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## Turning Point

Continued from page 60  
superintendents switch to that chemistry exclusively, which will eventually lead to insects developing a resistance to it as well.

Chuck Silcox, DuPont's global product development manager for the green industry, stresses that bluegrass weevils are showing resistance to pyrethroids. He says DuPont has two new products in the pipeline that are not pyrethroids. They feature a new class of chemistry that will control annual bluegrass weevils without the threat of resistance.

The good news is that because the pesky bluegrass weevils do not travel far, it is unlikely resistance strains will migrate from one course to another.

Bluegrass weevils are not the first case of insect resistance in golf turf.

According to David Shetlar, extension



**Dow AgroScience's Dan Loughner says he does not expect to see resistance with any of the commonly used golf course nonpyrethroid insecticides.**

entomologist at The Ohio State University, some species of bugs became immune to chlordane in the 1970s and 1980s. Chlordane is classified in the same category as DDT, and resistance occurred in part because it was being applied to golf courses at a massive rate of 14 pounds to 16 pounds per acre. "The insects had to adapt or die — and they adapted," Shetlar said.

Insect resistance has also been documented in other areas of the green industry. In Florida, Southern chinch bugs on St. Augustine grass, used on lawns, have developed a resistance to Talstar, an insecticide that's also used on golf turf.

Researchers surmise the resistance is a result of lawn-care professionals' repeated use of Talstar, up to five times a year. "It's a pretty small population that's affected, but big enough to catch everybody's attention," said Rick Elkins, product manager for FMC Professional Solutions, the manufacturer of Talstar.

"We've been promoting rotation in lawn care," Elkins noted, adding that substituting one application a year would make a difference.

There has been no documentation by superintendents of insect resistance to Talstar.

Dan Loughner, product technology specialist for Dow AgroSciences, the maker of Mach 2, said he does not expect to see resistance with any of the commonly used golf course nonpyrethroid insecticides, especially in cool-season areas. Loughner said because grubs, for instance, only replicate once or twice a year, multiple applications are not needed. Consequently, resistance would take much longer, perhaps decades, to occur.

Nate Royalty, the product development manager of insecticides for Bayer Environmental Science, says the company's in-

secticide Merit, which has been on the market for more than a decade, has shown no signs of losing efficacy to insects in golf turf. But it's a different story in agriculture where "resistance in some cropping systems" has occurred, Royalty said. He attributes the resistance to the fact that 100 percent of an area is sprayed with the insecticide. Hence, almost every bug is affected by the insecticide. On areas of a golf course that aren't sprayed, untouched bugs, which have not started to develop resistance, breed with affected bugs to slow down or even eliminate the resistance that is starting to develop, Royalty explains.

Resistance is not the only problem that manufacturers and superintendents can encounter with insecticides in agriculture. They need look no further than the rise and fall of the product Oftenal to be reminded. Introduced in the 1990s, it lost its effectiveness in many sites within three years. The problem wasn't resilient insects, but rather accelerated microbial degradation.

"Most chemistry out there is degradable by microbes," said Doug Houseworth, Arysta Life Sciences' manager of technical services for turf and ornamentals. Ohio State's Shetlar echoes his point. "If a microbe can break it up and use it, it will. You apply it today, and it is gone tomorrow."

Stewardship plays a vital role in preventing accelerated microbial degradation because the possibility always exists that the microbes could break down an insecticide before it is able to work on the targeted pests. "Once it happens, it won't go back," Loughner said.

Because of that reason, insecticide manufacturers are continually developing products fully aware that even today's most effective brands might one day be virtually useless. "It's always on our minds," Royalty said. "We're always looking for new chemistry." ■

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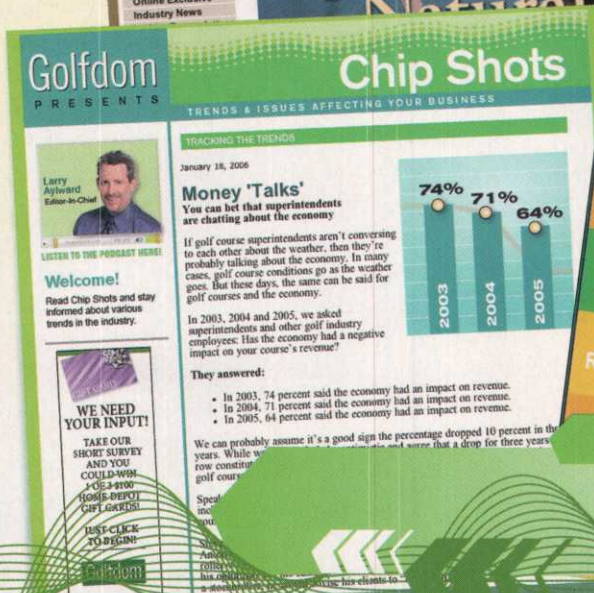
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# Beyond the Green

■ CLUB MARKETING

**R**emember back in high school when you donned your favorite hooded sweatshirt that featured your school colors and mascots? My sweatshirt, ridiculously enough, also had my last name stitched across the back in big block letters, which my mother sewed on.

We had so much pride wearing our team colors and attending those pep rallies on Friday afternoons, didn't we? Come to think of it, don't you wish your members had the same fierce loyalty to your club's logo wear?

During my travels throughout the world, I wear clothing with logos from the clubs with which I've consulted. I admit that most of my clients are gracious enough to give me free stuff so I feel guilty if I don't wear it. But it's good marketing for them. I've been stopped in many airports by people who recognize my Pradera (no, not Prada) briefcase and Federal Club jacket.

Recently, I was with my father in London, and he was wearing a hat I'd given him that had two eagles emblazoned on it. The hat had no club name, just the icon of the eagles. The club that it represents has only 50 or so local members and maybe three times that in national and international members. But when my father and I were in the elevator at The Goring Hotel, we saw a man who said to my father, "Well, there is a golfer." Well, my dad sports a good golfer look, but he is the furthest thing from a golfer. So there was no doubt it was the hat that tipped off the man to the golf club. I asked the gentleman if he knew of the course, and he commented that it was one of the best places he had ever played.

I'm amazed at the conversations that come up when total strangers recognize the club logo I'm wearing on a jacket or other piece of clothing or luggage. Recently, I had a suitcase with the two eagles logo and a man stopped me in Hartsfield International Airport in Atlanta and demanded to know where I had purchased the bag. I told him in the golf shop, of course. (I probably didn't look like

## Drumming Up Some Club Spirit

BY HEIDI VOSS



TRY A CONTEST OR  
TWO TO GET MORE  
PEOPLE WEARING  
THE CLUB'S  
LOGO WEAR

an ideal club member at that moment. It might have been the torn jean jacket.)

It definitely benefits the club when its members travel with their club logo wear. To encourage them to do so, you should develop a "Show Us Your (Insert Club Name Here)" program. Let me explain. To introduce this program at your club, you need to first feature an article in your newsletter that issues a challenge to your members to send in photos of themselves wearing their logo gear in far-away places. You can offer prizes, such as "longest distance traveled," "most creative photo" or "cutest family photo" to get people to send in photos.

A club can benefit by selling more logo merchandise and will also be getting more exposure. People have snapped photos of themselves wearing their club gear all over the world — from the White House to the Great Wall of China. And they're thrilled to see themselves on clubs' Web sites and in their newsletters.

So encourage your golf shop merchandiser to purchase items that all family members will enjoy wearing. This can include winter ski hats, scarves, baby bibs and doggie bandanas or collars. Remember that pets are next to kids on the dollars spent each year.

So have fun with this promotion and be sure to reward those who do send in their photos. It's good to reward them at member-attended events so other members can be reminded of the program.

The next time we meet, I expect to see your club spirit — on your sleeve.

---

*Voss is the president of Bauer Voss Consulting, a club marketing consulting company. For more information, visit [bauervossconsulting.com](http://bauervossconsulting.com).*



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# Refining

# Reputation

Consumer information aims to bolster perceptions of green spaces

BY DAVID FRABOTTA  
SENIOR EDITOR

**T**he green industry has been working on its own miracle makeover in the public eye. After decades of spiteful jabs from disgruntled environmentalists, Project EverGreen is fighting back.

Now in its second year of marketing materials and information to consumers, it launched its golf initiative earlier this year with 25 radio interviews with superintendents that aired in major cities around the Masters and the U.S. Open tournaments. And there's a lot more in the planning stages, including strengthening ties with the Golf Course Superintendents Association of America Environmental Institute for Golf, says Den Gardner, executive director of Project EverGreen.

Gardner plans to continue with the radio interviews again this year.

The GCSAA has been integral with funding the project, as well as charting its mission, vision and goals, says GCSAA spokesperson Jeff Bollig. And though much of the behind-the-scenes work has been productive, the message is just starting to reach the masses.

"Like any new initiative, it's like a duck on the water. It looks pretty calm on the surface, but below, we're paddling like hell," says Bollig, also a Project EverGreen director. "We're starting to see more of the programs taking effect."

The organization's first consumer sentiment study was published earlier this year. It shows that consumers are in tune with the economic impact of green spaces: 90 percent agree that landscaping improves home value; 70 percent agree that parks and green spaces improve

property values, and 75 percent agree professionally maintained public parks and sports fields are good for the economy.

A whopping 95 percent of respondents agree that a well-maintained landscape is essential for a clean environment, but just 55 percent agree that green space within a city helps regulate air quality.

"We've learned that consumers are begging for balanced information about green spaces and how to take care of them," Gardner says. "That's everything from application of pest protection products, nutrients to add to grass, minor maintenance and water efficiency."

The nonprofit organization will continue to explore public perception each year via surveys about economic, lifestyle and environmental benefits of green spaces. Gardner says he expects to conduct golf-specific surveys late this year or early 2008.

In the meantime, the organization is in the process of creating materials for superintendents for use during tours, media interviews, newsletters and other public communications.

But many superintendents aren't waiting for the group's lead. Community outreach has been an important tool for golf courses as some vocal environmentalists target them as examples of environmental polluters.

"The main reason why I put myself out there is to help golf courses be seen in a different light than the environmental arena would normally portray them," says David Phipps, superintendent of Stone Creek Golf Club in Oregon City, Ore.

Phipps thrust himself into the public eye, ironically, by being proactive with his local soil and conservation district office. Being a

*Continued on page 68*



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### — PROJECT — EverGreen

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I enjoy teaching people about my trade. What ends up happening is we teach them to be environmentally responsible.

#### DAVID PHIPPS

SUPERINTENDENT, STONE CREEK GC

*Continued from page 66*

new course, the administrators were eager to learn about his operation, he presumes, so they could offer suggestions on how to tread lightly on the environment.

At that time, the course wasn't Audubon certified, but Phipps didn't hesitate to show them the GCSAA Environmental Stewardship Guidelines and illustrate how the facility was nurturing wildlife corridors.

"They walked away from that meeting thinking I was an all-star," he says. So much so, they asked him to help homeowners understand the finer points of lawn care.

He now teaches "Golf Course-Quality Lawns" for homeowners every spring and fall. He's since recruited a couple other superintendents to help teach classes, and he's lobbed a call into the National Association of Conservation Districts (NACD) to offer his help in developing it into a nationwide plan.

It prompted some discussion with the NACD Urban Community and Coastal Resource Committee as it works to devise a national strategy to help its district offices become more engaged in urban areas, says Debra Bogar, regional representative for NACD's Northern Plains.

"I think there is great interest, and there is a great potential for a partnership at a local level," she says.

It could prove to be the profession's crown jewel in its public-awareness campaign, and it began when Phipps simply attended a public meeting for the local watershed to which Stone Creek belongs.

While it's a public relations coup, it's proving to be a benefit for the local environment, too, because superintendents are able to advise weekend warriors about how to care for their lawn properly by avoiding nitrogen run-off and cleaning up after herbicide and pesticide applications, for example.

"What I'm trying to do is target that audience who always sees that golf courses are always green, so they think we are going to give them the best techniques ... What ends up happening is we teach them how to be environmentally responsible and how to do it right," Phipps says.

Phipps also has starred in local cable pro-

gramming modeled after "This Old House," where a passerby (coincidentally with a broadcast-quality video camera) sees him on his lawn and stops to ask about lawn-care techniques.

"You almost have to have a passion for it ... I just enjoy teaching people my trade," Phipps says. "I enjoy what I do; I'm proud of what I do, and I belong to one of the greatest associations. So I want to represent them to the highest capacity and be an example."

But the mass media might not be the best venue for every superintendent, many of whom prefer to convert one soul at a time.

The Old Collier Golf Club welcomes upwards of 500 fifth-grade students each year on about 25 to 30 tours. Golf Course Manager Tim Hiers says field trips are a great way to illustrate the environmental value of golf courses while still making the tour interesting, entertaining and impactful.

"When we first started out, I felt like I had to defend golf. After almost 14 years of doing this, we never tell a kid how good a golf course is, we just show them," Hiers says. "You need to be creatively redundant and spontaneous. That's what makes it meaningful for the kids, teachers and escorts. It does wonders for the memory. We have a contest in the end, and there isn't anyone who doesn't know this stuff."

Part of Old Collier's curriculum includes snags, habitat, corridors, camouflage and interspersions, to name a few. And there's plenty of opportunity to impress pre-teens at the facility's 267 acres of Audubon International Certified Gold Signature Sanctuary. But you don't need to have a jaw-dropping course to make a tour interesting, Hiers stresses.

"Remember you have an advantage right off the bat: No. 1 is that they are out of school, so they are already happy to begin with. No. 2, they are outdoors, and No. 3, they are either riding in a golf car or walking," Hiers says. "So if you just find the most interesting parts of your golf course and accentuate that, [then you'll be successful]."

But Hiers does offer one warning: school tours are not for the faint of heart or the weak.

"When you finish, you're ready to go lay down for about 30 to 40 minutes," he jokes. "But it's very gratifying." ■



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