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# Golfdom

DECEMBER 2006 • VOLUME 62 • NO. 12

## Not Just Everyday People

Integrity rules, as these golf industry folks attest.

BY LARRY AYLWARD

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We love listening to what others have to say. Here are some of the more notable things we heard in the past year.

### 34 On Second Thought

A look back on the highlights and lowlights of 2006.

By Geoff Shackelford

#### Coming in February: The *Golfdom* Report

*Golfdom's* in-depth look at the state of the golf industry, known as the *Golfdom* Report, will appear in the February issue. The report will include a survey of our readers on various issues as well as updates on myriad segments of the industry.

#### News with a hook

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### 49 Grains of Truth

Knowing your members and club schedule is crucial for your topdressing program.  
By David Frabotta

#### About the cover

Kristen Morabito, with help from Rob Ghosh, used images from iStock International to put a graphic spin on *Golfdom's* Year in Review.

- 8 Big Picture
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## Turfgrass Trends

This month, *Golfdom's* practical research digest for turf managers explores ways to predict nematode populations, as well as computer models for water flow in greens.  
See pages 39-48.

## Online Exclusive



Read this story only at  
[www.golfdom.com](http://www.golfdom.com):

- Ode to Overseeding: Kansas State turf professor Jack Fry speaks on issues key to successful overseeding.  
By Larry Aylward



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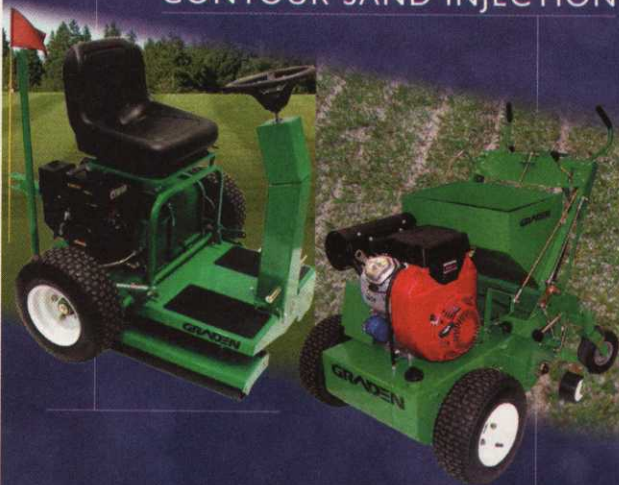
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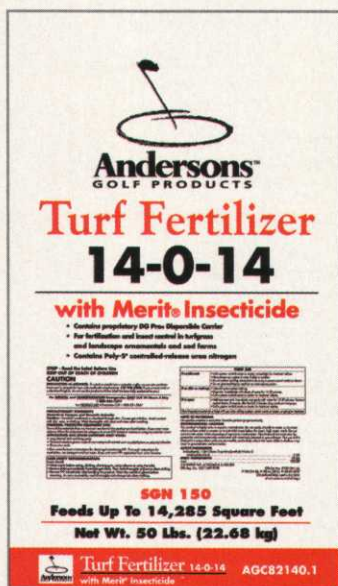


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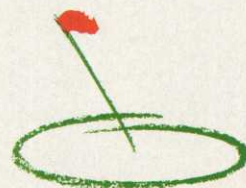
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- Orders must be placed between November 1, 2006 and January 31, 2007.
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- Must take delivery by March 31, 2007.

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I'm in the air again as I write this column on a laptop computer. Today, I'm flying home from Portland, Ore. Staring out the small window at the celestial clouds, I realize I've logged more travel miles this year than any other in my life. Planes, trains and automobiles, indeed.

But I have no complaints. I enjoy the road. I like visiting new places and meeting new people. It's one of my favorite parts of the job.

But I miss my family when I'm gone. I long to return home to be with my wife, two boys and dog. Home is where my heart is.

Earlier this year, my wife, Mindy, gave me an iPod for my birthday. For a man who loves music, it was the perfect gift.

I was the proverbial kid in the candy store when I went to the iTunes Store to buy and download music for my new toy. I scoured the music lists for sentimental songs from my youth. One of the first tunes I downloaded was "Cats in the Cradle" by Harry Chapin. I always liked the song, but I hadn't heard it in years.

The first time I listened to "Cats in the Cradle" on my iPod, I was startled by the song's lyrics. Chapin tells a story about a dad who's too busy with his career to spend time with his son. Chapin sings, "When you comin' home dad?/I don't know when/But we'll get together then son/You know we'll have a good time then."

The roles are reversed in the second part of the song. The grown-up son is too busy to spend time with his retired and lonely father. At the song's end, the dad realizes he made a mistake in raising his son. In Chapin's lyrics, the dad laments, "... it occurred to me, he'd grown up just like me. My boy was just like me."

The song's lyrics hit home harder now that I'm the father of two young boys. And I don't ever want to tell them that I'm too busy for them, although I must confess I have on occasion.

I know many of you can relate to my plight. Your career — whether you're a golf course superintendent, a general manager or an owner — is demanding and time-consuming. If you have a spouse and children, you know how

## 'When You Comin' Home, Dad?'

BY LARRY AYLWARD



THERE'S NOTHING  
WRONG WITH  
LOVING WHAT YOU  
DO FOR A LIVING.  
JUST DON'T FORGET  
TO LOVE YOUR  
LOVED ONES

difficult it is to balance your career life with your family life.

There's nothing wrong with loving what you do for a living. The person who loves his job is truly blessed. Just don't forget to love your loved ones. And more importantly, don't forget to *show* your love by spending quality time with them.

Balancing career and family takes work. Hard work. The ones who do it well know all about the art of mustering up a second wind.

Paul B. Latshaw, the certified superintendent of Muirfield Village Golf Club in Dublin, Ohio, once told me what it was like to be the son of Paul R. Latshaw, one of the most career-minded and successful superintendents to walk the planet. The elder Latshaw worked at some of the country's finest golf courses, where long hours and dedication were prerequisites for the jobs.

But the elder Latshaw made time for his son after a hard day's work. Paul B. says he remembers his dad coming home after a 12-hour workday, tired nonetheless, and honoring his son's request to toss the football around.

"I played high school football, and he never missed a game," Paul B. says of his father. "We also hunted together. He made time for the things that really mattered."

My plane is landing now. It has been a long flight, and I'm beat. I'll get home about 7:30. I'd love to just kick back in the recliner and relax.

But two little boys, full of life, will be waiting for me. And they'll want to wrestle or play hide-and-seek or just goof around.

Tired or not, I'll be ready for them when I walk through the door.

You know we *will* have a good time then.

*Aylward can be reached at [larylward@questex.com](mailto:larylward@questex.com).*



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# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

## TIDBIT OF THE MONTH

### "Show Me" Some Golf Courses

Golf construction is growing in Missouri. Among the more intriguing projects is Old Hawthorne in Columbia. The Art Schaupter design within a 609-acre housing development should open for play next spring. The Tribute at Branson Hills, a Bobby Clampett design to open next summer, will celebrate the life of the late, great Payne Stewart. Designed by Landmark Golf Co., Murder Rock Country Club will be the second course at the 7,500-acre Branson Creek development in Hollister. Also planned is a 9,000-square-foot clubhouse. For details on these and other golf projects around the United States, visit [www.golfconstructionnews.com](http://www.golfconstructionnews.com).



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### Have an Interview? Here's What Not to Do

If you have a job interview coming up, make sure you don't make any of these mistakes, which

CareerBuilder.com cites as some of the strangest that people have made in their quests to get hired.

- Don't comb your hair during the interview.
- Don't be arrogant.
- Don't get so nervous that you look like you're going to get sick.
- Don't lie. You will be found out eventually.
- Don't reveal during the interview that you've had a bunch of other interviews at other golf courses.
- Sure, you want to be relaxed during an interview, but liquid courage is a really bad idea.
- Don't bring your mother, father, wife, dog or anyone else with you to an interview. Sorry honey.



## Golf Rounds Played

The percentages below represent the change in the number of rounds played in September 2006 compared to the number of rounds played in September 2005.

REGION	SEPT.	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	-1.0%	-1.9%
<b>Middle Atlantic</b> NY, PA, NJ	-10.9%	-3.3%
<b>East North Central</b> MI, OH, IN, IL, WI	-6.7%	-1.3%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	-0.7%	1.2%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	-1.3%	2.9%
<b>Florida</b>	1.8%	2.4%
<b>East South Central</b> KY, TN, AL, MS	-1.8%	0.2%
<b>West South Central</b> OK, AR, LA	13.0%	3.7%
<b>Texas</b>	15.3%	4.8%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	-0.3%	3.5%
<b>Pacific</b> WA, OR, AK, HI	3.2%	1.0%
<b>California</b>	3.2%	1.1%
<b>TOTAL UNITED STATES</b>	-1.9%	0.7%

GOLF DATATECH

## Roll Out the Blue Carpet

In a pre-election survey, we asked readers: There's a chance the Democrats can regain control of the House and the Senate. How do you feel about this? Here's how almost **100** readers responded:

- ★ **49%** I hope the Republicans retain majority because they've helped our country.
- ★ **21%** We need the Democrats to win to get our country back on track.
- ★ **29%** I vote for people, not political parties.
- ★ **0%** I probably won't vote.

Obviously, the majority of voters in our poll weren't happy with the election results.

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# Off The Fringe

NEWS WITH A HOOK

## Business briefs

### GCSAA Conducting Water Study

The Golf Course Superintendents Association of America is getting out the measuring cup. The GCSAA will conduct a national study called the Golf Course Environmental Profile project to collect data on water use and conservation on golf courses.

The survey is part of a multiyear project by GCSAA that will evaluate environmental performance on golf courses. The project is designed to collect information that will allow golf course superintendents and other facility personnel to become better managers, help facilities operate more efficiently and help GCSAA develop more valuable programs and services.

Information will include details about playing surfaces, natural resources, environmental stewardship efforts and maintenance practices on the golf course. It is being funded by The Environmental Institute for Golf, thanks in large part to a grant from The Toro Foundation.

The first survey was conducted earlier this spring when GCSAA queried member and non-member superintendents regarding the physical characteristics of their golf courses. This second survey, measuring water use and conservation, was conducted through Nov. 20.

### Great Lakes Charts New Image

Great Lakes Golf Course Products will change its name to The Prestwick Golf Group, effective Jan. 1. Accompanying the name change is a new Prestwick Golf Group logo as part of the re-branding initiative.

Great Lakes President Matt Morse said the name change is a sign of the company's substantial growth as the market leader in the golf course furnishings industry.

*Briefs continue on page 12*

## Reading Between the Lines

### UNDERSTANDING CORPORATE DEALMAKERS THESE DAYS REQUIRES A DICTIONARY AND A FAIR AMOUNT OF INTUITION

By David Frabotta, Senior Editor

**W**ith many residential and commercial real-estate markets cooling, well-funded investors looking for other real-estate options could be coming to a golf course near you. The Donald is a good example, but he's not the only one.

The recent announcement that KSL Capital Partners will buy ClubCorp for \$1.8 billion might not have been a surprise to many of us in the industry, but KSL's size is fairly impressive with \$1 billion to spend and plans to expand ClubCorp's portfolio of more than 160 properties.

Superintendents might be wondering how their day-to-day operations might change. When *Golfdom* talked to ClubCorp CEO John Beckert in October, he said superintendents likely won't notice any changes at the property level, at least for now.

"It's presently envisioned that [the management structures] will not change ... but we're one week into this, and we're evaluating what [KSL's] vision of the future is and how we fit into that, so it's really too early to tell," Beckert told us.

As an interviewer of at least 200 CEO types, my translation would be:

There will be no changes until the shareholders think they can make more money. Then, your budget will be cut. Maybe not this year, but eventually, you will be asked to do even more with even less.

Why?

Equity firms buy properties sometimes for prestige, but all the time to make more money for their investors. With a reported \$1 billion in equity, KSL manages money for some heavy hitters looking for alternatives to their hedge funds.

That means shareholder return just became the most important

*Continued on page 12*