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# Golfdom

DECEMBER 2007 • VOLUME 63 • NO. 12

# 2007

The people and events that helped shaped 2007.

# 22

## Year In Review

### columns



Doris Evans

- 6 Pin High**  
Growing Character  
And the Game
- 18 Shades of Green**  
Budget Woes Force  
Clubs to Prioritize
- 20 Designs On Golf**  
All I Want for  
Christmas Is ...
- 52 Turf M.D.**  
Winter Provides a  
Fine Time to Train
- 56 Out of Bounds**  
'Dangerous' Book

### departments

#### News with a hook

- 10 In the Line of Fire
- 12 Jake Pledges Six Sigma

#### 46 Look, Up in the Sky ...

... it's a live oak tree!  
Daniel Island Club  
goes to great lengths to  
preserve wondrous trees.  
By Larry Aylward

**About the cover:**  
It's a tap-in! Art Director Kristen  
Morabito finessed this great shot  
by Index Open.

#### 22 Standing Out

'People of the Year'  
recognized for integrity.  
By Larry Aylward

#### 32 What Happened?

A look back on the notable  
occurrences of 2007.  
By Geoff Shackelford

#### GIS Show Preview

INSIDE: In this special advertising  
supplement, we ask exhibitor companies  
what products they'll be showing at the  
Golf Industry Show in January and why  
superintendents should visit their booths.

- 8 Big Picture
- 10 Off the Fringe
- 16 Hole of the Month
- 55 Classifieds

#### Turfgrass Trends

This month, *Golfdom's* practical  
research digest for turf managers  
discusses dealing with nematodes  
without fenamiphos (Nemacur).  
See pages 39-44.

#### Online Exclusive



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onlineexclusive](http://www.golfdom.com/onlineexclusive):

■ Taking Sanctuary in Emerging  
Attitudes – Golf courses are earn-  
ing credibility as wildlife refuges.  
By David Frabotta





Taking simple precautions for the upcoming holidays can ensure a happy, healthy time for you and your dog. Don't feed pets holiday treats or leftovers. Some foods such as chocolates, alcohol, uncooked bread dough, grapes and raisins can be life-threatening. Keep ribbons, tinsel, flower arrangements, electrical cords and holiday decorations away from pets. And don't forget about live trees; place them in a room away from your dog. To stop a Christmas tree from falling over, place a hook in the ceiling and use some nylon var to attach to the tree. This will prevent falling over.

**Jake and Fred Gehrish**, certified golf course superintendent at Highlands Falls Country Club in Highlands, N.C. (Photo by: Lynn Delgado)



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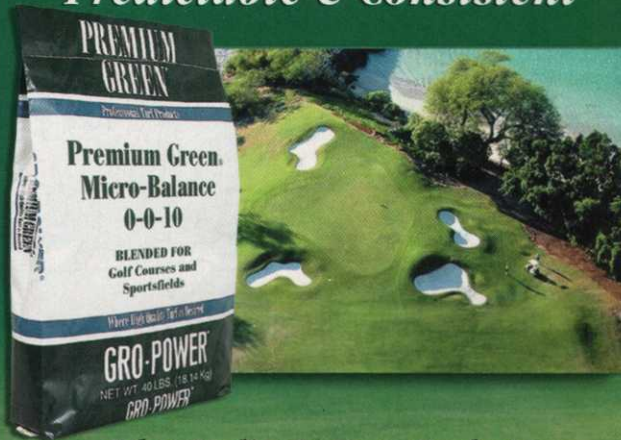
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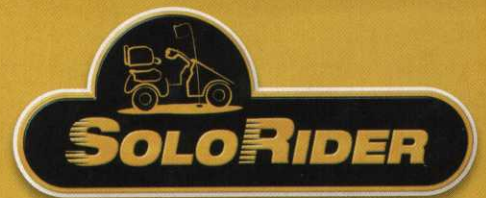
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**T**hey're out there, they're just hard to find. But I happened upon one recently — a person with a heart of gold. And this person, who has a heart the size of Augusta's 18th green, just happens to work in the golf industry.

Her name is Doris Evans, and she's the executive director of The First Tee of Cleveland, a chapter of the national organization established in 1997 to help youths from all walks become acquainted with golf. With the holidays upon us, I thought it was appropriate to write about Evans, whose life exemplifies the spirit of the season — giving to others.

In addition to her duties at The First Tee, Evans is also a pediatrician. She became a doctor to help children. She became executive director of The First Tee of Cleveland to do the same.

Someday, Evans' legacy will be simple to define. "She cared for kids," people will say. But it runs much deeper than that. Caring for kids is her passion — her goal in life.

There's a definitive connection between Evans' career as a pediatrician and her role in The First Tee. As a pediatrician, Evans says she has a strong interest in the psychological development of children. As the head of Cleveland's First Tee, her main aim is to build character in children. Evans didn't take the job three years ago just to teach children how to play golf.

"My passion is to grow the children ... to see that they reach their potential," she says.

I had a long conversation with Evans recently during The First Tee of Cleveland's annual awards luncheon, where citations were handed out to young golfers for honesty, integrity, respect, sportsmanship and courtesy, among other attributes the organization embraces in its core values to help build character in young golfers. Evans reminded me that The First Tee is not just a program to bring new players to the game.

"It's a youth-development program that uses golf as a platform to grab the kids' interest and allows them to have fun while they're learning life skills," she says.

Incidentally, Evans is a marvelous golfer.

## Growing Character And the Game

BY LARRY AYLWARD



DORIS EVANS  
TEACHES MORE  
THAN GOLF AS  
EXECUTIVE DIRECTOR  
OF THE FIRST TEE  
OF CLEVELAND

She discovered early in her life she had a talent for the game. She played competitive junior golf while growing up in Chicago and entertained thoughts of turning pro. She decided to pursue her calling, though, of becoming a doctor, something she envisioned since she was 5.

But Evans didn't want to be a doctor who just helped physically ill and injured patients get better and get on their ways. So she became a pediatrician and concentrated on the psychological and sociological development in children. Evans wanted to prepare children to steer down the rocky road that is life.

So while Evans, who still sports a 12 handicap, can be seen providing the students of The First Tee program with tips on how to drive a ball squarely off the tee, her main objective is to teach them about the organization's core values. "I want them to internalize these core values and to build on them ... to keep them away from the traps of life so they can then reach their potential and grab that brass ring," she says.

If the children who come through The First Tee of Cleveland are still playing golf in 20 years, Evans will be happy the program helped grow the game. But what matters most to her is the children go on to lead productive lives by practicing the life skills they are taught.

Evans smiles when she talks about the "turnaround stories" the program has had. There were troubled youths — ones headed down the road to ruin — who were able to straighten out their lives thanks to the lessons they learned through The First Tee.

"That's the payoff ... that's my vision for this program," Evans says.

What she says is from the heart — a heart of gold.

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# The Big Picture

THE THINGS THAT SHAPE YOUR BUSINESS

## TIDBIT OF THE MONTH

### New Golf Course Developments in the 'Old Line State'



Though a few proposed golf courses have been dealt losing hands by opposing environmental groups, several projects are underway or in planning in Maryland. A major remodel is slated to begin next spring on the George Cobb-designed University of Maryland Golf Course in College Park. The \$2.5-million project will refresh most of the layout. Architect Dan Schlegel has been hired to oversee a master plan to create a new course at Fort Meade, a project mandated by the National Security Agency, which wants to move its headquarters onto the two 18-hole layouts within this 5,400-acre military preserve. Davis Love III is overseeing a major remodel of TPC of Avenel in Potomac. And in Harwood, Sallie Mae Chairman Alfred J. Lord is completing his exclusive Greg Martin-designed course at Anne Arundel Manor. For details on these and other golf projects around the United States, visit [www.golfconstructionnews.com](http://www.golfconstructionnews.com).

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## Golf Rounds Played

The percentages below represent the change in the number of rounds played in September 2007 compared to the number of rounds played in September 2006.

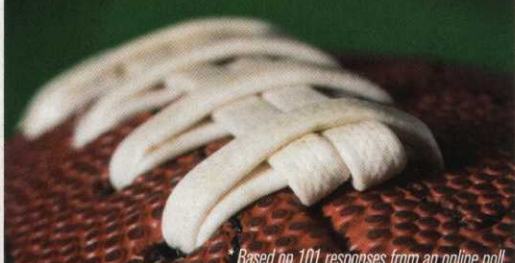
REGION	SEPT.	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	8.1%	5.5%
<b>Middle Atlantic</b> NY, PA, NJ	13.3%	2.2%
<b>East North Central</b> MI, OH, IN, IL, WI	11.6%	1.2%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	0.5%	-1.6%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	3.7%	0.2%
<b>Florida</b>	-1.1%	-0.3%
<b>South Central</b> KY, TN, AL, MS, OK, AR, LA	-1.6%	-5.7%
<b>Texas</b>	-5.0%	-10.0%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	0.2%	0.5%
<b>Pacific</b> WA, OR, AK, HI	-2.4%	2.1%
<b>California</b>	-3.5%	3.4%
<b>TOTAL UNITED STATES</b>	4.6%	0.1%

GOLF DATATECH

## Ready ... Set ... Hollywood

With football season in full swing, we have football movies on the mind. What's your favorite football film?

- Rudy 29%
- Remember the Titans 25%
- Brian's Song 18%
- The Longest Yard (Old version) 17%
- Friday Night Lights 6%
- Invincible 3%
- We Are Marshall 2%



\*Based on 101 responses from an online poll.

## A Good Place to Work — And Warm Year-Round

Forbes.com recently released its annual list of cities that will have the highest and lowest job growth in the next five years. On the plus side, five Florida cities occupy the top-10 spots, which are:



1. Cape Coral, Fla.
2. Las Vegas
3. Naples, Fla.
4. Sarasota, Fla.
5. McAllen, Tex.
6. Port St. Lucie, Fla.
7. Riverside, Calif.
8. Fayetteville, Ark.
9. Ocala, Fla.
10. Phoenix



The worst cities for growth are:

1. New Orleans
2. San Jose, Calif.
3. Hickory, N.C.
4. San Francisco, Calif.
5. Detroit
6. Cambridge, Mass.
7. Flint, Mich.
8. Binghamton, N.Y.
9. Canton, Ohio
10. Dayton, Ohio



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# Off The Fringe



## In The Line of Fire

### SAN DIEGO AREA SUPERINTENDENTS BEGIN REBUILDING AFTER WILDFIRES SUBSIDE

By David Frabotta, Senior Editor

**I**t's simultaneously one of the most awesome and frightening phenomenon on Earth. But Dave Buckles refused to get out of its path.

Buckles had no idea what his day would entail when he left for work on Monday morning, Oct. 22, to go to his job as superintendent of Rancho Bernardo Golf Resort and Spa near San Diego. Southern California wildfires raged, but Buckles figured his resort was out of harm's way.

About 500,000 acres burned from Los Angeles to south of San Diego for almost two weeks in late October. The wildfires, totaling 23 at one point, forced about 1 million people from their homes. More than 2,000 homes and commercial structures were damaged.

Almost 500 homes were lost in Rancho Bernardo, including one on the golf course of the Rancho Bernardo Golf Resort and Spa. But it could have been worse if it wasn't for Buckles, assistant superintendent Esteban Chavez and six others from his crew. They helped beat back flames from neighboring homes with garden hoses and hustle. They are credited with saving at least six homes from destruction, and Buckles could have saved many more by creating an impromptu firebreak by quickly clearing an access road that had filled with brush.

Eventually, firefighters came through to relieve Buckles and his crew. But across

**Wildfires leveled Pala Mesa's maintenance building. Distributors chipped in to get it mowing again.**

town, there would be no rescue for parts of the Pala Mesa Golf Course and Resort.

Superintendent Mark Louder expected to see only wreckage when he arrived at work Oct. 23. The resort was evacuated the day before, and the news had reported that the resort was leveled.

"At that point I began to wonder if I still had a job," Louder said.

But when Louder arrived at the property, he realized news reports had been exaggerated. Most of the course was unscathed.

"The only buildings that

**Santa Ana winds pushed wildfire across I-15 and through the Pala Mesa Resort. Luckily, the only turf damage was around the perimeter, but plenty of trees perished.**

were lost were, of course, my maintenance facility with all my equipment and the human resources/accounting building," he said.

All of the resort's equipment burned in the inferno, including his central control system for irrigation. He had just overseeded wall to wall, so he was in a bit of a pickle. Luckily, Toro overnighted him a new system, and Turf Star created an irrigation program for him.

In addition, Turf Star, Golf Ventures West and AA Equipment offered loaner equipment to get him mowing again.

Damage from the 23 fires is expected to exceed \$2 billion. Thousands of people in the San Diego area have begun rebuilding their homes and lives.

And some will send thank-you cards to the Rancho Bernardo golf course maintenance crew. ■

