole par-3 course, relocated in what was once known as the West Vineland Park neighborhood adjoining the eastern edge of the property.

The par-3 course's move allows for the shift of the Butler and Bobby Jones Cabins to accommodate the new first and 10th hole tees constructed after last year's tournament.

The first and 10th holes will now play 595 yards and 635 yards, respectively, with players on the 10th hole teeing off from a NORAD-inspired subterranean chute that helps make the intersecting holes function better come tournament time.

The Masters became a six-day event in 2010 to accommodate the standard seven-hour round, which was caused by more methodical play on the now 8,500-yard, 6-inch rough-lined course.

Johnson said the boost in sponsorship revenues helped finance the \$400 million par-3 course rebuilding project.

“We feel this consistent income stream will offset future expenditures necessary to help our good friends in the equipment industry continue to demonstrate growth in a marketplace unencumbered by any kind of regulation,” he said.

*Geoff Shackelford can be reached at  
geoffshac@aol.com.*





# THE Facts ON Frost

## GREEN MAINTENANCE GUIDE

**R**iding in my golf car on cold, frosty mornings always brings a feeling of rejuvenation. The clean, fresh air and bright sunlight lift my spirits and clears my head. The reflection of a million tiny rainbows

looking back at me from the crystalline turf reminds me of the wonders of nature and the good fortune of being in this business. "Those poor schlubs on the beltway heading to the city never get to experience this," I think to myself.

I zip my golf car up to the clubhouse and bounce out of it in an excellent mood — thankful for the day, for the great game of golf, for my luck to be where I am today. Expecting to be greeted with the same, I pull open the pro shop door and am met with ...

"Can we go yet?"

"Waddaya mean, frost delay?! There wasn't any frost at my house!"

"Can I let them go yet? What about 8:30? Do you think that will be OK? Huh? Huh?"

Peeking out the pro shop window, I see a golf car heading down No. 1, hightailing it out to the second tee in order to sneak out before the "official" starting time of "No-frost: 30."

"What about those two?" I hear. "They get to go out. Why can't we all go?"

Like a frozen icicle that can't hang onto the gutter anymore and breaks away to shatter on the sidewalk, my insanely optimistic mood is shattered by this onslaught of demands to play golf.

My experience in this business has taught me a few simple rules about golfers:

**1.** Rain or shine, winter or summer, golfers step on



# Golfers get hot under the collar when the ice-cold crystals prevent them from playing. What's a superintendent to do?

By Jim Black CONTRIBUTING EDITOR

the first tee of the day with the hope and anticipation that the rounds of golf they are about to play may just turn out to be the best rounds of their entire lives.

**2.** Many (dare I say most?) golfers don't think about tomorrow when they're playing golf. The only thing that matters is this moment, this round, this score. I have found this to be the reason behind the divot and ball mark dilemma.

**3.** For the most part, golfers want the superintendent and crew to do everything possible at all times to make the golf course as perfectly playable as possible. This, of course, includes guarding from frost damage, aerification, topdressing, fertilizing, spraying, hand watering, mowing, etc. There's only one small catch: DON'T DO IT ON THE DAY THAT I'M PLAYING!

These rules come and go through my mind in an instant as I formulate my answers and prepare my prediction as to when the frost will melt enough to allow play. As diplomatically as possible, I let our most honored paying customers know when I feel in my best expert guess that it should be safe to play, then speed off in my utility vehicle in the hopes of

regaining my good mood somewhere else in my day.

I think to myself, "If only I could help them understand."

## Send in the experts

"Why can't we play on frost?"

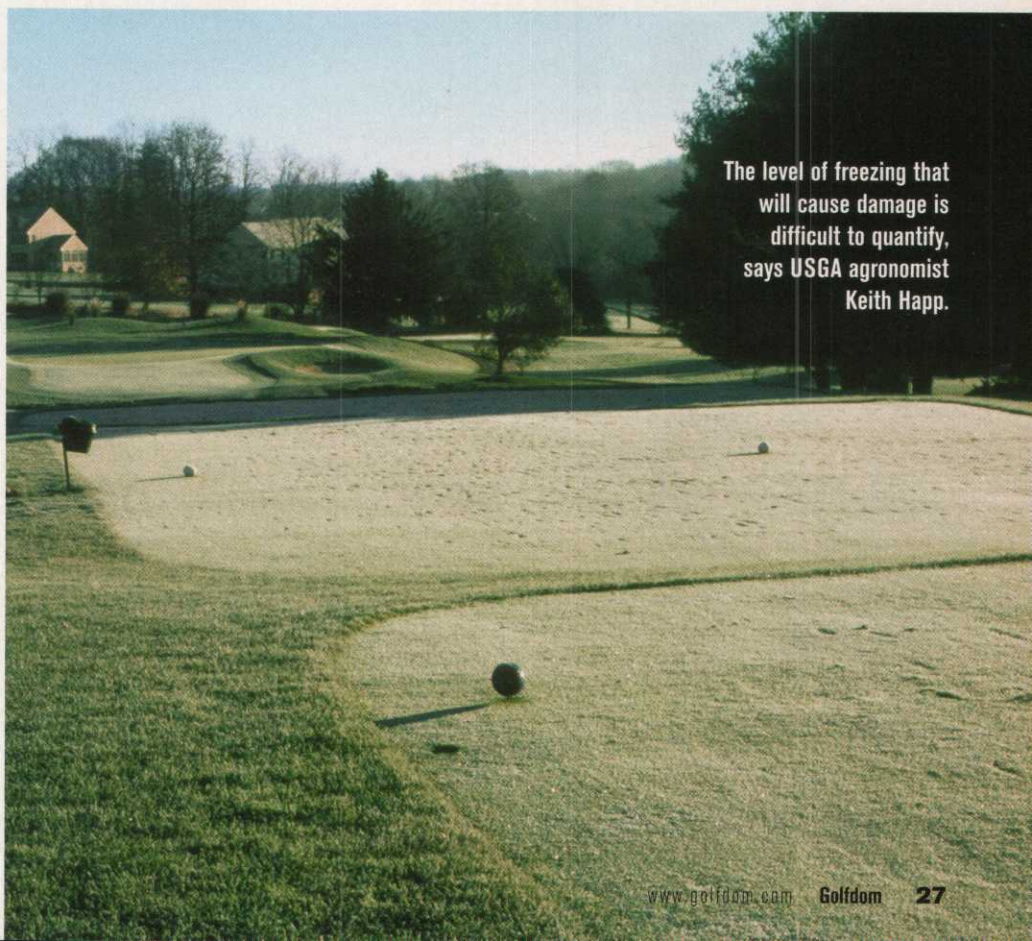
This is a simple enough question, but the answer might not seem so simple — especially to someone who doesn't want to hear it. I contacted the United States Golf Association's (USGA) Green Section to see if its staff could help with the answer.

Keith Happ and Darin Bevard, both senior agronomists for the Mid-Atlantic Section, were more than happy to help out.

"Physiologically speaking," Happ says, "there is the potential damage to turf from the cells rupturing as they are exposed to traffic stress when frozen. This damage is irreversible. Yes the plant will eventually grow out of it, but surface quality will be affected and playability will suffer.

"The level of freezing (shade, elevation, grass type, soil type, soil moisture) that will cause damage is difficult to quantify," Happ adds. "There are just too many variables to consider.

*Continued on page 30*



The level of freezing that will cause damage is difficult to quantify, says USGA agronomist Keith Happ.



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## Conditions worthy of devotion.

Introducing Headway,<sup>™</sup> a new fungicide solution for fairways. And better fairways mean better play. With a dual mode of systemic action, Headway provides broad-spectrum control at low rates — including outstanding protection against both brown patch and dollar spot. Headway continues the tradition of innovative disease control from Syngenta. Our unique formulations perform on a daily basis, bringing value to your course. Not only do they provide superior control, they are engineered for practicality with no clogging and even coverage.



To a golfer, dedication is wanting to be the first on the course each morning. To Syngenta, dedication is creating conditions that make that commitment worthwhile.



## The Facts on Frost



Contrary to popular belief, frost is not frozen dew.

*Continued from page 27*

"While there may be times when brown grass does not result, there still is damage that predisposes the plant to other problems."

We can all understand Happ's point, but what about the guy who says: "I've stepped on frosted grass plenty of times before and didn't see any footprints or damage at all. I don't believe you."

Bevard offers up this interesting analogy.

"Consider the flu or common cold. Obviously, when you go to a supermarket, sporting event, conference or fly in an airplane, you're constantly exposed to germs. However, you don't get infected with a cold or flu every time that you engage in one of these activities.

"There is a variety of variables that must come together when you're exposed to these germs for you to get a cold. With all of the money spent medically on these issues, we still do not know what those variables are.

"When you're dealing with living organisms, it can be difficult to pinpoint the catalyst for problems," Bevard continues. "I always tell people that you may walk on frost eight out of 10 times and never see damage. The problem is I can't tell you when the two times you will cause severe damage will be. It's like Russian roulette."

### Meteorologically speaking

Understanding what frost actually is was my next logical step in trying to find out why it

