

The History

In 1998 Klingstone 40 was first used in bunkers at a private, Fazio designed, golf course. Since then hundreds of courses have used Klingstone throughout the U.S and overseas.

**Good as new after
seven years in Minnesota**



The Application

The liquid Klingstone 40 is pumped neat (no mixing) from a drum onto the bunker's face and bottom. Sand may be replaced immediately.



An entire bunker can be treated in minutes.



**Sod-sided bunker face being
stabilized and tinted.**

The Numbers

One superintendent's estimate of savings after seven years using Klingstone 40 versus fabrics (50,000 sf):

Cost to install fabrics initially, then replace	\$138,000
Cost to replace drainage system	50,000
Cost of sand replacement during seven years	200,000
	<u>388,000</u>
Cost to purchase and install Klingstone*	<u>- 76,500</u>
	Total Savings = \$211,500
Not hearing that a piece of fabric is sticking up through sand =	Priceless.

*Product price lower today

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Waynesville, NC

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U.S. Patent No.: 6,467,991

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GIS: So Far, So Good

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mix. And two other groups — the American Society of Golf Course Architects (ASGCA) and the Golf Course Builders Association of America (GCBA) — continue to have ties with the GIS.

If the growth were to stop at this point, Bandy would gladly live with it. But there is a ceiling to his content.

"I'm concerned that the show may get too big from a footprint point of view," Bandy says. "Obviously, there's a lot of ground to cover in the show. There is such a thing as too big of a show from a footprint point of view."

In addition to the physical layout, the philosophical direction of the GIS worries Bandy.

"As the GCSAA rolls other groups into the show, the show in essence kind of expands in its focus. It's even reflected in the name, going from the 'superintendent's show' to the 'industry show,' " he says. "I hope they continue to keep the superintendent No. 1 in mind and don't try to get too big and serve too many masters."

In a worst-case scenario, Bandy says, the downplayed superintendent gets bumped off the travel itinerary in favor of an owner or general manager.

"You could certainly have a situation where the owner or the green committee chairman decides, 'Well, I'll go to the show instead of you,' " Bandy says. "I really

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MIKE BANDY
MARKETING MANAGER,
THE ANDERSONS



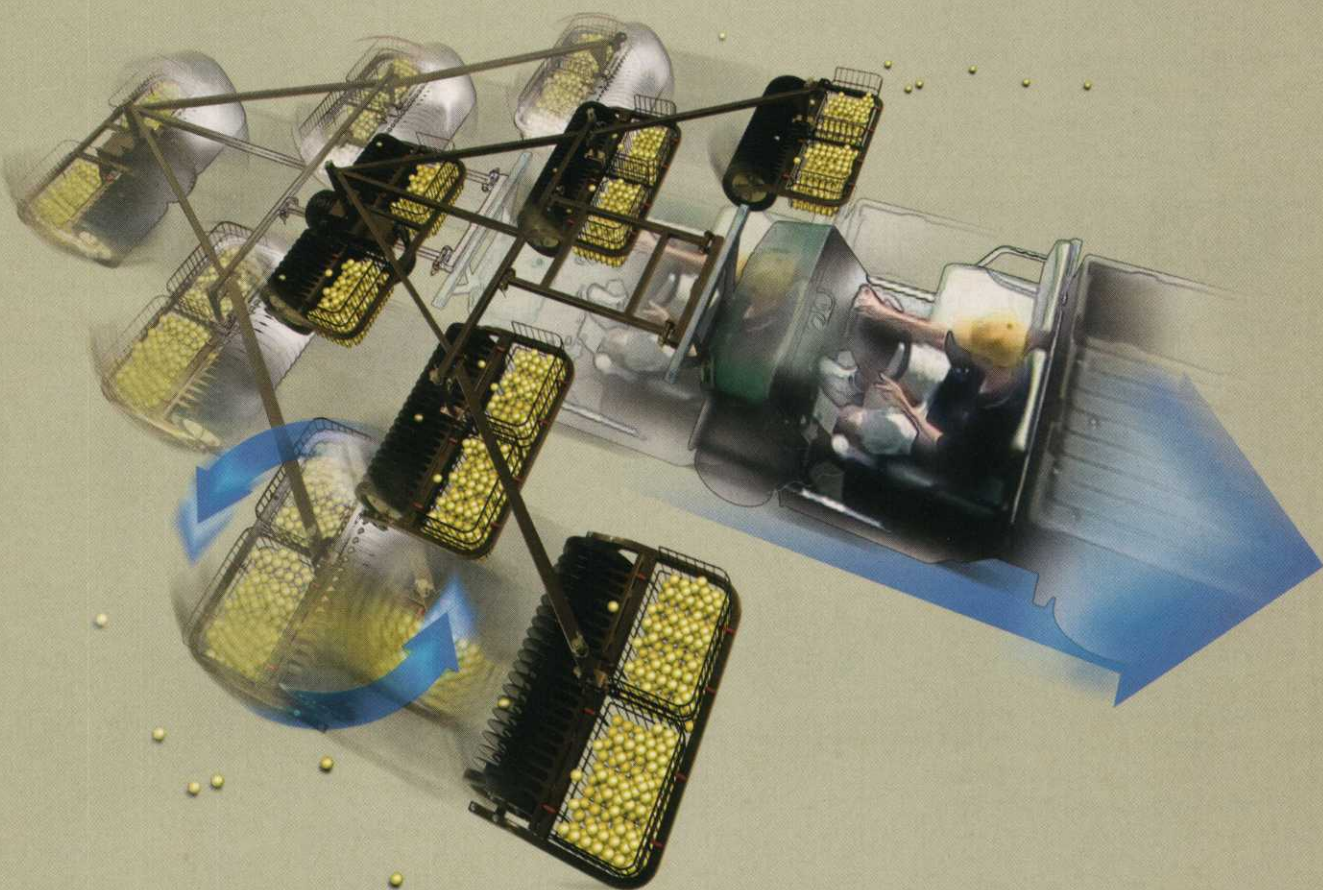
PHOTO (BOTTOM) COURTESY: BASF

-UP BACK-

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step. It operates at higher speed, allowing you to work faster. And the integrated gangs pickup balls in short and long grass, and easily maneuver around and under obstacles. For more information on this forward-thinking machine, give us a call. Standard Golf. Changing the way you operate your range.



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GIS: So Far, So Good

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don't want to see that happen. It's dangerous for the show to lose too much of its focus on superintendents."

Not that there was anything wrong with the inaugural GIS last year in Orlando, Bandy says. "In fact," he notes, "I would argue so far that the changes have been a net positive."

Bandy commended show officials for last year's marquee event — the "Building of the Green." The construction project, which transpired in the middle of the trade show floor and lasted throughout the festivities, showcased the combined efforts of each group represented at the GIS.

"We were near the Build-

ing of the Green and we were concerned that there was going to be a lot of equipment noise and it was going to be a big distraction," Bandy says. "But it was actually an attraction. Overall, it was a good thing."

Dave Heegard has no problem with the size of the GIS. The bigger the better, says the vice president of sales and marketing for Pursell Technologies Inc.

"I think that everybody who is anybody in our industry should be there," Heegard says. "It makes sense for them to be there."

What isn't so logical to Heegard is the lack of attendee-specific information provided to vendors. He would like to see GIS officials begin to elec-

Dave Heegard, the vice president of sales and marketing for Pursell Technologies, would like to see a report that details the demographics of GIS trade show attendees.

tronically monitor the floor activities of each visitor.

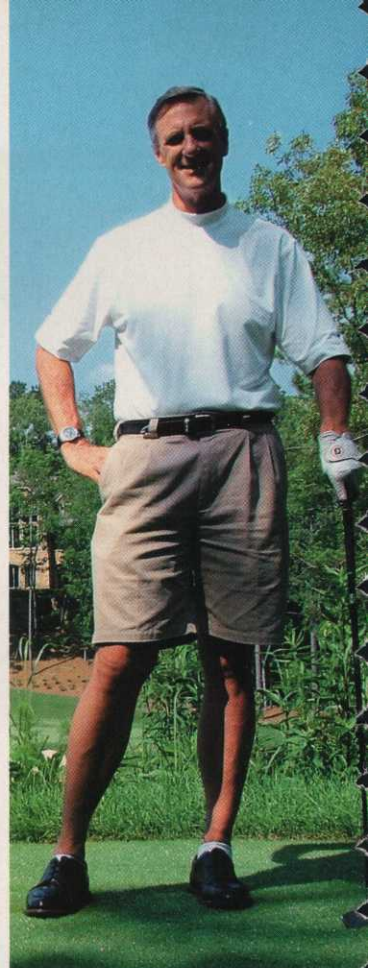
"I wish they would do a better job with all the suppliers of sharing how much time people actually spend on the trade show floor," Heegard says. "If 4,500 guys come out for education and only a thousand of them spend any significant time on the trade show floor, I'd like to know that. ... And the technology is out there to do that."

In the long run, Heegard adds, GIS officials might profit by providing such information — although a fee-for-service plan isn't the route to take.

"That should be a service they provide. It shouldn't be something I have to pay for," Heegard says. "If they were more aggressive and said, 'Hey, we've got 4,500 superintendents who are spending an average of 20 hours on the trade show floor, maybe they'll have the opportunity to charge more for their booth space rather than less.'"

Ultimately, Heegard says, trade shows may have to offer such perks in order to survive.

"Do I think my kids are going to be standing on trade show floors 20 years from now? No, I don't think so. I don't think that will be a way of doing business then. Ultimately, is what we've got a dinosaur that's going to be extinct? I think so; I just don't know what year it's



going to happen."

At Syngenta Professional Products, they are not only satisfied with the GIS thus far, they welcome the challenge of any nuances that might occur this year and in the future.

"The first thing we do is look into the mirror when we're done with these things," Joe DiPaola, Syngenta's golf market manager, says. "What could we have done better? And how do we move forward? The challenge is as much on our shoulders as the associations' in terms of getting things right."

DiPaola says he has seen no sign that the GIS diminishes the significance of a superintendent.

"In the end, I don't think the GCSAA will stay very long with something that presents that kind of threat

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PHOTO BY LARRY AYWARD

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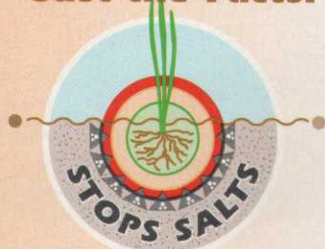
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GIS: So Far, So Good

**“We can’t just concen-
trate on one target audience.”**

MARGARET MCLEAN

SENIOR MARKETING
COMMUNICATIONS
MANAGER, SYNGENTA



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to its membership,” he says. “But at least they’re willing to try some things in a changing trade show environment to protect that investment.”

And if owners and general managers do have a heightened presence, what’s the big deal, he adds. Syngenta will adapt its approach and welcome, rather than resist, the more diverse clientele.

“We can’t just concentrate on one target audience,” says Margaret McLean, Syngenta’s senior marketing communications manager.

If anything, McLean adds, superintendents should relish the fact that their superiors are offered the opportunity to see them at their most professional.

“When you go to the show as an owner or manager, you’re seeing things that you didn’t even know the superintendents did,” she says. “It’s pretty much a grueling week for the superintendent when he or she goes there.”

Matt Armbrister, the associate customer segment manager for John Deere and Co., says whatever changes have occurred during the GIS transition have been “subtle,” thanks in large to the GCSAA and NGCOA.

“It was like merging two companies — you had two different entities with different ways of doing things and different ideas about the proper way to do things, coming together to create one product,” Armbrister says. “It was an enormous task, and I think they did very well with it.” ■

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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)

BY MARK LUCE

When you sit down at an Atlanta establishment, they ask you a simple question: "What kind of Coke do you want?" There's a reason, of course, since Atlanta serves as the world headquarters for Coke, so requesting Pepsi may get you a quick kick in the backside. But Atlanta offers so much more than just refreshing soft drinks, as this increasingly international metropolitan area of 4 million remains steeped in Southern hospitality and charm. As resident Nan Sewell says, "You can do whatever you're in the mood to do in Atlanta, and people still smile at you when you walk down the street."

As you head to Hot-Lanta for the Golf Industry Show, *Golfdom* happily presents a crash course to entertainment, chow, nightlife and a few surprises that will make your visit one to remember.

Getting downtown

The Hartsfield-Jackson Atlanta International Airport is the busiest in the world, so be ready

for crowds. To avoid Atlanta's notorious traffic (and save yourself taxi fare), hop on the city's MARTA train. The station at the airport sits at the North end, where trains wait to whisk you to the Georgia World Congress Center for a mere \$1.75.

Attractions:

The Georgia Aquarium, the world's largest, opened with tremendous fanfare in November, and it's already proving to be a must-see-to-be-believed attraction. In the building's half-million square feet there are 60 different tanks, with the largest holding 6.2 million gallons of water. The aquarium features sharks,

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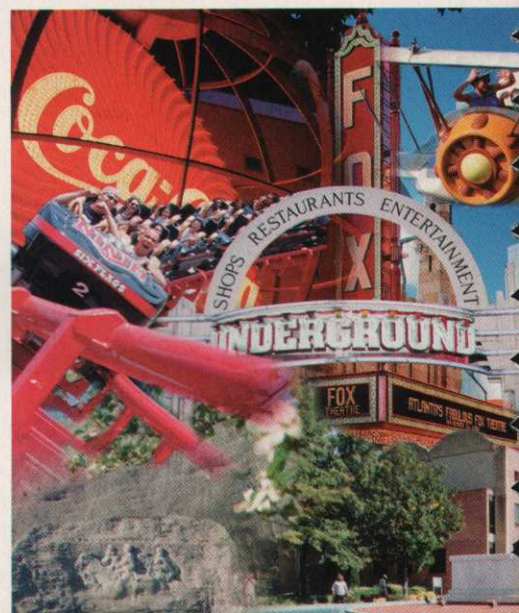


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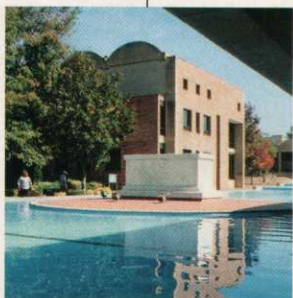
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Coke and Argentinosaurus



Top photo: The acclaimed High Museum of Art; middle photo: Underground Atlanta offers one heckuva shopping experience; bottom photo: the MLK Arcade.

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beluga whales and more than 500 other species. Because of public demand, if you want to swim with these fishies, you better get tickets in advance by ordering at www.georgiaaquarium.org. The aquarium (225 Baker St. NW) is just across from the convention complex. Look for the building that resembles the front of a ship.

The **Phillips Arena**, home to hockey's Atlanta Thrashers and the NBA's Hawks, also sits near the **World Congress Center**, and at 7 p.m. on Feb. 11 the arena will host a good pro hoops match-up as the youthful Hawks, led by the

Dr. NE), which features Saturday morning shows about constellations. Call 678-874-7102 for information.

For a truly relaxing and cultured evening, turn your sights to the **Atlanta Symphony Orchestra**. In the spotlight over the industry show weekend is Christopher Rex, principal cellist for the symphony, playing Dvorak's Cello Concerto and Bizet's Symphony in C Major. The symphony is located at the **Woodruff Arts Center** (1280 Peachtree St.). For ticket information, call 404-733-4800. Also at the center is the acclaimed **High Museum of Art**, a wonderful place to unwind with painting and sculpture. In February the museum will be hosting a stunning retrospective of American painter Andrew Wyeth. For ticket information, call 404-733-5000.

Fans of Coca-Cola will be in sweet heaven as they meander through the **World of Coke** (55 Martin Luther King Jr. Drive SE), a museum dedicated to the soft drink. Among the highlights are a Club Coca-Cola, where you can sip on Coke products from around the world. The tour costs \$9 and more information can be had by dialing 404-676-5151.

Near the Coke museum rests **Underground Atlanta** — a six-block-long underground shopping Mecca that's, literally, underground. In addition to a bevy of shops, the Underground houses **Kenny's Alley**, a collection of eight separate nightclubs open until 4 a.m.

Those with a bent toward history may well consider the **Dr. Martin Luther King Jr. National Historical Site**, located at 450 Auburn Ave. NE. The site hosts King's boyhood home, his crypt and the Ebenezer Baptist Church, King's home church. In a similar vein, the **Jimmy Carter Presidential Center and Library** (453 Freedom Parkway) sprawls over 35 acres, and includes the Jimmy Carter Library and Museum and gorgeous lakeside gardens.

And if none of that is enough, news hounds will marvel at the opportunity to tour **CNN's World Headquarters**, right in the heart of downtown. The tour last 50 minutes, costs \$10 and afterward gives you the opportunity to purchase a tape of yourself as an anchor — not on live television, of course. For ticket information, call 404-827-2300.

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flashy Joe Johnson, take on the also-youthful Chicago Bulls, who are marshaled by guard Kirk Hinrich. For tickets call 866-715-1500.

The **Fernbank Natural History Museum** (767 Clifton Road NE) houses one of the most impressive dinosaur displays in the world, with a 47-foot-long Giganotosaurus readying to munch a 123-foot-long Argentinosaurus, as pterosaurs fly overhead. The museum is a must for natural history lovers. On Fridays the museum features a rather swanky way to enjoy an IMAX film — with martinis. From 5:30 to 10 p.m. every Friday, the museum hosts a cocktail party, complete with music, food and film. Those looking for more galactic adventures may want to try the planetarium at the nearby **Fernbank Science Center** (156 Park