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CREEPING BEN





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Despite being in the minority, female superintendents don't see sexism as an industry issue BY THOMAS SKERNIVITZ

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Online Exclusive



Read this story only at www.golfdom.com/ online exclusive:

Why superintendents should care about efficient irrigation.

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Web logging has its benefits. And its drawbacks, too **By Geoff Shackelford**

GETTING IT STRAIGHT

A story in the July issue, "Get in the Know," misspelled Tommy Tanaka's name and gave his wrong title. Tanaka is marketing manager for Norcross, Ga.-based Red Max. For Relief...

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We've Got Mail

LETTERS FROM THE FIELD

Illegal Immigrants

Editor's note: Larry Aylward's June Pin High column, "Walking With Illegal Immigrants," provoked much response. Here are some of the letters we received.

I empathize with the fact that illegal immigrants are trying to establish a better life for themselves and their families and that many are genuinely good people with a good work ethic. This does not take away from the fact that in many instances they are costing our citizens taxpayer dollars in an already stressed system. As for the "meager \$8 an hour," that is the starting wage in this area and actually went up after Hurricane Ivan.

An immigrant making \$10 per hour without taxes, 40 hours per week, makes \$20,800 per vear. Many work more hours per week, which puts them in the range of some of our teachers, who have to pay FICA, Medicare and taxes. There are laws in place to allow immigrants to get a green card and to attain citizenship. I understand that the process is rigorous and trying, but it would help them to achieve the goal of a better life. If we allow these immigrants to become part of our system, we are only going to accelerate the failure of our system. I have paid into the Social Security system since I was 16 years old. I recognize that it will not provide for me later in life, but I surely don't want part of it going to someone who hasn't paid into it.

Our medical system is not in a good state. Insurance costs are rising and becoming one of the primary thoughts of citizens when they are seeking employment. Yet our emergency rooms are not allowed to turn away an illegal immigrant for treatment. These costs will not go away, and the legal citizens will have to pay it with increases in the cost of their visits or insurance. If a child is born from an illegal on our soil, he or she automatically be-

comes a citizen, which makes it easier for the parent to become a citizen. Ultimately, both sides of this conflict will have long-lasting effects, but we should support the laws that are already in place, not waste tax dollars writing new ones. William Herring, Superintendent, Perdido Bay Golf Club, Perdido, Fla.

Thank you for touching on such a hot topic as it pertains to our industry. I could not have said it any better. I would like to think there are millions of American citizens that feel this way.

Cory Flotta, Superintendent, Corte Bella Country Club, Sun City West, Ariz.

I'm sorry, but these people have broken U.S. law. Can we allow the whole world to come here without going through proper channels?

Why will Americans not do this work? Because we are a welfare nation and they don't need to work. How long before the illegals who become legal jump on this "bandwagon?" Write your congressman about this; I have.

Finally, when all of these people become the majority, where will you and your family be in society? I hope you don't need a hint. I support the laws of our land. Without them we are doomed. **Charles H. Drawdy Sr., Honorary Executive Board Member, South Carolina Golf Association, Hampton, S.C.**

Our government needs to get a handle on the illegal immigrants;



they are illegal and every one should be sent back to their appropriate country and then come into the United States

the correct and legal way. I would be a criminal in their country if I tried to live and work there. I don't think we should let them legalize while they are here. Our country and government have enough financial struggles with its own citizens and programs.

Do you agree that illegal immigrants should get a U.S. driver's license and get Social Security benefits for the years they have worked here illegally as well? I have plenty of people who want to work for \$8 an hour and show up on time at 5:30 a.m. I turn people away for jobs every week. Steve Hammon, Superintendent, Traverse City (Mich.) Golf & Country Club

Water Management

The column "Time to Water Down This Label" (Pin High, May) caused me to put into words my frustration with the golf industry. Hoover Pumping Systems is the largest supplier of irrigation pumping stations in Florida. We manufacture, install and service stations that are designed for the Florida climate and have the lowest cost of operation compared with our competition.

For the past three years we have sold a remote water management system that has helped numerous irrigation contractors, developers and end users track and control their water usage. Our first customer was having his water turned off daily by the water purveyor until, with the help of our system, he was able to realign his zone sizes and make better use of the water he is allotted. I believe the water crisis in the golf industry is made worse by the belief that water management systems have to be expensive and complicated to operate.

Hoover Pumping Systems is not a big player in the golf market. We install two to three systems each year, mainly on old courses looking for replacement stations. We would like to become a bigger factor in the new golf course market in Florida, and have contacted the small fraternity of golf course irrigation designers to acquaint them with our company and its products and services. We have told them about our advantages, including lower energy and service costs, as well as describing the remote water management system detailed above. The response has been disappointing. The same designers that have no problem specifying our products for large residential projects will not use the same system for a golf course.

They give no technical reason, only that since we are not one of the big national companies, we cannot be a player. I believe that the golf industry is highly conservative with the risks of changing and failing being perceived to be extremely high. I will close by quoting the response of one golf course irrigation designer who is very familiar with the merits of our company, "George, I'm too old to learn new tricks."

George Newman, Vice President of Sales, Hoover Pumping Systems

We want to hear from you. You can e-mail your letters to Larry Aylward at <u>laylward@questex.com</u>, or fax to 216-706-3712. Make sure to include your name and phone number for verification. Letters may be edited for length or relevance.

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ying in a hospital bed recovering from heart surgery last year, Bruce Williams had time to reflect on his life, which is busier than a brigadier general's. But Williams, who loves living in fast-forward, wasn't thinking about pressing the pause button. The Lightning McQueen of the golf course maintenance industry was thinking about getting out of the hospital, gassing up and getting on with it.

"I couldn't wait to get back to the action," Williams said recently, about a year after his surgery.

If you know Williams, the certified superintendent of the Los Angeles Country Club and one of the most visible men in the business, you assume he must have a clone. He is seemingly everywhere — attending this event, doing that speech and playing in so and so's outing in addition to overseeing 36 holes at a top club.

So when you heard the 56-year-old Williams had a seven-way bypass (yes, *seven*), you figured the stress brought on by his fast and furious lifestyle had finally caught up with him. Maybe you even thought it was a wake-up call for Williams to put his speedy life in park for a while.

While Williams appreciates our concern for his well being, he's not afraid to tell us that we're a bunch of armchair doctors who have misdiagnosed him. Fact is, lying in that hospital bed, one of the things that Williams missed most about his life was the stress of his job.

"That's because I thrive on stress," he said.

Williams is the one who wants the ball when his team is down by a point with 2.1 seconds on the clock. Such a scenario represents a burden, all right, but for guys like Williams it's also a rush.

When Williams returned to work after being out for six weeks — the minimum time his doctor ordered him to take off — he felt anew. How good it felt for him to rise and shine at 4:30 in the morning and get ready for work.

"It was a lot more relaxing for me to be back to see my golf courses and push through the paperwork that had piled up," he said.

It was also good to get back on a plane and jet around the country to give a few speeches.

"Some people have hobbies, such as golfing or fishing," Williams said. "My hobby is volunteer-

Glad to be Back to His Stressful Job

BY LARRY AYLWARD



BRUCE WILLIAMS APPRECIATES OUR CONCERN, BUT HE'S NOT AFRAID TO TELL US WE'RE A BUNCH OF ARMCHAIR DOCTORS WHO HAVE MISDIAGNOSED HIM ing and participating in industry functions."

Williams enjoys being in front of an audience to wax about his experiences in the business. If you've seen him speak, you know he does it well. Williams is a gifted speaker who commands your attention. He's direct, confident and knows what he's talking about. The industry is fortunate to have him on the seminar circuit.

"If I can make people's days brighter and better ... I think that's why we are put on the earth," Williams says of his pledge to public speaking.

Back to Williams' heart problem. If it wasn't job stress that caused it, then what was it? Well, Williams' father, Bob, had a five-way bypass about 30 years ago, so Bruce believes genetics is a cause. Bruce also admits his cholesterol was too high from eating too many burgers and fries.

Back to Williams living his profession in fastforward. He says he'll keep moving, but he also realizes he must pace himself better. Let's just say that Williams won't be booking any red-eye flights to make it home from an industry function to get to work in the morning.

While Williams insists his health scare wasn't a wake-up call to ground himself, he does believe it was a sign to stop and smell the freshly cut fairways. "It *was* a wakeup call to have a greater appreciation of the things that surround me," he said, citing his family and, of course, his job.

When I think of Williams' zest for his career, I think of a passage from the book of Ecclesiastes. It reads: "So I saw that there's nothing better for men than that they should be happy in their work, for that is what they are here for. And no one can bring them back to life to enjoy what will be in the future. So let them enjoy it now."

Here's to good health for Williams and all hard-working superintendents.

Contact Larry Aylward at laylward@questex.com.

Don't blame me or curse at me.

Don't jab the flagstick through the center of my heart. For I did not ask to be placed on a patch of unreadable undulation. I do not cause yips. I do not refer to you as Alice and I most certainly didn't wager your hard-earned cash. I also do not influence aeration times any more than I dictate the price of hot dogs at the turn. I am but a simple die-cast aluminum circumference dutifully doing my job for over 50+ years and I have feelings too.



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The Big Picture The NUMBERS THAT SHAPE YOUR BUSINESS

Rock, Chalk, Golf, Jayhawk

Four new courses recently opened in Kansas. In May the Chuck Ermischdesigned Spring Creek Golf Club in Seneca was completed. The municipal facility will be augmented by 55 homes. In June the Nick Faldo-designed Cottonwood Hills Golf Club in Hutchinson and the Ric Buckton-designed Yucca Ridge Golf Club in Liberal affirmed that the golf boom in the Jayhawk State is for real. Then in July came the debut of Sand Creek Station Golf Course in Newton. The Jeff Brauer design, which

stretches 7,359 yards from the tips, is owned by the city and will be bordered by a new community of more than 500 home sites. For details on these and other golf projects around the U.S., visit *www.golfconstructionnews.com.*

COURTESY OF:

6



Let There Be Peace ... At Work

Tips for negotiating workplace conflicts

Let people tell their stories.

• When someone seems "locked up," dig for the emotion behind the stone face.

• When people are picking flyspecks out of pepper, come in with a reality check.

Identify the true impediment.

Think creatively about ways people can cooperate rather than clash.

Finally, realize that every conflict can't be solved.



Golf Rounds Played

The percentages below represent the difference in number of rounds played in May 2006 compared to the number of rounds played in May 2005.

REGION	MAY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-8.8%	10.4%
Middle Atlantic NY, PA, NJ	-6.8%	3.1%
East North Central MI, OH, IN, IL, WI	-9.0%	0.6%
West North Central ND, MN, SD, NE, KS, IA, MO	2.8%	2.7%
South Atlantic wv, de, md, va, nc, sc, ga	0.6%	5.0%
Florida	0.6%	2.4%
East South Central KY, TN, AL, MS	-8.5%	-0.1%
West South Central OK, AR, LA	-3.0%	4.9%
Texas	-1.7%	6.5%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	5.1%	5.9%
Pacific wa, or, ak, hi	1.8%	1.2%
California	-0.1%	2.5%
TOTAL UNITED STATES	-2.7%	3.4%
		GOLF DATATECH

Jobs Americans Don't Want

Regardless of race, education and political affiliation, most people surveyed in a recent poll think immigrants take jobs Americans don't want, not the other way around.

	Take unwanted jobs	Take jobs from Americans	Both	Don't know
National total	65%	24%	5%	6%
White	65%	25%	5%	5%
Black	54%	33%	7%	6%
Hispanic	81%	9%	4%	6%
College graduate	78%	13%	4%	5%
Some college	66%	23%	5%	6%
H.S. or less	5.9%	30%	6%	5%
Republicans	69%	23%	5%	3%
Democrats	62%	27%	4%	7%
Independents	66%	24%	6%	4%

SOURCE: PEW HISPANIC RESEARCH CENTER SURVEY RELEASED 3/30/06