



The Intelligent Use of Water™



Water. It's what keeps the world alive. As the world's largest manufacturer of irrigation products, we believe it is our responsibility to develop technologies that use water efficiently. Over the past seven decades, our pioneering efforts have resulted in more than 130 patents. From central control systems and automatic shut-off devices to pressure regulating components and low volume drip irrigation, Rain Bird designs products that use water wisely. And our commitment extends beyond products to education, training and services for our industry and our communities.

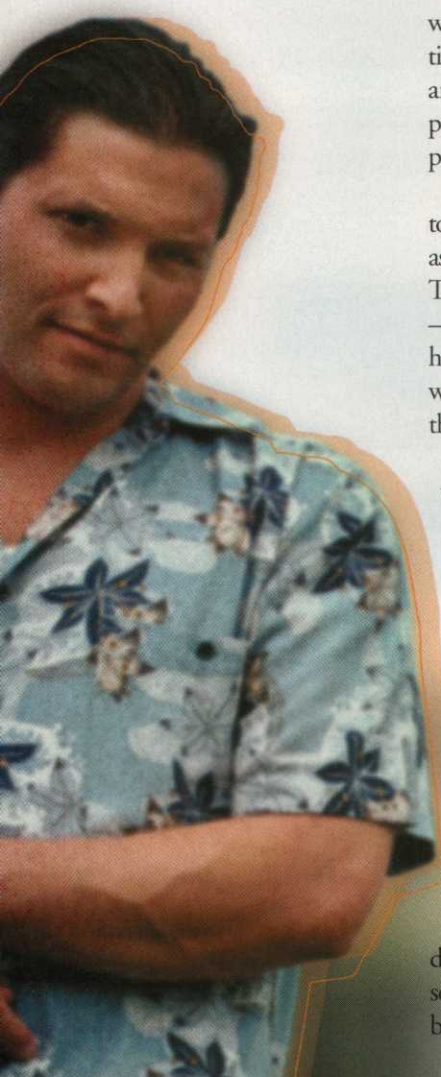
The need to conserve water has never been greater. We want to do even more, and with your help, we can. Visit www.rainbird.com for more information about The Intelligent Use of Water.™

RAIN BIRD®

www.rainbird.com

© 2006 Rain Bird Corporation

Pebble Beach Golf Links, and distinctive images of the course are trademarks, services marks and trade dress of Pebble Beach Company. Used by permission. Rain Bird is the official irrigation supplier of Pebble Beach Resorts.



Continued from page 40

more. I think there are plenty of minorities who can afford to play the game of golf."

Nonetheless, the NGF stresses that the golf industry should focus on attracting more blue-collar minorities. Unfortunately, a less-wealthy Hispanic golfer is not as likely as a less-wealthy white golfer to play the game. The participation rates for those who earn between \$50,000 and \$75,000 are between 19 percent and 24 percent for Caucasians and 8 percent and 18 percent for minorities.

Moore has done his best to lure repeat customers and new players, although proposals such as 2-for-1 deals are "falling on deaf ears," he says. The primary determinant of his revenue stream — the region's employment rate — is out of his hands. "The guy I see today, I want to see next week," he says, "and I've not come up with anything that can lure him out here."

For those minorities, as well as Caucasians, who can afford to play the game, it is vital that they do so while accompanied by friends. Among the core golfers who responded to the NGF's consumer profile study last year, 94 percent listed "friends" as their first choice for a playing partner.

"If your friends don't play golf, you just don't want to play," Hoolehan says. "You'll be less intimidated if you're playing with someone who you like and know and who's going to be helping you."

Taking the same principle one step further, specific demographic groups tend to feel more comfortable among similar demographics and familiar settings. Hoolehan sees it all the time at his course, which is owned by three American Indian tribes — the Cayuse,

Money Talks: The More You Got, the More You Play

Income does make a difference when it comes to playing golf, which makes it tougher for the industry to attract many minorities.

Household Income	Core Golfers	U.S. Population
<\$30,000	13.1%	35%
\$30,000-39,999	9.0%	11.2%
\$40,000-49,999	7.2%	9.6%
\$50,000-74,999	22.4%	18.0%
\$75,000-99,999	16.3%	11.0%
\$100,000+	32.1%	15.1%

Umatilla and Walla Walla.

"Although there's a country club in town, and certainly they've had Indian members at the club, I still don't think there's the sense of belonging that (Native Americans) have when they play at their own golf course," Hoolehan says. "When they walk in, they look around and see people who look like them. How intimidating it must be for a guy who's going to go to a club that's 5 percent minorities. He's going to stick out like a sore thumb. So it takes an extraordinary individual to break those barriers."

Sony Lyndsay tries to erase those obstacles. The general manager and superintendent at Revolution Park, located within an African-American neighborhood in Charlotte, operates his nine-hole course with the pleasures and concerns of his clientele in mind.

"It isn't that we cater to African-Americans, it's just that we are located where the African-

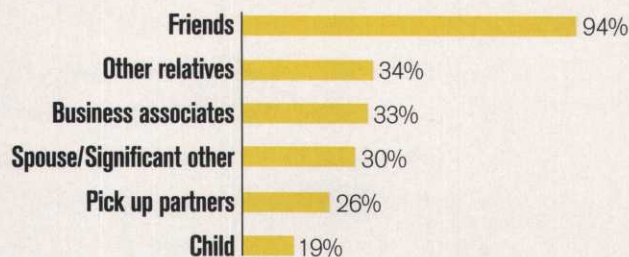
[ABOUT THIS SERIES] "Growing the Game," a four-part series appearing in *Golfdom* throughout 2006, will focus on how the golf industry can attract more new players and create more rounds from four distinct groups: **disabled people; women; children; and minorities**, including African-Americans and Hispanics. *Golfdom* will speak with representatives from people representing each of these segments to get their views on what the golf industry needs to do to attract more players from their segments. Then we'll speak with golf industry representatives to see what the industry is doing and what plans it has to grow the game within these segments.



◀ Part three of the series, on women golfers, runs in August.

Waiting on a Friend

Core players overwhelmingly prefer to play with friends, which makes it all the tougher for those exceptional minorities who are interested in the game and willing to spend the money to play.



Note: percentages add to greater than 100 percent due to multiple responses.

SOURCE: NGF'S GOLF CONSUMER PROFILE 2005

Americans live," Lyndsay says. "If you walk into our pro shop, this isn't a course with \$80 shirts and \$100 shoes."

Instead, it's a course where each of the nine holes is dedicated to an African-American golfer, such as Charlie Sifford, the former PGA Tour player who, Lyndsay says, got his start at Revolution Park when it was known as Bonnie Brae. In two years a minority golfers hall of fame will be built on the site of a recently torn-down recreation center and swimming pool. And The First Tee youth program will soon set up shop at the course.

"I really wanted to give something back to the neighborhood," says Lyndsay, who is white. "This was going to be turned into a sort of cruising park, so young kids could come in and cruise in the afternoon. But people in the neighborhood stopped that. If it wasn't for the citizens of the neighborhood, the golf course wouldn't even be here."

The end of Revolution Park, in turn, would have taken with it a living history of African-American golfers and their experiences.

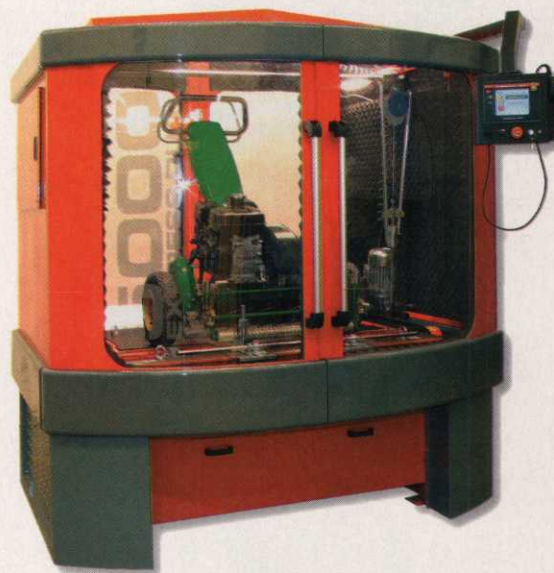
"I've been hanging around the golf course for years and hearing the tales about how the black golfers had been treated," Lyndsay says. "I mean, this is their golf course. This is where they come in the afternoon to watch golf and play golf, even on the weekends. This is their country club. To hear the guys talk, there was a lot of resentment the way things were done years ago."

There's still plenty of room for improvement, Barajas says, although not necessarily at the professional level, thanks to minority athletes such as Tiger Woods, Michelle Wie and Pat Perez. Hoolehan agrees, saying role models are already in place.

"I look at young Indian kids, and if you bring Davis Love out there to do a promo, they look up at Davis and don't see themselves. They see a well-to-do, rich white guy," Hoolehan says. "Now you bring Notah Begay out here, and they look at him and see themselves, their brothers and their dads, they see someone they can aspire to be and they think, 'Hey, he can do it, so can I.'"

Continued on page 45

15 MINUTES FLOOR-TO-FLOOR EXPRESS DUAL



**There has to be
a reason why**

www.expressdual.com

1-888 GRIND IT

[1-888-474-6348]



SHARPER SOLUTIONS

Before.



After.



After after.



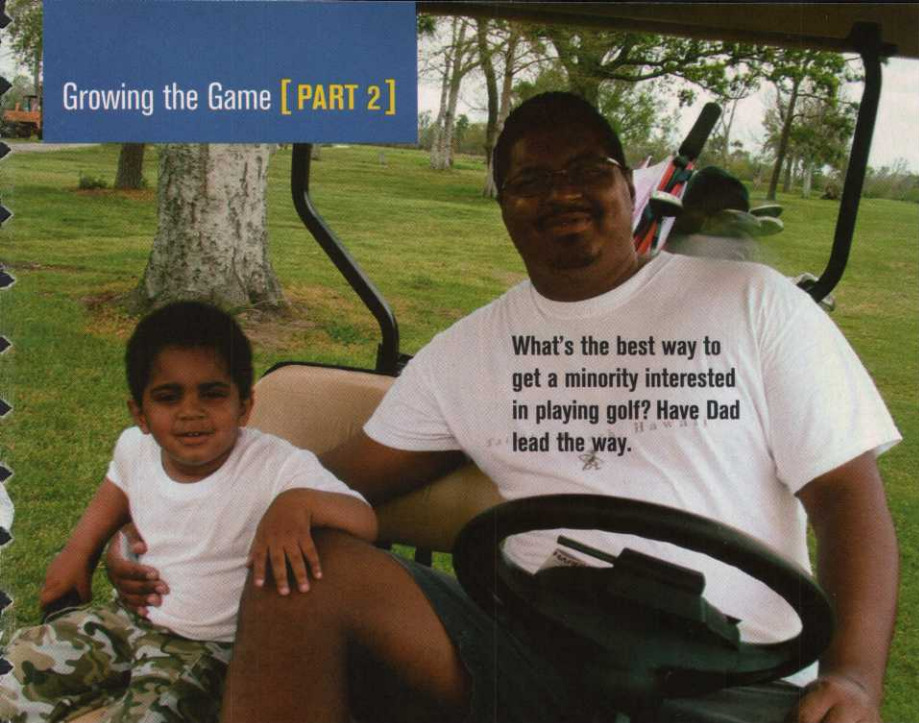
New Tartan™ makes turf stronger under stress now, and later, and later. See it yourself: Tartan fights dollar spot, brown patch and a broad spectrum of diseases with multiple modes of action and a 21-day residual. Even better, it's got StressGard, a key ingredient in Signature™, for turf stress management. And of course Tartan is Backed by Bayer,™ so you've got hundreds of test acres and dozens of scientists on your side. Need data? Get it at bayerprocentral.com. Need a fungicide that's more than a fungicide? Here it is.

Tartan.
Beyond
fungicide.

 **TARTAN™**



Bayer Environmental Science



Continued from page 43

Superintendents, of course, don't have the clout of a Tiger Woods. And while there's a fair amount they can do to promote play among wider-ranging demographics — lower green fees for the less wealthy; soften the course for high handicappers; promote The First Tee for children; relax dress codes and rules of the game for novices — they're more limited in what they can do specifically to boost minority play.

Yet sometimes it's the little things that make the biggest difference. Barajas himself got hooked on the game at age 16 after a Caucasian member of Sunset Hills Country Club, where Barajas was working, had given him a used set of Arnold Palmers with aluminum shafts.

"I'd get off the mower," Barajas says, "and he would let me hit some shots on the golf course. He saw me hit a couple of good shots, and he said, 'I'll get you a set of clubs.' I guess he went into his garage and dug up a set of old clubs. I kept those clubs for a long time. And it didn't take long before I started beating my brothers."

Barajas never got the gentleman's name, although he has forwarded the good deed. He recently hired a Hispanic teenager — one who looked like a gang member, he says — to work on his staff.

"I said, 'Look, you want to change, fine, no problem. I'll help you, but here's

the path you have to go,'" Barajas says. "He's turned out to be one of my great kids. I'm getting ready to give him a pay increase after six months and put him on a lead role to maintain some of the bunkers. He's excited about that. He's no longer a baldheaded kid who looks like gangbanger."

Impressed by the teen's progress, Barajas now wants to give him a driver in addition to a bunker rake. "The next step is to try to get him into the game," Barajas says. Every Monday, when Hacienda is closed to the public, Barajas takes his entirely Hispanic crew to the driving range, where he teaches them the game.

"I try to encourage them to play golf. And I try to get some clubs donated from members," Barajas says. "If they understand the game of golf, they will do a better job and we'll have a better product out there, which will make my life a lot easier. And the second thing is, golf is a great game, a phenomenal game, and if we can get one or two guys hooked up, maybe I can start the snowball."

Barajas has certainly made a name for himself as a minority superintendent and player. Hoolehan, the president of the Golf Course Superintendents Association of America, calls him perhaps the organization's "Jackie Robinson story."

"Rafael is just a tremendous guy," Hoolehan says. "He is a true American story." ■

TartanTM Reviews are in.



"We got a month of disease control from it, which is outstanding in my book!"

J. Craven, Golf Course
Superintendent, Vanderbilt
Legends Club of Tennessee and
The Little Course, Franklin, TN

"The Tartan green
was a brilliant
green."

L. Breedlove, Golf Course
Superintendent,
Kansas City Country Club,
Shawnee Mission, KS

"Tartan performed
really well under
severe weather
conditions. The
Tartan greens
definitely looked
a lot more vigorous
and healthy."

J. Zimmers, Golf Course
Superintendent, Oakmont
Country Club, Oakmont, PA

TARTANTM



Bayer Environmental Science

Bayer Environmental Science, a business group of
Bayer CropScience 2 T.W. Alexander Drive,
Research Triangle Park, NC 27709. Tartan is a
trademark of Bayer AG. Always read and follow
label directions carefully. ©2006 Bayer CropScience

With summer around the corner, it's time to look at a disease that resides deep in the psyche of golf course superintendents. *Pythium* blight is a devastating disease that has the potential to kill entire greens within hours.

Pythium pathogens are classified as oomycetes, which are water-loving fungi. The spores (oospores) spread easily and rapidly through the movement of water. Poorly drained greens, hot and humid weather combined with a thunderstorm could turn a perfect-looking green on Saturday into a completely dead green by Sunday morning.

In the 1960s, protectant fungicides for *Pythium* blight became available, including fenaminosulf (diazoben, Dexon), which had an extremely short duration — measured in hours — because of its rapid photodegradation. Even with the introduction of ethazole (Koban, Terra-zole) in the 1960s, *Pythium* control usually lasted less than a week.

Thus, controlling *Pythium* blight was a high-risk venture. Not only did you need to know exactly when it was going to occur but also the fungicide that you were using would only last a few days at most. Controlling *Pythium* blight was like Russian roulette; chance played the major role in green survival. However, at least there was the potential for successful control even if numerous applications were required.

With the introduction of the fungicides mefenoxam (Subdue), propanocarb (Banol), and Fostetyl-Aluminum (Aliette) in the late 1970s, *Pythium* control went from days to weeks. The availability of these three fungicides, primarily the systemic mefenoxam, was one of those major turning points in golf course management.

The ability to consistently control *Pythium* blight on greens and fairways for prolonged periods helped change golf courses from “dead” to “living” during summer. From a management perspective, these fungicides provided the opportunity — if so desired — to transform golf course fairways from Kentucky bluegrass to creeping bentgrass and perennial ryegrass. These fungicides also provided many superintendents

Time Ripe for *Pythium* Blight

BY KARL DANNEBERGER



LIKE A BAD DREAM,
PYTHIUM HAS
A WAY OF
EXPRESSING ITSELF
IN VARIOUS WAYS

their first real chance to sleep at night.

With the ability to control *Pythium* blight from tee to green, widespread repeated use resulted in reported cases of fungicide resistance to mefenoxam. Fortunately, at the same time, we were learning more about the pathogen itself. And research led to the development of cultural practices that reduced the likelihood of the disease.

Predictive models were also developed in the 1980s. One relatively reliable predictive model for *Pythium* blight occurrence is when the maximum daily air temperature is greater than 30 degrees Celsius (C), the minimum daily temperature exceeds 20 degrees C and the relative humidity for nine hours is greater than 90 percent.

It would be easy to say *Pythium* blight has been relegated to just another disease. However, like a bad dream, *Pythium* has a way of expressing itself in various ways. It's still a disease to be wary of, as the summer of 2005 proved. *Pythium* blight caught many superintendents off guard because it had not been as severe in prior years.

Additionally, with at least 28 *Pythium* species identified on creeping bentgrass and *Poa annua* greens (Feng & Dernoeden, 1999), maladies no doubt will be associated with this species. *Pythium* root dysfunction first reported in the 1980s (Hodges & Coleman, 1985) continues to be associated with the decline of new creeping bentgrass greens. In what appears to be a similar situation in the southeastern United States, *Pythium volutum* has been associated with a root rotting of creeping bentgrass (Treadway, 2004).

As long as there are hot humid summers, *Pythium* diseases will remain in our collective psyche.

Karl Danneberger, Ph.D., *Golfdom's* science editor and a turfgrass professor from The Ohio State University, can be reached at danneberger.1@osu.edu.



Conditions worthy of devotion.

Introducing Headway,[™] a new fungicide solution for fairways. With a dual mode of systemic action, Headway provides broad-spectrum control at low rates — including outstanding protection against both brown patch and dollar spot. Headway continues the tradition of innovative formulations development and disease control from Syngenta.

To a golfer, dedication is being the first out each morning. To Syngenta, dedication is creating conditions that make that commitment worthwhile.





Pegasus™ Has The Power!

Pegasus™ L and Pegasus DF brand chlorothalonil are high-quality formulations used to rein in an extensive variety of turf and ornamental diseases. You can depend on Pegasus to be the foundation of your disease control program. No matter which formulation you choose, you'll get a multi-site mode of action. So remember, when it comes to protecting your turf and ornamentals,



Pegasus has the power!



www.phoenixenvcare.com

Enter priority code E6Q205

FREE

you've
recently filled
it one of
these cards,
there's no
need to send
another.

Please pass
this one along
to a colleague!

Golfdom

SOLUTIONS, IDEAS & OPINIONS

SUBSCRIPTION CARD

PO BOX 5057, BRENTWOOD, TN 37024
PH: 866-344-1315 • FAX: 615-377-0525

**I wish to receive (continue receiving)
Golfdom free of charge: ☐ YES ☐ no**

Signature _____ Date _____

Name (please print) _____

Job Title _____

Company Name (required) _____

Address* _____

City _____ State _____ Zip _____

* Is this your home address? ☐ Yes ☐ No

Phone (_____) _____

Fax (_____) _____

E-Mail Address _____

Questex Media Group provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Questex Media to make your contact information available to third parties for marketing purposes, simply call toll-free (866)344-1315 between the hours of 8:30 am and 5:00 pm CT and a customer service representative will assist you in removing your name from Questex Media Group, Inc's lists. Outside the U.S., please phone (615)377-3322. Or indicate so below.

FAX THE COMPLETED CARD TO (615) 377-0525.

**1. My primary business at
this location is:
(fill in ONE only)
GOLF COURSES**

- 10 ☐ Daily Fee/Public
20 ☐ Semi-Private
30 ☐ Private
40 ☐ Resort
50 ☐ City/State/Municipal
55 ☐ Other Golf Courses
(please specify)

- 60 ☐ Golf Course Architect
70 ☐ Golf Course Developer
90 ☐ Golf Course Builder
11 ☐ University/College
15 ☐ Distributor/Manufacturer
Representative/
Consultant
99 ☐ Others Allied to
the Field (please specify)

**2. Which of the following
best describes your title?
(fill in ONE only)**

- 10 ☐ Golf Course Superintendent
15 ☐ Assistant Superintendent
25 ☐ Owner/Management
Company Executive
30 ☐ General Manager
35 ☐ Director of Golf
70 ☐ Green Chairman
45 ☐ Club President
75 ☐ Builder/Developer
55 ☐ Architect/Engineer
60 ☐ Research Professional
80 ☐ Distributor/Manufacturer
Representative/
Consultant
65 ☐ Other Titled Personnel
(please specify)

**3. What is your facility's
annual maintenance
budget?**

- 01 ☐ More than \$2 Million
02 ☐ \$1,000,001-\$2 Million
03 ☐ \$750,001-\$1 Million
04 ☐ \$500,001-\$750,000
05 ☐ \$300,001-\$500,000
06 ☐ \$150,001-\$300,000
07 ☐ Less than \$150,000

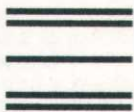
**4. If you work for a golf
course, how many holes are
on your course?**

- 01 ☐ 9
02 ☐ 18
03 ☐ 27
04 ☐ 36+
05 ☐ Other

Golfdom

SOLUTIONS, IDEAS & OPINIONS

Bring the latest golf industry news and information home. Don't wait another minute, begin your subscription today!



PLACE
STAMP
HERE

Golfdom

SOLUTIONS, IDEAS & OPINIONS

QUESTEX MEDIA

PO BOX 5057

BRENTWOOD TN 37024-5057

