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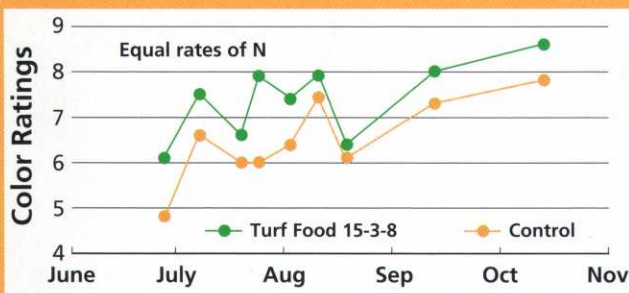
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Golfdom

JULY 2008 • VOLUME 62 • NO. 7

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& 32

Ever wonder what it's like to maintain golf courses in other parts of the world, such as China and the United Kingdom? Check out our two-part cover story — "Finding Good Fortune" and "Over the Pond."

BY LAURA WATILO BLAKE
AND LARRY AYLWARD

About the cover
Art director Carrie Parkhill used this image from Getty Images to create an out-of-this-world cover.

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Your knowledge of hand-held equipment could help your operation.

By Larry Aylward

GETTING IT STRAIGHT

Rodent Rid, a Bell Laboratories product, controls voles. The February issue had incorrectly stated that the product controls moles.

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▼ There are other ways to battle overbuilt golf markets than by just cutting prices. See our report in the *Golfdom Business Record*, which begins on **PAGE 43** and runs through page 47.



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Turfgrass Trends

This month *Golfdom's* practical research digest for turf managers discusses Kentucky bluegrass and its wear tolerance, and offers tips on pesticide management. See pages 53-62.

Online Exclusive



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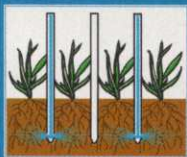
► Cheers to the Brits' BIGGA Show, writes Larry Aylward.

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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 jlgrn@aol.com
Anthony Pioppi CONTRIBUTING EDITOR 860-344-8895 apioppi@earthlink.net
Mark Luce CONTRIBUTING EDITOR 785-841-6044 mlyce@earthlink.net
Jim Black CONTRIBUTING EDITOR greenkeeperjim@yahoo.com
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

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

Jim Barrett, ASIC
JAMES BARRETT ASSOCIATES

Pat Blum
COLONIAL ACRES CC

Joe Boe
WINDERMERE GC

Jerry Coldiron, CGCS
LASSING POINTE GC

Bill Coore, ASGCA
COORE & CRENSHAW

David Davis, FASIC
DAVID D. DAVIS ASSOCIATES

Tripp Davis
TRIPP DAVIS AND ASSOCIATES

Michelle Frazier-Feher, CGCS
BOSTON HILLS CC

Charlie Fultz
SHENVALEE GOLF RESORT

John Gurke, CGCS
AURORA CC

Steve Hammon
TRAVERSE CITY G&CC

Jim Hustling, CGCS
WOODBIDGE G&CC

Robb Dillinger, CGCS
MUNIE OUTDOOR SERVICES

Jim Loke, CGCS
BENT CREEK CC

Walter Mattison
(IN MEMORY)

Steve Merkel, CGCS
LANDSCAPES UNLIMITED

Jim Nicol, CGCS
HAZELTINE NATIONAL GC

Steven Numbers
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James Simonini
ROBERT TRENT JONES II

Bobby Weed, ASGCA
WEED GOLF COURSE DESIGN

ASSOCIATIONS



American Society of Golf Course Architects 125 N. EXECUTIVE DR.,
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Golf Course Builders Association of America
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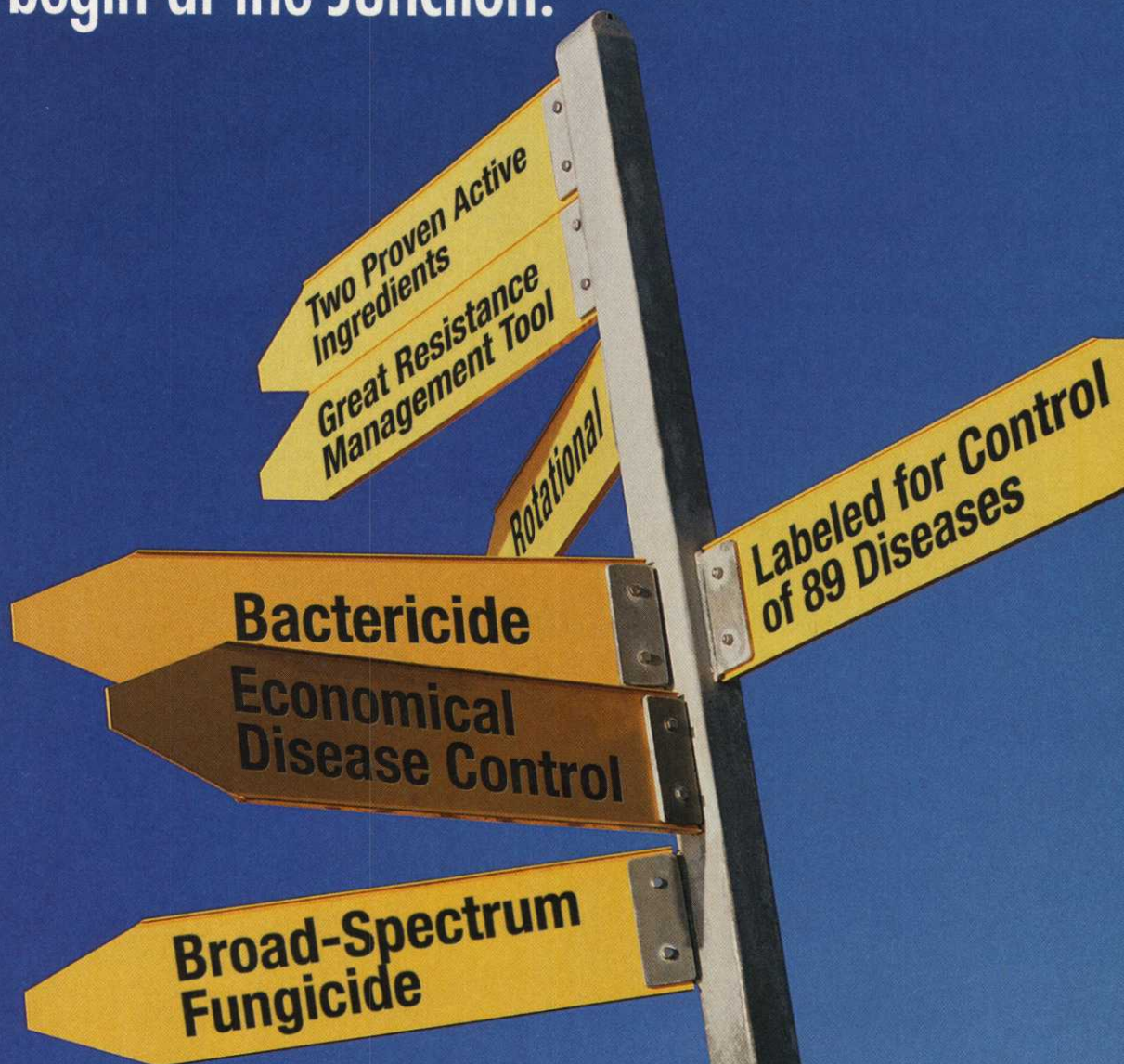


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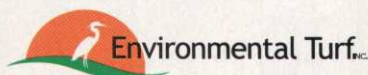
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BUSINESS STAFF

Patrick Roberts PUBLISHER 216-706-3736 proberts@questex.com
Jen Oaklief ADMIN. COORDINATOR 216-706-3751 joaklief@questex.com
Natalie Lepien PRODUCTION MANAGER 218-279-8836 nlepien@questex.com
Rhonda Sande PRODUCTION DIRECTOR 218-279-8821 rsande@questex.com
Jessica Borgren CIRCULATION MANAGER 218-279-8858 jborgren@questex.com

ADVERTISING STAFF

CLEVELAND HEADQUARTERS
600 SUPERIOR AVENUE, EAST, SUITE 1100
CLEVELAND, OH 44114
Kevin Stoltman ASSOCIATE PUBLISHER kstoltman@questex.com
216-706-3740 FAX: 216-706-3712
George Casey NATIONAL ACCOUNT MANAGER gcasey@questex.com
216-706-3752 FAX: 216-706-3712
Michael Harris REGIONAL ACCOUNT MANAGER mharris@questex.com
216-706-3755 FAX: 216-706-3712
Leslie Montgomery ACCOUNT EXECUTIVE lmontgomery@questex.com
216-706-3756 FAX: 216-706-3712
Brian Olesinski ACCOUNT EXECUTIVE, CLASSIFIED bolesinski@questex.com
216-706-3757 FAX: 216-706-3712

MARKETING SERVICES

Reprints 800-290-5460 ext. 100 golfdom@reprintbuyer.com
Marsha Gustafson CIRC. LIST RENTAL 216-706-3772 marsha.gustafson@questex.com
Subscriber, Customer Service 866-344-1315; 615-377-3322 questex@sunbeltfs.com
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The talk at the water cooler these days is about Tiger. Not Tiger Woods. The Exxon Mobil mascot named Tiger.

That happens when the news of the day is record-high fuel prices and, oh, by the way, the announcement that Exxon Mobil reported the highest corporate profit in U.S. history: \$10.71 billion for the fourth quarter of 2005 and \$36.13 billion for the year.

It's not that my co-workers and I don't care what Tiger shot over the weekend. It's just that we're worried about what it's going to cost us to drive back and forth to work for the week. I know you're worried, too, and not just for personal reasons (I pity you if you drive a Dodge Ram). You're worried about the impact that escalating fuel prices will have on your golf course's operation.

If your course attracts primarily middle-income golfers, you're concerned those players will play less this summer because they have to pay more to BP, Shell and Exxon Mobil to get around town. When energy prices go up, spending on entertainment — dinner and a movie, a baseball game, a round of golf — goes down. Some consumers can't afford these pastimes. And while others can afford them, they're still convinced they must cut back on their spending because gas has reached a daunting \$3 a gallon. As one consumer analyst pointed out recently, "The \$3 price is a psychological barrier."

With plenty of mower and utility vehicle gas tanks to fill, superintendents have definite concerns about rising fuel costs. They're also slapping their foreheads in angst when they get the bills for the loads of topdressing that were delivered to their maintenance facilities. It's not the price of the material that has their eyeballs popping; it's the delivery charges because of high fuel prices.

In April, President Bush finally addressed the fuel price issue with some grit. Bush ordered an investigation into whether oil companies are manipulating prices. Democrats are looking into the matter, too. I like Senate Minority Leader Harry M. Reid's (D-Nevada) proposition that suspends for 60 days the tax of 18.4 cents per gallon on gasoline and 24.4 cents a gallon on diesel. The plan would cost \$6 billion, which Democrats said should be covered by increasing taxes on oil

Are You Letting Up on the Gas?

BY LARRY AYLWARD



NOW IS THE TIME
TO CUT BACK ON
FUEL CONSUMPTION

companies. I also like the new energy legislation plan recently announced by Reid and U.S. Rep. Sherrod Brown (D-Ohio). Their Clean EDGE Act (EDGE stands for Energy Development for a Growing Economy) calls for the government to reduce petroleum consumption by 20 percent in five years and by 40 percent by 2020.

All of this is well and good, but we must do our part as well. Much of the political talk, after all, is rhetoric. For instance, for all of Bush's tough talk, Republican leaders showed no action when they had the chance to get tough with the oil companies. In April they backed off provisions to boost taxes on oil company profits.

The fuel crisis is now, tomorrow and the next day. That's why golf industry personnel, from superintendents to general managers to owners, must do their part and implement ways to cut back on fuel consumption *now*. Prices will drop if Americans use less fuel and supplies increase (at least that's what economic experts say.) This will bestow consumers with more cash to play golf, among other things. It will also not drain superintendents' maintenance budgets.

Superintendents should analyze the possibility of using more plant growth regulators on their courses' fairways to cut back on mowing to save fuel. They should also examine if their courses' greens really need to be double cut every day.

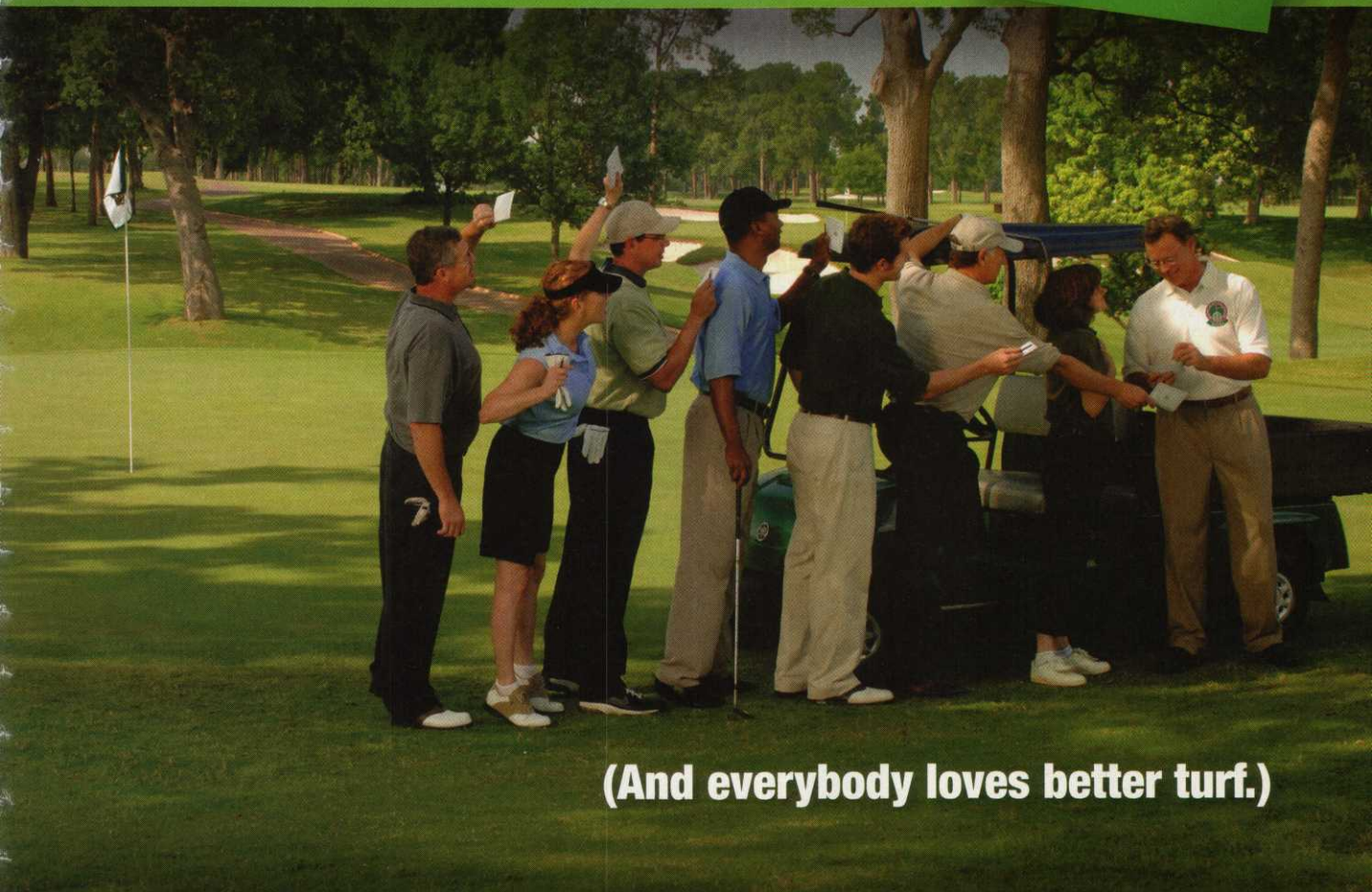
And how is this for crazy thinking: Is it possible for mowers to be converted to run on used vegetable oil from a club's restaurant?

Superintendents have also said that more fuel-efficient equipment will help them in their plight to deal with increased fuel costs. Are equipment suppliers looking into this matter sufficiently?

Like you, I have plenty to worry about without having to add high fuel prices to the list. And I'd like to get back to talking about Tiger at the water cooler. Tiger Woods, that is.

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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

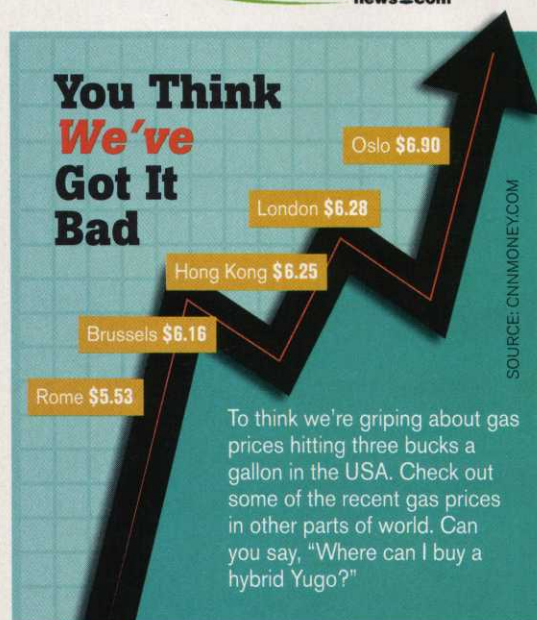
TIDBIT OF THE MONTH

Golf "On" in Oregon



Central Oregon continues to be the home for new golf projects. **Brasada Ranch** in Prineville will see a private course designed by Jacobsen-Hardy open this fall, and **Pronghorn Golf Club's** private Fazio layout will debut in late August. Others include the 574-acre **Cascade Highlands Resort** south of Bend, which will feature a course designed by David McLay Kidd, who crafted the original links at Bandon Dunes. Up north in Madras is an 800-acre project that will be a co-development involving the city of Madras and a private group. Also on tap is **Thornburgh Resort**, a 1,900-acre project between Redmond and Sisters that proposes 54 holes. The latest 54-hole eye opener is **Seven Peaks** in Crook County, which will occupy 2,100 acres of former ranchlands east of Redmond. The first course there will be a Tom Doak design. For details on these and other golf projects around the U.S., visit www.golfconstructionnews.com.

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

REGION	APRIL	Y.T.D.
New England ME, VT, NH, MA, RI, CT	28.0%	40.9%
Middle Atlantic NY, PA, NJ	5.7%	15.6%
East North Central MI, OH, IN, IL, WI	12.9%	14.2%
West North Central ND, MN, SD, NE, KS, IA, MO	4.5%	2.7%
South Atlantic WV, DE, MD, VA, NC, SC, GA	5.2%	6.4%
Florida	0.5%	2.7%
East South Central KY, TN, AL, MS	6.4%	4.7%
West South Central OK, AR, LA	-0.4%	8.0%
Texas	-1.9%	9.2%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	7.8%	6.1%
Pacific WA, OR, AK, HI	-3.5%	1.0%
California	-8.4%	3.3%
TOTAL UNITED STATES	5.7%	6.8%

GOLF DATATECH

A Billion Dollars in Sight

At a presentation recently, BASF's Specialty Products Director Stephen Briggs sized up the U.S. specialty products market.

- \$880 million** Turf and Ornamental
- \$550 million** Pest Control
- \$500 million** Vegetation Management



Are You a People Person?

You entered this field because you wanted to tend turf on a golf course. But you now know it involves a lot more than that, such as interacting with people – all kinds of people with all kinds of attitudes. That said, **do you like dealing with people as part of your job?**

60% Yes, I enjoy conversing with people, even if it's difficult conversation

1% I can't stand it. I run when I see someone coming

3% I try to avoid it as much as possible

36% I don't mind it, but I don't like it

Golfdom
*Based on 123 responses

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Off The Fringe

NEWS WITH A HOOK

Business briefs

NuFarm granted EPA registration

Burr Ridge, Ill.-based Nufarm Americas said it has been granted federal EPA registration for its own unique source of imidacloprid technical material. End-use formulations are not yet approved, but the company expects federal registrations for end-use products will be soon granted. At that time, Nufarm will launch its own branded product to the agricultural and turf and ornamental markets via traditional distribution partners.

"Imidacloprid represents a very significant opportunity here in the States," said Greg Crawford, president of the company's Americas Group. "We fully expect to be regarded as an important player in the market and this product is a high priority within our global portfolio."

Deere, Bayer begin Academy

John Deere and Bayer Environmental Science have teamed up to help assistant superintendents advance in their careers. Deere and Bayer have formed the first Green Start Academy, a two-day educational and networking event that will offer assistants the opportunity to further their careers by learning about best management practices and innovative products, meeting industry experts and networking with peers.

Any assistant superintendent can apply to attend Green Start Academy by being nominated by his or her superintendent and submitting an essay, which will be judged by a panel of industry experts. Winners will attend Green Start Academy, set for Sept. 27-28 in North Carolina at the Bayer Environmental Science Training and Development Center in Clayton and at John Deere's Turf Care factory in Fuquay-Varina. For more information on entering, visit www.johndeere.com/academy.

Time on EPA's Side?

DIRECTOR OF PESTICIDE PROGRAMS SAYS AGENCY HAS SPEEDED UP REGISTRATION PROCESS

By Larry Aylward, Editor in Chief

Remember the old Tom Petty song, "The Waiting" (Is the Hardest Part)? Pesticide manufacturers do. In fact, they know the tune's every lyric.

Pesticide manufacturers can't sell their products until the Environmental Protection Agency (EPA) licenses them. In the past they were accustomed to waiting and waiting for the EPA to approve their proposals. It was the hardest part, all right.

But that was then, said Jim Jones, the director of EPA's Office of Pesticide Programs. It's not now. Jones, who spoke recently to the trade media during a Media Summit in Washington organized by BASF, said when he first came to the EPA's pesticide program 12 years ago, he often heard critics say the agency took too long to license products.

"But we have made huge progress in that area," Jones says, referring to the Pesticide Registration Improvement (PRI) Act, which became effective in 2004. "When a new chemical comes to the EPA for approval or review, we're making our decisions within two years for those compounds. Ten years ago the average



time was more than four years. Some [decisions] took longer than six years."

The PRI Act established service fees from manufacturers for pesticide registration. According to the EPA, "The goal is to create a more predictable evaluation process for affected pesticide decisions, and couple the collection of individual fees with specific decision review periods."

Jones said the EPA "has made a fair amount of progress" under the PRI Act, which established time frames under which the agency to work. With more money coming in because of the service fees, the EPA has been able to hire more people to work on registrations and speed up the process. A service fee pays about 25 percent to 30 percent of the EPA's fee to register a product.

"We're meeting 99.9 percent of the time frames that the statute mandates . . . without compromising our responsibilities," Jones said.