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Golfdom

NOVEMBER 2006

VOLUME 62 • NO. 11



[PART 4] of *Growing the Game*

Golf's future lies with the nation's youth. What are you doing to attract younger players?

BY LARRY AYLWARD

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PHOTO BY: ISTOCK INTERNATIONAL INC.

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Golfdom Art Director Kristen Morabito punched up this image from PunchStock to help land our point about "Growing the Game."

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Clumsy Contours

Surface drainage might be a lost art, but it's certainly not forgotten.

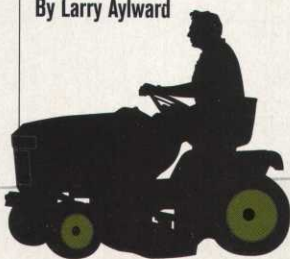
By Geoff Shackelford

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Mower manufacturers seek fuel-efficient alternatives.

By Larry Aylward



Turfgrass Trends

This month *Golfdom*'s practical research digest for turf managers discusses tips to interseed bentgrass into *Poa annua*. See pages 41-50.

Online Exclusive



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

► The golf industry is in his blood, Redexim Charterhouse's Paul Hollis says. But it was not a lineage he was particularly fond of while growing up.
By Larry Aylward

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This Augusta doesn't flaunt flawless-looking fairways or boast perfectly manicured greens. This Augusta is not accessible by a magnificent road named Magnolia Lane and doesn't invite the likes of Tiger, Phil and Sergio to play its hallowed holes.

This Augusta is, well, for Everyman.

This Augusta is Augusta Municipal Golf Course, located about a John Daly tee shot from the exalted Augusta National Golf Club. Augusta Municipal is a city course located in a city made famous by a course.

But Augusta Municipal is not a golf course with an identity problem. It knows what it is; it's proud of what it does; and its superintendent seems as passionate about what he does as any superintendent in the business.

"I just love it," says Larry Guy, who has been superintendent at *this* Augusta for more than eight years.

Guy has been to *that* Augusta several times. He has even played it. But Guy wouldn't want to be the superintendent at Augusta National for all the peaches in Georgia.

Nothing against that high-profile gig; the low-profile Guy just feels more at home at the unassuming Augusta Municipal.

Maybe it's because the 61-year-old Guy enjoys getting down and dirty, literally, which he can do often at his Augusta. If there's a hole to dig, Guy will show up with a shovel in hand (instead of an order for someone else to dig it).

When I met him during Masters week last April, Guy had just come from doing the manual labor part of his job. He had been hand-watering greens, and had mowed greens and fairways before that.

His high-top work boots were caked with mud, and his blue pants were smudged with dirt. Hair strands, which escaped the front of his black cap, stuck to his perspiring forehead.

When I asked Guy what he likes most about his job, he didn't hesitate upon answering.

"Working on the golf course," he said in his soft Southern drawl. "If I couldn't ... it would bother me."

Guy a Good Fit for *This* Augusta

BY LARRY AYLWARD



IF THERE'S A HOLE

TO DIG, HE'LL

SHOW UP WITH

A SHOVEL IN HAND

(INSTEAD OF AN

ORDER FOR

SOMEONE ELSE

TO DIG IT)

Guy, who worked in construction before becoming a superintendent, believes it's important to lead his crew by example. Then again, he just likes to work up a sweat.

The worst part about his job? It's not the paperwork waiting at his office desk. It's the pains that come with getting down and dirty at an older age. The aches happen more often these days and take longer to go away. That concerns Guy, who's accustomed to the physical aspects of the job.

"It's what I've been doin' my whole life," he says.

Guy didn't join the golf course maintenance industry until he was in his 40s. He worked as an assistant at nearby Forest Hills Golf Club and learned the art of greenkeeping on the job.

"It just came naturally," Guy says.

Most of the \$40,000 in Guy's budget is spent on and around the greens and on the fairways. So there's no money to maintain a second cut at his course, like the famous groomed rough at Augusta National.

But Augusta Municipal, also known as "The Patch," has its share of azaleas. And they bloom just as brilliantly as the ones at Augusta National.

Guy's goals are simple: He just wants to provide people with a good golfing experience. He just wants them to be happy to be at his Augusta — like he is.

"I'm not goin' nowhere," Guy says, his cheek packed with a plug of tobacco. "I plan to stay here until I retire."

That's good to hear. *This* Augusta wouldn't be the same without him.

Larry Aylward, editor in chief, can be reached at 440-891-2770 or laylward@questex.com.

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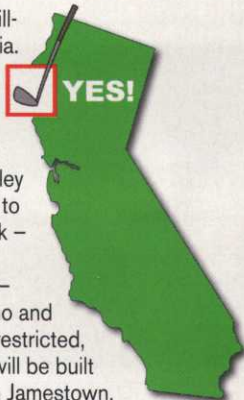
The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

Yes to Golf in No Cal

Golf is gradually coming to the still-rural northern portions of California. Among the more promising projects is Tuscany Hills in Copperopolis, a 1,113-acre residential development with a proposed 18-hole course. Elk Valley Rancheria in Crescent City plans to build a championship-caliber track – to be designed by either Arnold Palmer or Robert Trent Jones, Jr. – next to the tribe's proposed casino and resort. Sun City Tehama, an age-restricted, 3,400-acre project in Red Bluff, will be built around an 18-hole course. And in Jamestown, the Yosemite Grand National Golf Course & Wetland Preserve is in long-range planning. For details on these and other golf projects around the United States, visit www.golfconstructionnews.com.



COURTESY OF:



What's in a Number?

Like you, we often wonder what the several numbers plastered on the sides of big turf equipment mean. You know, like with the Acme 1023787 Super Duper Mower. What's the deal with the mile-long number?

Well, at the recent Redexim Charterhouse School of Champions event, Redexim's Daryn Clark provided some insight into what the four numbers on the company's Verti-Drain 7316 aerator mean. "The first two numbers are the size of the gear box," Clark explained. "The second number is the width of the machine, as in 1.6 meters." Joked one attendee, "It's a lot better than the 12 numbers you used to have on the machines."

7316



Golf Rounds Played

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

REGION	AUGUST	Y.T.D.
New England ME, VT, NH, MA, RI, CT	0.5%	-2.0%
Middle Atlantic NY, PA, NJ	-3.2%	-1.9%
East North Central MI, OH, IN, IL, WI	-0.3%	-0.4%
West North Central ND, MN, SD, NE, KS, IA, MO	-2.2%	1.4%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-0.8%	3.4%
Florida	0.4%	2.5%
East South Central KY, TN, AL, MS	2.3%	0.4%
West South Central OK, AR, LA	-1.6%	2.6%
Texas	-2.9%	3.5%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	1.8%	3.9%
Pacific WA, OR, AK, HI	2.2%	0.7%
California	1.7%	0.8%
TOTAL UNITED STATES	-0.5%	1.1%

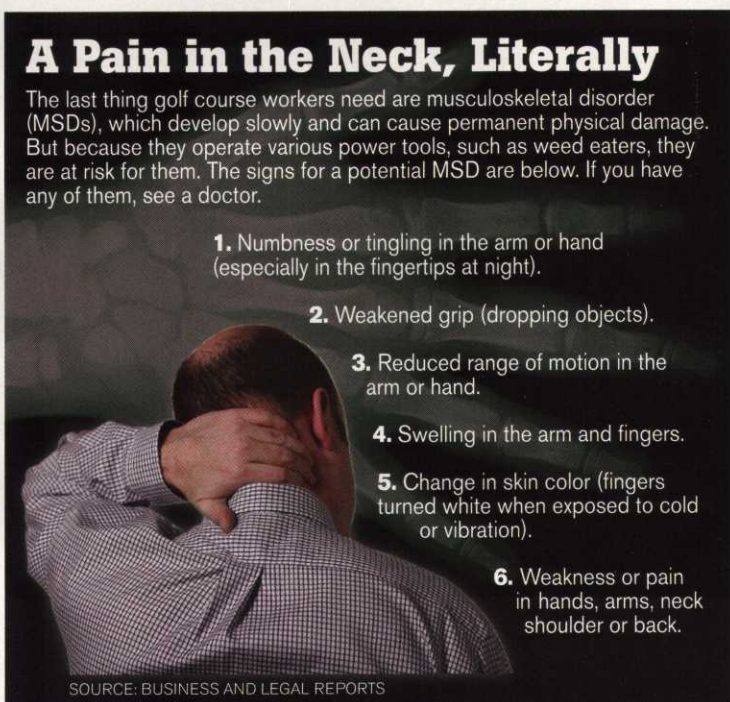
GOLF DATATECH

A Pain in the Neck, Literally

The last thing golf course workers need are musculoskeletal disorder (MSDs), which develop slowly and can cause permanent physical damage. But because they operate various power tools, such as weed eaters, they are at risk for them. The signs for a potential MSD are below. If you have any of them, see a doctor.

1. Numbness or tingling in the arm or hand (especially in the fingertips at night).
2. Weakened grip (dropping objects).
3. Reduced range of motion in the arm or hand.
4. Swelling in the arm and fingers.
5. Change in skin color (fingers turned white when exposed to cold or vibration).
6. Weakness or pain in hands, arms, neck, shoulder or back.

SOURCE: BUSINESS AND LEGAL REPORTS

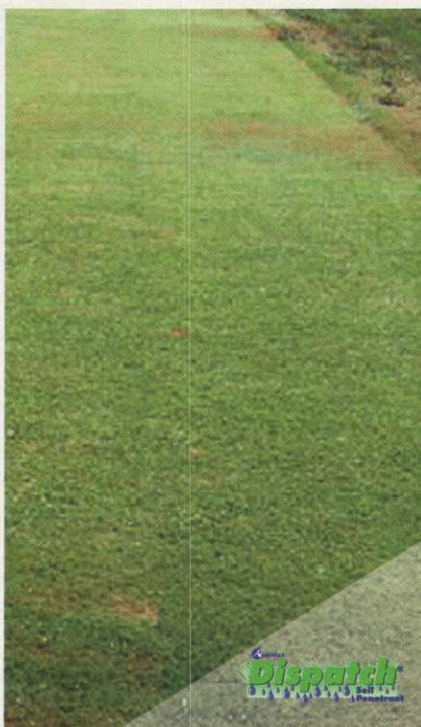


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Off The Fringe

NEWS WITH A HOOK

Business briefs

KSL Buys ClubCorp for \$1.8 Billion

The private equity firm KSL Capital Partners bought ClubCorp's portfolio of more than 160 golf facilities, and ClubCorp will divest the Pinehurst Resort to the family of management company founder Robert Dedman. The two transactions, which are subject to closing conditions, total about \$1.8 billion. The KSL acquisition is expected to close later this year pending the successful sale of Pinehurst. ClubCorp will retain its management contracts under KSL.

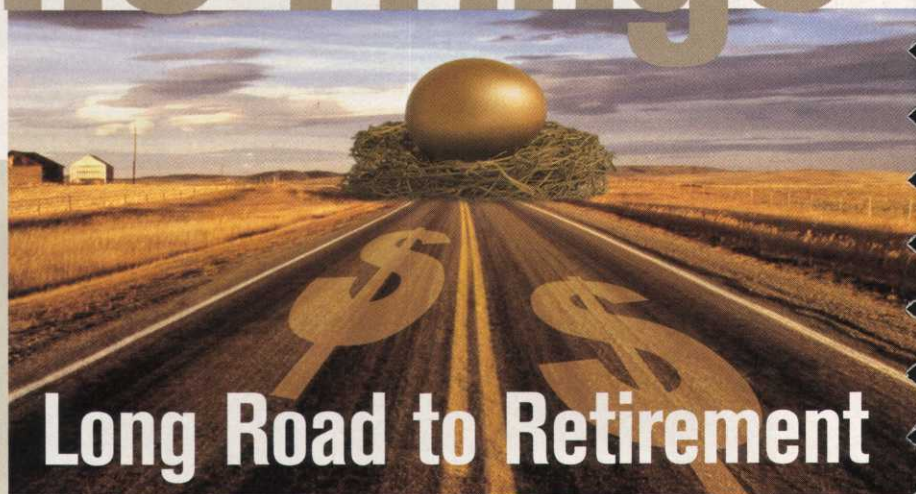
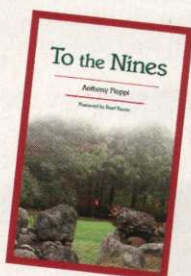
"We have new shareholders. ClubCorp is going to go on running as is, but KSL holds all the shares," says ClubCorp Spokesperson Patty Jerde. "ClubCorp will be a portfolio company of KSL Capital Partners."

KSL Capital Partners boasts an excess of \$1 billion in committed capital for investment in travel and leisure business.

Book Highlights Nine-Hole Courses

Ask any golfer and you'll find that many have a love of the game rooted in playing nine-hole layouts. Yet the modern golfer has been conditioned to believe that in order for a course to achieve greatness, it must host a major tournament, be longer than 7,600 yards from the tips, and play to a par of 72. But greatness still comes in small packages, nine holes at a time, as evidenced in Anthony Pioppi's new book, "To the Nines." Almost every great architect of the Golden Age has a brilliant nine-holer to his credit.

Pioppi's book is available at Amazon.com and www.greatgolfbooks.com.



Long Road to Retirement

THE LUXURIES WE ENJOY NOW MIGHT BE ON LOAN FROM OUR
LATTER YEARS **By David Frabotta, Senior Editor**

We all make sacrifices so we can retire someday. But if your portfolio's quarterly statements looks like mine, then the jagged undulations that resemble the lifecycle of Enron's stock price might have you a little worried despite your best efforts. Am I supposed to know what a Multi-cap Value Equity 2 Index is?

Worse yet, Americans don't save money anymore. In fact, we spend about 100.5 percent of our income, according to the U.S. Department of Commerce Bureau of Economic Analysis. The savings rate officially hit zero in August 2005, making Americans the worst savers of any industrialized nation.

That dubious distinction means our retirement accounts will see even more stress in the near future to fill the void once met by old-fashioned rainy-day funds. It's like tugging on the loose end of great-grandma's afghan: If you yank too hard, it all unravels, and it

already has holes and never really covered your feet, anyway.

What's killing our savings and deferring our retirement? Debt: 72-month loans for luxury cars; second mortgages for additions and swimming pools; and credit cards filled with electronic gadgets, power equipment and expensive vacations are eating up more money than we make.

Credit-card-carrying consumers owe an average of \$10,000, and Americans owe a whopping \$2.35 trillion in nonmortgage loans, according to the latest report by the Federal Reserve. That's a lot of plasma TVs.

A new study is trying to determine if these shopping sprees might be influenced by where we live.

The A.G. Edwards 2006 Nest Egg Index measures the wealth of particular cities, states and regions using factors such as personal savings, debt levels and home ownership. Could wealth be endemic?

Continued on page 14

ANALYSIS