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# Golfdom

JANUARY 2006 • VOLUME 62 • NO. 1



## Head Honchos on the State of the Show

GOLF INDUSTRY SHOW PREVIEW

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### GIS Vendors: So Far, So Good

Outside of a few worries, the Golf Industry Show thus far has almost everyone on the trade show floor smiling.

By Thomas Skernivitz

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### What Type of Coke Goes Best with Argentinosaurus?

Atlanta offers GIS attendees plenty of variety (except when it comes to soft drinks).

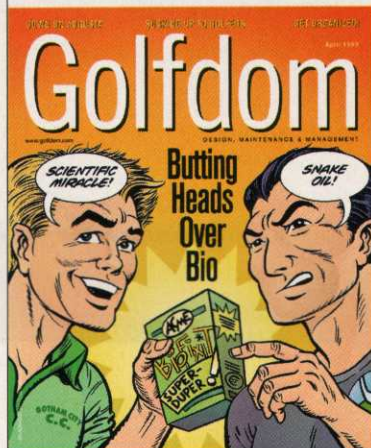
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It's time to revisit the biological and organic fertilizer category to see what's happened since 1999.

By Larry Aylward







## cover story

BY LARRY AYLWARD

Association leaders Steve Mona and Mike Hughes discuss the state of the Golf Industry Show and other vital issues.

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## Turfgrass Trends

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## Online Exclusives



Read these stories only at  
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► Eleven Tournament Players Clubs were recognized for their environmental excellence last year at the Golf Industry Show. TPC Director of Agronomy/Golf Course Maintenance Operations Cal Roth praises the superintendents at the organization's 26 facilities.  
By Peter Blais

► Oxymoron or not, Chris Dalhamer paid his dues at Pebble Beach Golf Links. He can thank the Northern California Golf Association (NCGA) for the experience.  
By Thomas Skernivitz



## Back to Business

◀ Want to make a name for your course in the pro shop? Learn how in our latest edition of the *Golfdom Business Record*, where Bruce Allar reports on "Going to a Logo." Also, Heidi Voss gives insight on a New Year's resolution, and

learn almost everything you wanted to know about CMAA leader Jim Singerling. The section begins on **PAGE 69** and runs through page 80.



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## EDITORIAL STAFF

Larry Aylward	EDITOR IN CHIEF	216-706-3737	laylward@questex.com
Thomas Skernivitz	MANAGING EDITOR	216-706-3758	tskernivitz@questex.com
Geoff Shackelford	CONTRIBUTING EDITOR	310-451-5877	geoffshackelford@aol.com
Joel Jackson	CONTRIBUTING EDITOR	407-248-1971	flgm@aol.com
Anthony Pioppi	CONTRIBUTING EDITOR	860-344-8895	apioppi@earthlink.net
Mark Luce	CONTRIBUTING EDITOR	785-841-6044	mluce@earthlink.net
Karl Danneberger	SCIENCE EDITOR		danneberger.1@osu.edu
Lisa Lehman	CORP. CREATIVE DIRECTOR	216-706-3732	llehman@questex.com
Carrie Parkhill	ART DIRECTOR	216-706-3780	cparkhill@questex.com
Mike Klemme	PHOTO EDITOR	580-234-8284	mike@golffoto.com
Lynne Brakeman	WEB EDITOR	216-706-3753	lbrakeman@questex.com

## CLEVELAND HEADQUARTERS

600 SUPERIOR AVENUE, EAST  
SUITE 1100  
CLEVELAND OH 44114

## OFFICIAL PUBLICATION OF



American Society of Irrigation Consultants P.O. BOX 426  
ROCHESTER, MA 02770; 508-763-8140; WWW.ASIC.ORG

## GOLFDOM ADVISORY STAFF

<b>Jim Barrett, ASIC</b> JAMES BARRETT ASSOCIATES	<b>Steve Hammon</b> TRAVERSE CITY G&CC
<b>Pat Blum</b> COLONIAL ACRES CC	<b>Jim Husting, CGCS</b> WOODBIDGE G&CC
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## ASSOCIATIONS



American Society of Golf Course Architects 125 N. EXECUTIVE DR.,  
SUITE 106, BROOKFIELD, WI 53005; 262-786-5960; WWW.ASGCA.ORG



Golf Course Superintendents Association of America  
1421 RESEARCH PARK DR., LAWRENCE, KS 66049-3859; 800-472-7878;  
WWW.GCSAA.ORG



Golf Course Builders Association of America  
727 "O" STREET, LINCOLN, NE 68508; 402-476-4444;  
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National Golf Course Owners Association 291 SEVEN FARMS DRIVE,  
SECOND FLOOR, CHARLESTON, SC 29492; 843-881-9956;  
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## BUSINESS STAFF

Patrick Roberts	PUBLISHER 216-706-3736	<a href="mailto:proberts@questex.com">proberts@questex.com</a>
Jen Oaklief	ADMIN. COORDINATOR 216-706-3751	<a href="mailto:joaklief@questex.com">joaklief@questex.com</a>
Carol Brisbin	PRODUCTION MANAGER 218-279-8842	<a href="mailto:cbrisbin@questex.com">cbrisbin@questex.com</a>
Rhonda Sande	PRODUCTION DIRECTOR 218-279-8821	<a href="mailto:rsande@questex.com">rsande@questex.com</a>
Jessica Borgren	CIRCULATION MANAGER 218-279-8858	<a href="mailto:jborgren@questex.com">jborgren@questex.com</a>

## ADVERTISING STAFF

### CLEVELAND HEADQUARTERS

600 SUPERIOR AVENUE, EAST, SUITE 1100  
CLEVELAND, OH 44114

Kevin Stoltman	ASSOCIATE PUBLISHER	<a href="mailto:kstoltman@questex.com">kstoltman@questex.com</a>
George Casey	NATIONAL ACCOUNT MANAGER	<a href="mailto:gcasey@questex.com">gcasey@questex.com</a>
Michael Harris	REGIONAL ACCOUNT MANAGER	<a href="mailto:mharris@questex.com">mharris@questex.com</a>
Leslie Montgomery	ACCOUNT EXECUTIVE	<a href="mailto:lmontgomery@questex.com">lmontgomery@questex.com</a>

## MARKETING SERVICES

Reprints	800-290-5460 ext. 175	<a href="mailto:golfdom@reprintbuyer.com">golfdom@reprintbuyer.com</a>
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Congratulations to the staffs of **Golfdom & Landscape Management** for winning 17 TOCA (Turf and Ornamental Communicators Association) editorial and design awards at the 2005 TOCA Awards Banquet.



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**Golfdom**

**Landscape** SOLUTIONS FOR A GROWING INDUSTRY  
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**I**'ll have what Steve Mona's having. I want whatever it is that causes Mona to be so exuberant about life. If you've ever spent any time with Mona, the 48-year-old CEO of the Golf Course Superintendents Association of America (GCSAA), you've had to notice how upbeat he always is. The guy prizes life like diehard golfers do their Saturday-morning tee times.

Mona is not an imposing physical figure and he doesn't light up a room like the midday sun when he walks into it. Mona's gleam is more subtle, but its presence can't be denied.

So what makes Mona tick? It's simple, really. Mona subscribes to the my-body-is-my-temple-and-I-worship-it philosophy. What he puts in his body and how he treats it has everything to do with his zest for life.

For Mona, proper nutrition begins with what he puts down the ol' hatch. In the morning, he doesn't rise and shine and make a beeline to the coffee pot. He avoids the java and other caffeine-laced products like hazards on a golf course.

Mona also doesn't belly up to the hotel bar to sip a few cold ones after a dinner at an industry function. He has nothing against folks who do, but Mona would rather retire to his hotel room, catch a little SportsCenter on TV and be in rapid eye movement by 11. Oh yeah, he might sip some water, his drink of choice, before bed.

You won't catch Mona, who weighs a lean 160 pounds, grabbing a Snickers bar on the run. He runs like Jesse Owens from sweets. You might see him picking at a piece of cheesecake at a banquet, but he's probably plucking the strawberry from its top. Chances are Mona had the chicken or fish — less filling, tastes OK — for his entree at the same banquet. He doesn't think twice about passing on the more savory but less healthy prime rib.

There's also a chance Mona exercised before that banquet. When he's not on the road and is at home in Lawrence, Kan., exercise is routine. And Mona tries to work out when he can while on the road, which is 125 days a year.

Bottom line: When you look good and feel good, life in general tends to feel good. You don't need Dr. Phil to tell you that.

But it's not just his own life that Mona is blissful about living. He likes to please others and is as

## Mona Has the Get-Up-And-Go

BY LARRY AYLWARD



WHEN MONA TELLS

HIS PEERS ABOUT

HIS LENGTH OF

OFFICE, THEY

OFTEN OFFER

A ONE-WORD

RESPONSE — 'WOW'

cordial as they come. Mona says his father, Frank, taught him to treat others — all others — with dignity. Frank Mona held a top position with a seasoning manufacturer near where the family lived in northern California when Steve was growing up. When Steve went to work with his dad, he watched how Frank treated the employees. Frank didn't care if they didn't have college degrees. He thought they deserved his honor.

Frank's actions left an impression on Steve. "If I ever get into a position like my dad's, that's the way I will treat people," Steve says he told himself.

He has. Rarely, if ever, do GCSAA members bash him. They may disagree with his decisions, but they do so with respect.

In November, Mona celebrated his 12th anniversary as the GCSAA's CEO. In case you're counting, 12 years is an eternity for a person to head a trade association. When Mona tells his peers about his length of office, they often offer a one-word response — "wow."

Here's something else that will make you say "wow" with a few exclamation points tacked on. Did you know Mona hasn't missed a day of work in those 12 years? He says it's easy to fight off a cold and go to work when you love what you do.

Mona is also wound less tight these days. You may recall that Mona fainted in 2002 during the GCSAA show in Orlando. He was diagnosed with a condition that restricts or stops blood flow between the heart and the brain. The episode made Mona realize that he had to slow down.

What will Mona be doing in another 12 years? He says he'd love to still be with the GCSAA. "I love what I'm doing, and right now I'm enjoying it as much as I ever have," Mona says.

Like I said, I want what Mona's having.

*Editor in Chief Larry Aylward can be reached at 216-706-3737 or [laylward@questex.com](mailto:laylward@questex.com).*



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# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

## TIDBIT OF THE MONTH

### Small State But Big on Golf

Although geographically diminutive, the commonwealth of Massachusetts enjoys a large presence in the world of golf. The golfing hotbed contains more than 350 courses, with more on the way. Among the most promising is the Rees Jones-designed Golf Club at Cape Cod in North Falmouth, scheduled to open in the spring. Also under construction is Shining Rock Golf Course, part of a 275-acre development in Northbridge. Long-range plans call for a municipal course in Lee that's slated to cost around \$5 million. Also in planning is a course at Apple Hill Farm Project in Leominster. And in Westford, work will commence in spring 2005 on the second nine at Butter Brook Golf Club, a Mark Mungeam design. For details on these and other golf projects around the United States, visit [www.golfconstructionnews.com](http://www.golfconstructionnews.com).



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### Keep Your Mouth Shut

Not being able to keep your trap shut is a bad habit. Not only do you say things you shouldn't, you can:

- ▶ wreck your reputation;
- ▶ be labeled as untrustworthy; and
- ▶ hurt others badly.

SOURCE: ASKMEN.COM



### Golf Rounds Played

The percentages below represent the difference in number of rounds played in September 2005 compared to the number of rounds played in September 2004.

REGION	SEPT.	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	7.2%	0.8%
<b>Middle Atlantic</b> NY, PA, NJ	8.6%	3.0%
<b>East North Central</b> MI, OH, IN, IL, WI	-4.9%	0.2%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	-2.4%	-0.1%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	20.3%	-0.8%
<b>Florida</b>	46.5%	-0.1%
<b>East South Central</b> KY, TN, AL, MS	-1.0%	-3.0%
<b>West South Central</b> OK, AR, LA	-3.9%	1.7%
<b>Texas</b>	-3.8%	2.7%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	7.5%	1.4%
<b>Pacific</b> WA, OR, AK, HI	4.0%	-2.7%
<b>California</b>	2.2%	-4.3%
<b>TOTAL UNITED STATES</b>	3.7%	-0.1%

GOLF DATATECH

### Under the Weather

Did your course experience a major outbreak of turf disease in 2005?

**Yeah**, the course looked horrible for several weeks **11%**

**Yes**, but we were able to get it under control **40%**

**No**, I still have plenty of fungicide left in the tank **48%**

No answer **1%**

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