



OREGON FINE FESCUE COMMISSION

1193 Royvonne Ave. S / Suite 11 / Salem, OR 97302



OREGON GROWN FINE FESCUE

*Plant the Easy-Going,
Environmentally Friendly Fescues!*

**ORIGIN:
OREGON**



OREGON TALL FESCUE COMMISSION

1193 Royvonne Ave. S / Suite 11 / Salem, OR 97302



OREGON GROWN TALL FESCUE

Off The Fringe

Business briefs

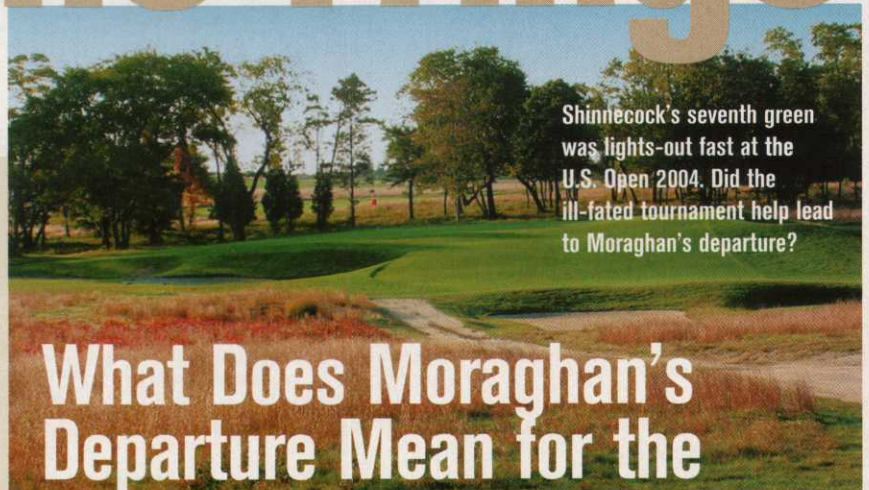
Deere Announces Changes in Regard to LESCO Acquisition

Gregg Breningmeyer, director of sales and marketing for John Deere Golf & Turf One Source, recently announced a series of changes in regard to Deere's acquisition of LESCO, which was finalized in May. The changes take effect in Deere's new fiscal year beginning Nov. 1. They include:

- LESCO agronomic products, as well as some current One Source partner products, will be available through the One Source program.
- John Deere One Source distributors will carry both equipment and irrigation heads and controllers and provide finance options for those products as well.
- Deere's new golf and turf field employees, formerly of LESCO, will provide the agronomic arm of One Source — with a focus on seed, fertilizer and chemicals.
- Stores on Wheels will continue to provide exclusive golf offerings, as "we have heard loud and clear that they are a valuable service to customers," Breningmeyer said.
- In addition to Stores on Wheels, customers will also be able to purchase golf and turf agronomic products through John Deere Landscapes gold branches (former LESCO service centers).
- While LESCO's headquarters operations and activities will be moved to the John Deere Landscapes headquarters in Alpharetta, Ga., Deere plans to keep an office in Cleveland.

"As you can imagine, merging two companies with rich histories and expansive expertise is not an overnight undertaking," Breningmeyer said. "As such, [these] adjustments are just the beginning."

Briefs continue on page 15



Shinnecock's seventh green was lights-out fast at the U.S. Open 2004. Did the ill-fated tournament help lead to Moraghan's departure?

What Does Moraghan's Departure Mean for the USGA Green Section?

By Geoff Shackelford, Contributing Editor

The United States Golf Association's removal of Tim Moraghan as championship agronomist offers yet another glimpse into the strange and turbulent little cult that is our game's North American governing body.

And not because of the decision to dispense of Moraghan.

After all, USGA President Walter Driver was not exactly eyeing Moraghan for inclusion in his will since the two worked together on the ill-fated 2004 U.S. Open at Shinnecock Hills Golf Club. That's where then-Championship Committee Chair Driver came off as a fool when the USGA's defend-par-at-all-costs setup backfired. Driver convinced himself that Moraghan and then-course setup man Tom Meeks were solely responsible for the course teetering over the edge of sanity, and now both are gone.

No, the real surprise in the Mor-

aghan firing is the USGA's elimination of his position and the organization's plans to rely on the USGA Green Section staff to provide agronomic and construction advice for its championship courses.

The immediate reaction is to assume that this will be nothing but a headache for the section staffers, particularly if they are thrust into the U.S. Open spotlight without the pay and backing of the executive director to weigh in on pressure-filled decisions regarding turfgrass and construction.

However, if handled properly by the USGA Executive Committee (an enormous "if") and supported by the executive director (highly unlikely), this could turn into a necessary endorsement for the USGA's turfgrass consulting service.

*Editor's note: This article originally appeared in the **Golfdom Insider** and can be found in a longer version at www.golfdom.com.*

Dealing With Dreaded Disease

BASF'S KYLE MILLER SHEDS LIGHT ON HOW TO DIAGNOSE AND COMBAT TURF DISEASE OUTBREAKS

In 1982, Ronald Reagan was president, "Tootsie" was America's top movie, Rick Springfield dominated the music charts, and Kyle Miller began studying agronomy and turf disease. No doubt that Miller, the senior technical specialist for BASF Corp., has learned a few things in his field since that time.

Previously an agronomist for the department of transportation in Virginia and a turfgrass research biologist at Monsanto, Miller has a master's degree in agronomy from Auburn University.

At BASF, Miller is involved in developing market opportunities for new and existing products through university and end-user trials. He spent some time recently with *Golf-dom* Editor in Chief Larry Aylward to answer some questions on diagnosing pest outbreaks on turf.



Kyle Miller

What new turf diseases are wreaking havoc on golf courses across the country? What are you seeing?

In the last five years or so we have seen several new diseases that superintendents now have to be on the lookout for. One is *Pythium* root dysfunction, otherwise known as *Pythium volutum*. This disease attacks bentgrass during the spring and summer months.

A second new disease is rapid blight, which is seen primarily on *Poa* and ryegrass. Finally, there is Waitea patch, which is also called brown ring patch. Waitea patch is the newest disease and is found on bent-

grass both in the East and the West.

Superintendents should be assured that turf pathologists across the country are working hard to characterize new diseases, and manufacturers are working closely with them to discover effective chemical controls to fight them.

How can golf course superintendents best combat these turf diseases from occurring? What cultural practices can they implement?

By characterizing and understanding these diseases better, turf pathologists now can inform superintendents on what environmental and cultural conditions cause these diseases.

Pythium volutum is a stress-induced disease related to fertility, water and mowing practices. The disease is observed when bentgrass roots are actively growing, thus occurring primarily in the spring and fall.

Rapid blight was initially linked to golf courses that use high salinity water, but it has become more widespread and is now present in more than 11 states. Superintendents should check water quality to determine salt levels.

Waitea patch or brown ring patch seems to affect primarily annual bluegrass, but can also be seen in bentgrass. This disease is a *Rhizoctonia* species (like brown patch) but is not always controlled by standard brown patch fungicides. Although similar in some ways to yellow patch, it occurs in warmer weather. This disease is not well understood.

I understand that some diseases, including dollar spot and anthracnose, are lasting longer? Why is this happening?

When I talk with superintendents

Continued on page 14

Quotable

"Golf is an important trigger for the long-term development of Dubai's tourism and residential markets. Yet we must ensure that all golf course development is environmentally sustainable. We do not just want to follow international best practice — we want to set it."

— Sultan Ahmed bin Sulayem, chairman of Dubai World, the residential golf development with four 18-hole, environmentally friendly golf courses, in Dubai. The courses are named Fire, Earth, Water and Wind.

"I don't care what those folks at Augusta say, Pinehurst is the golf capital of America."

— North Carolina Congressman Howard Cobel addressing the Green Industry folks who attended Legislative Day on the Hill.

"It's kind of nice to come over here and get some rest. But [parenthood] has been great. I wouldn't trade it for anything."

— New father Tiger Woods on heading to Carnoustie, Scotland, for the British Open — and some peace and quiet. (*Sydney Morning Herald*)

Business Tip of the Month

Off The Fringe

To Lease or Buy Depends on a Few Factors

Whether to lease or buy turf equipment and golf cars involves some of the biggest decisions a superintendent makes. Unfortunately, there is no easy answer. "It depends on a lot of different factors," said Club Car Marketing Director Michael Read, echoing the thoughts of Toro Finance Marketing Manager Paul Danielson. Two of the most important factors are a club's cash situation and the importance it places on having newer equipment.

Leasing has been on the rise for the last decade. "Leasing started with the golf development boom of the mid-1990s," noted David Hamilton, vice president of sales for Club Car's Golf Americas group. Developers and owners put millions of dollars into designing and building courses and clubhouses during that boom period. Delaying large up-front purchases through lease arrangements was an attractive option for those new facilities.

Leasing instead of buying can be appealing from an accounting standpoint. A lease is generally treated like a rental expense rather than a balance-sheet item. That may help an operation live within loan covenants and potentially enhance some financial-performance ratios, such as return on equity. Leased equipment is also usually turned over every three to five years and can be serviced and stored by the distributor.

Leasing is just an option; many clubs still purchase their equipment. If a club owns its equipment, it will likely continue doing so and can roll its equity into a new purchase. If decision makers like to pay cash or make monthly payments to finance the purchase of their own cars, then buying golf cars and maintenance equipment may be more attractive. "That's the personal preference side of the issue, and there's nothing wrong with doing what feels comfortable, especially if it's a strategy that fits your business model or has worked well over time," Hamilton said.

Internal Revenue Service depreciation guidelines changed in 2003 and now allow owners to take a depreciation deduction up to \$100,000 of the purchase price in the first year of ownership. Prior to the change, depreciation deductions were scheduled over a longer period. An accountant can help decide whether this favors purchasing.

The "Tip of the Month" is provided by Syngenta to support superintendents in their agronomic, business and professional development. To comment on this column, submit a lesson from your own experience, or suggest a topic to be covered in a future issue, please visit www.golfbusinesslips.com.



A sound preventive approach starts with a strong agronomic plan. GreenCast® from Syngenta features exclusive, free agronomic planning tools to help you devise a preventive strategy. Visit www.greencastonline.com to develop your customized agronomic plan and take advantage of additional tools to help create conditions worthy of devotion on your course.

©2007 Syngenta. Syngenta Professional Products, Greensboro, NC 27419. GreenCast® and the Syngenta logo are trademarks of a Syngenta Group Company.

Continued from page 13

about their golf courses, they tell me that years ago, dollar spot was a spring and fall disease, and now they see it throughout the growing season.

With anthracnose, it used to be just a summer problem, and now we see it occurring much earlier or much later in the year during cooler weather.

I believe the reason these diseases are lasting longer is related to the improved playing conditions that superintendents are providing. With the improved playing conditions come more intensely managed turf that is being mowed shorter, allowed to dry out a little longer and not fertilized as much.

These are all stresses that lower the turfgrasses defenses and make it more susceptible to disease.

Generally what are the best tools that superintendents should have in their tool boxes to help them identify turf diseases?

Superintendents can stay current on the latest turf issues by attending educational events and seminars, whether it's at the Golf Industry Show or at their local state conference or meeting. Another important tool for superintendents is to keep in touch with other local superintendents to discuss what they are seeing on their own courses.

The Internet is a great tool and can provide excellent information on diseases. The Internet allows our turf pathologists to get information out to superintendents very quickly.

Lastly, a superintendent shouldn't be hesitant to send a turf sample to a local diagnostic lab to have them provide a formal diagnosis. You don't want to get caught in a situation where you are treating for the wrong disease. Such a situation could result in extensive damage on the turf, and unfortunately, it can put a superintendent's job in jeopardy.

Editor's note: To listen to a short podcast of a similar interview with Miller, visit www.golfdom.com/onlineexclusive.

Business briefs

Briefs continued from page 12

Arysta and Valent announce clothianidin agreement

Arysta LifeScience and Valent U.S.A. announced they have reached a supply and marketing agreement in the United States for the active ingredient clothianidin.

Under the terms of the agreement, Valent has rights to the brand names Arena, Clutch, Celerio and Belay. Valent will enter the crop and ornamental markets with clothianidin in September and the professional turf market by the end of November.

Arysta will continue to market clothianidin in premixtures for use in the granule and sprayable segments within the professional turf market under the brand name Aloft. Registration is anticipated before the end of November. Arysta and Valent will make separate announcements related to product offerings for the 2008 season.

Bayer Appoints Rees

Richard Rees is the new product development manager for fungicides and plant health for Bayer Environmental Science. Rees will be responsible for coordinating the development of new products and providing technical support for the fungicide portfolio, as well as coordinating the efforts of the new Bayer health plant initiative.

Miller Named LPGA Agronomist

The Golf Course Superintendents Association of America and the Ladies Professional Golf Association (LPGA) appointed John Miller as the first full-time agronomist for the LPGA. Miller, a 24-year GCSAA Class A member and a certified golf course superintendent, will assist LPGA tournament operations staff in developing consistent course conditions and serve as a liaison between the LPGA and the host facility golf course management team.

Pursell Raises \$100,000

The 2007 Pursell Cup Charity Golf Challenge raised \$100,000 for the Juvenile Diabetes Research Foundation (JDRF) during two days in June at FarmLinks Golf Club in Sylacauga, Ala.

Survey Reveals Golf Course Owners' Plans, Thoughts

The nation's largest golf course owners have a few things on their collective minds, according to a recent survey. For starters, ownership groups are in deal-making moods and have their sights set on getting even bigger in the year to come. They also see their own employees as the key to attracting golfers to their courses and feel it's mostly the responsibility of local facilities to grow the game.

Those were among the findings of a survey of top executive officers attending the 2007 Multi-Course Owners Leadership Retreat hosted by the National Golf Course Owners Association in June in Monterey, Calif. The companies represented at the 12th-annual NGCOA conference own or operate seven or more courses in the United States and worldwide and are considered some of the golf industry's most influential leaders.

The largest number of attendees (44 percent) said they planned to increase their golf course holdings in the next 12 months through acquisition. That number was up from 29 percent a year ago. Seventeen percent said they planned to sell courses in the next year, and 25 percent said their plans included both acquisition and disposition.

A highly engaging and well-trained staff is the most effective tool in motivating golfers to choose one facility over another, according to 43 percent of the respondents. A "value-added" experience, which might include a free golf car rental, range balls or a restaurant credit, was the top choice of 25 percent of the owners and operators, while only 10 percent said discounting green fees is the best way to attract customers.

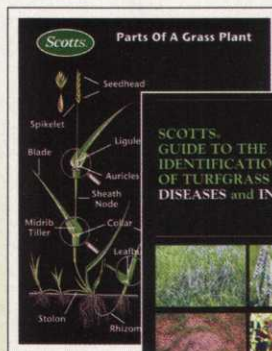


ILLUSTRATION BY: JUPITER IMAGES

BUGGED BY PESTS? Get to the root of the problem!

Weed out your turf care problems with

Scotts PROFESSIONAL IDENTIFICATION GUIDES

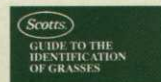


ITEM # 9931

ITEM # 9993



ITEM # 9927



ITEM # 9929

Quickly and easily identify and diagnose pests, diseases and weeds with Scotts® Identification Guides.

Used by lawn care professionals throughout the world, Scotts® Identification Guides feature full color photos and illustrations that accompany comprehensive, easy-to-read text.

Contact Scotts® today at www.scottssti.com to order these invaluable resources.

KNOWLEDGE BUILDS CONFIDENCE
CONFIDENCE BUILDS SALES
Scotts Training Institute®

THE SCOTTS COMPANY LLC

14111 Scottslawn Road
Marysville, Ohio 43041
Phone: 800-221-1760, ext. 800-7429
Fax: 937-645-2590
www.scottssti.com



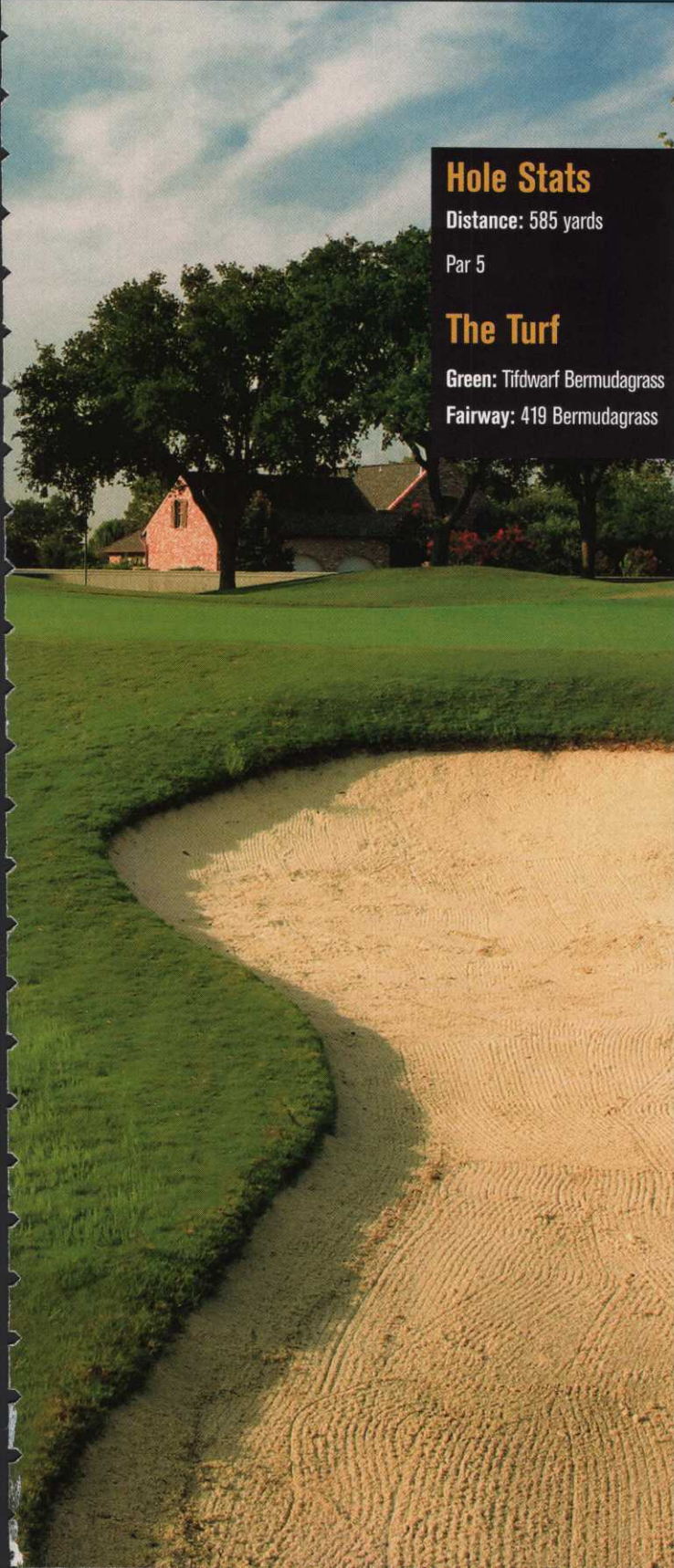
© 2007 The Scotts Company LLC. World rights reserved.

Hole of the

▶ Hole # 12 | Le Triomphe Golf & Country Club | Broussard, LA



Month



Hole Stats

Distance: 585 yards

Par 5

The Turf

Green: Tifdwarf Bermudagrass

Fairway: 419 Bermudagrass

The French influence is evident everywhere in Louisiana, from its Cajun music to its Creole cuisine to its signature celebration, Mardi Gras (translation: Fat Tuesday). In the city of Broussard lies Le Triomphe Golf and Country Club, whose name translates into every golfer's dream – The Triumph.

Architect Robert Trent Jones designed the private, 18-hole championship course in the 1980s and it is now home to the Chitimacha Open and a mainstay on the PGA Nationwide Tour.

The newly renovated No. 12 hole is a 545-yard, par 5 that challenges golfers with a green nestled between multiple bunkers and a water hazard.

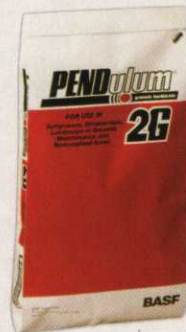
Superintendent Scott Poynt manages the course with a 16-person crew, dealing with major challenges of his own – maintaining the course at tournament level while battling regional weeds.

When Poynt began his work at Le Triomphe in 2003, weeds had infested 10 percent of the course and the turf appeared thin and inconsistent. Based on the success he'd seen at his former courses, Poynt integrated Pendulum® herbicide to his rotation. He incorporates the product on a fertilizer carrier and makes split applications from February through October to prevent *Poa annua*, crabgrass and goosegrass on roughs and fairways.

"I've been a super for 10 years, and it's been the backbone of my weed-control program," said Poynt. "Regarding performance, I'd say we get 95 percent control with Pendulum."

To see past Holes of the Month, download a desktop image and more, visit www.betterturf.com.

Pendulum® herbicide is a pre-emergent that controls crabgrass as well as a broad spectrum of 40-plus grassy and broadleaf weeds. The active ingredient, pendimethalin, controls weeds at germination. Pendulum is available in sprayable, granular and encapsulated formulations. To find out more, contact your local distributor sales representative or BASF at www.turfacts.com.



GOLFDOM'S HOLE OF THE MONTH IS MADE POSSIBLE BY:

BASF

The Chemical Company

Shades Of Green

■ OPINION

It's been busy here at the Lake Omigosh Golf Club as we weather the dog days of summer. Our superintendent Duffy McDuffy and his irrigation technician Tony Esposito have been playing Russian roulette with the watering schedule to try to keep the greens and tees alive amid 30-percent to 45-percent cutbacks imposed by the local water management district.

However, I have not heard of any similar water restrictions imposed on the breweries in the state. I suppose the number of golfers versus the number of beer drinkers affected might make the districts think twice before asking the community to sacrifice their suds. The man on the street or barstool doesn't consider a golf course as a business; it's a game. But continuing the great debate over "tastes great" and "less filling," well, now we're getting down to business.

Duffy often says, "Playing golf is a game. Operating a golf course is a business."

If more golfers acknowledged that their country clubs are businesses, then they might be more successful at weathering the hard economic times. The Golf Course Superintendents Association of America has tried to find ways for superintendents to help grow the game along with the rest of the industry, but it isn't always easy for employees to tell their bosses what they need to do. Clubs need to be flexible with course setup and create innovative programs to provide user-friendly golf days to encourage beginners. If the revenue stream continues to dry up, the land will be more valuable for real estate than golf.

Our club installed three video golf games in the grill, and the younger guys, already addicted to technology, are playing a round of virtual golf faster than a real round, which fits their lifestyles. They don't mind running up a big bar tab in air-conditioned comfort while multi-tasking a round of electronic golf, day trading on a cell phone and guzzling the brews made possible by unrestricted use of water, unlike another business I know well.

But there have been plenty of suds on the course during the drought, and I don't mean on the beverage cart. These suds are from the wetting agents being hand-watered on dry

The Rain Game Goes to Extremes

BY JOEL JACKSON



BEING AT THE
MERCY OF MOTHER
NATURE IS BAD
ENOUGH, BUT NOW
LOCAL WATER
DISTRICTS WANT TO
UP THE ANTE

spots around the course as Duffy and Tony try to make every drop of water go just a little further and last a little longer.

The irony is that the county commissioners just approved a new development down the street as if the increased tax base was somehow going to pump water instead of dollars into the region. Bring your own water if you're going to develop.

Instead of hiring water police or encouraging neighborhood snitches to find people watering on the wrong day or time, maybe the town should monitor its own poorly designed street medians, broken sprinkler heads spewing wasted water onto the streets, and zones that run during rainstorms. Leading by example is way better than "do as I say, not as I do!"

There's a 30-percent chance of an isolated thunderstorm today. If it rains, I think I'll take Duffy and Tony down to the Pitch & Putt Pub for a brewski. They sure have earned it trying to keep the greens green and the fairways mellow yellow.

Thunderstorm and hurricane season are upon us, and soon the drought deficiencies and water restrictions will disappear until the next dry spell. By the time our golfers start accepting brown grass and extra ball roll, we will be struggling to mow wet, soggy but green fairways and roughs and imposing golf car restrictions. Duffy will switch gears from trying to find more water to getting rid of it. What a life.

So long from Lake Omigosh where the superintendent watches the Weather Channel, the members learn brown can be beautiful and the crew drags around enough hose to stretch the length of our signature par-5.

Certified superintendent Joel Jackson is director of communications for the Florida GCSA.

syngenta

24 hr. support • 1-866-SYNGENTA
syngentaprofessionalproducts.com



Lose the weeds.
Keep the magnetic properties.

With fast acting Reward® aquatic herbicide you can clean up your water hazards and create conditions worthy of devotion in every facet of your course. Water hazards may be the most challenging part of a golfer's day, but they are important landscape features for the course. Clean, weed-free water hazards are also important for practical reasons like drainage and irrigation.



Important: Always read and follow label instructions before buying or using this product.
©2006 Syngenta. Syngenta Professional Products, Greensboro, NC 27419. Reward® and the Syngenta logo
are trademarks of a Syngenta Group Company.

Several years ago this space offered up interpretations of the pervasive doublespeak entering the once-quiet golf business culture. Words like synergy, platform, brand, branding the platform, platforming the brand, synergizing upward brand platform dynamics invaded once-usual conversations.

The bulky, vacuous nonsense coming from the game's powerbrokers seemed to signal golf's inevitable demise.

But we're all still here. However, at the end of the day, the bottom line is, gulp, MBAspeak thrives like never before.

It seems an updated glossary of the latest MBAspeak is in order to help navigate the maze of malarkey that's been spewing out of golf executives who talk about our little Royal and Ancient game like it's the latest hedge fund hottie.

Unfortunately, we've moved beyond laughing at this stuff. Corporate culture is omnipresent in our society. Sadly, you must embrace MBAspeak if you want to survive in the golf industry.

But there is good news. You only have to learn three new words!

Even better, their meanings are so vague that you don't need to know what they mean.

Instead, you must merely drop them in the appropriate context and watch your targeted audience's heads bobble.

Product: I know, I know: You're probably already using this one. If you're an architect, builder or even a shaper, you are building product. Superintendents? You need to close the product Monday for aerification. On the maintenance crew? You mowed the product this morning.

Try product on a golfer sometime, preferably the types glued to their BlackBerrys, and watch them light up.

Product! I know about that. I deal in products, not in golf courses! It's all about me!

Equity: Here's a cutting-edgeism that has become the buzzword du jour. It says, "I speak your language; I think like you, and I will say just about anything to convince you that I live for enhancing your bottom line."

Tiger Woods recently told CBS's Jim Nantz

It Sounds Too Good to Make Sense

BY GEOFF SHACKELFORD



PLAYING CLUB

POLITICS MEANS

BEING ABLE TO

TALK WITHOUT

SAYING MUCH

that he hopes his new PGA Tour event at Congressional Country Club builds equity in the marketplace.

Now, last I heard, equity was just a fancy word to say you owned something in a complicated sort of way. The dictionary says it's the "value of a piece of property over and above any mortgage or other liabilities relating to it."

Is Tiger buying Washington D.C. or even a simple golf course? No. And he hasn't taken out a mortgage to start this new Tour event. But, hey, he's hoping for equity in the marketplace.

It makes no sense, but it just sounds so good. So try this: We hope that with our topdressing program we'll be able to create equity in our marketplace.

Value: This equity stuff might be a bit too cutting edge, which is why you've always got another killer buzzword to fall back on.

Countless superintendents, architects and other golf industry types have reported run-ins with the dreaded value word. Even better, they've discovered newfound communications glory when dropping value in any sentence related to golf course improvements.

"We're hoping to deliver value for the membership with this Nemacur application. Getting rid of nematodes will distribute value to our product and enhance your equity."

Or, "This tree eradication project promises to increase air circulation and sunlight to the product, which only means voluminous value."

OK, maybe that last bit of alliteration was a bit much. But you get the idea.

You are no longer in the golf course maintenance industry. You are delivering value-driven product equity services. And don't you hesitate to say it.

Shackelford can be reached at geoffshac@aol.com.