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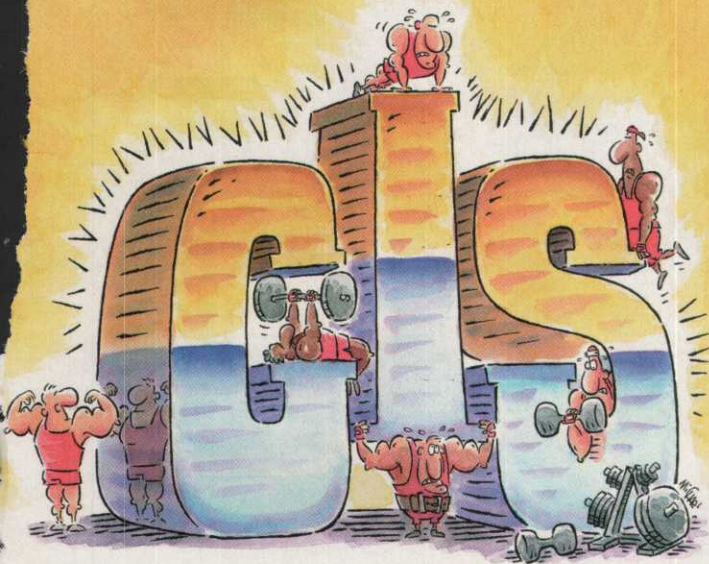
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Golfdom

JANUARY 2007 • VOLUME 63 • NO. 1



The more the mightier, attendees say, as the Golf Industry Show bulks up by adding club managers.

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By David Frabotta

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Online Exclusive



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► Want to know how to fight turf diseases on the cheap?
By Curt Harler

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EDITORIAL STAFF

Larry Aylward EDITOR IN CHIEF 216-706-3737

laylward@questex.com

David Frabotta SENIOR EDITOR 216-706-3758

dfrabotta@questex.com

Kristen Morabito ART DIRECTOR 216-706-3776

kmorabito@questex.com

Geoff Shackelford CONTRIBUTING EDITOR 310-451-5877 geoffshackelford@aol.com

Joel Jackson CONTRIBUTING EDITOR 407-248-1971

fljrn@aol.com

Anthony Pioppi CONTRIBUTING EDITOR 860-344-8895

apioppi@earthlink.net

Mark Luce CONTRIBUTING EDITOR 816-943-1923

mluce@sbcglobal.net

Jim Black CONTRIBUTING EDITOR

greenkeeperjim@yahoo.com

Karl Danneberger SCIENCE EDITOR

danneberger.1@osu.edu

Lisa Lehman CORP. CREATIVE DIRECTOR 216-706-3732

llehman@questex.com

Mike Klemme PHOTO EDITOR 580-234-8284

mike@golffoto.com

CLEVELAND HEADQUARTERS

600 SUPERIOR AVENUE, EAST
SUITE 1100
CLEVELAND, OH 44114

OFFICIAL PUBLICATION OF



American Society of Irrigation Consultants P.O. BOX 426
ROCHESTER, MA 02770; 508-763-8140; WWW.ASIC.ORG

GOLFDOM ADVISORY STAFF

Jim Barrett, ASIC
JAMES BARRETT ASSOCIATES

Steve Hammon
TRAVERSE CITY G&CC

Pat Blum
COLONIAL ACRES CC

Jim Husting, CGCS
WOODBIDGE G&CC

Joe Boe
WINDERMERE GC

Robb Dillinger, CGCS
MUNIE OUTDOOR SERVICES

Terry Bonar
CANTERBURY GOLF CLUB

Jim Loke, CGCS
BENT CREEK CC

Bill Coore, ASGCA
COORE & CRENSHAW

Walter Mattison
(IN MEMORY)

David Davis, FASIC
DAVID D. DAVIS ASSOCIATES

Steve Merkel, CGCS
LANDSCAPES UNLIMITED

Tripp Davis
TRIPP DAVIS AND ASSOCIATES

Jim Nicol, CGCS
HAZELTINE NATIONAL GC

Michelle Frazier-Feher, CGCS

Steven Numbers
WESTFIELD CC

Charlie Fultz
SHENVALEE GOLF RESORT

James Simonini
ROBERT TRENT JONES II

John Gurke, CGCS
AURORA CC

Bobby Weed, ASGCA
WEED GOLF COURSE DESIGN

ASSOCIATIONS



American Society of Golf Course Architects 125 N. EXECUTIVE DR.,
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Golfdom

BUSINESS STAFF

Patrick Roberts PUBLISHER 216-706-3736	<i>proberts@questex.com</i>
Petra Turko SALES ASSISTANT 216-706-3768	<i>pturko@questex.com</i>
Natalie Lepien PRODUCTION MANAGER 218-279-8836	<i>nlepien@questex.com</i>
Rhonda Sande PRODUCTION DIRECTOR 218-279-8821	<i>rsande@questex.com</i>
Jessica Borgren CIRCULATION MANAGER 218-279-8858	<i>jborgren@questex.com</i>

ADVERTISING STAFF

CLEVELAND HEADQUARTERS 600 SUPERIOR AVENUE, EAST, SUITE 1100 CLEVELAND, OH 44114	
Kevin Stoltman GROUP PUBLISHER 216-706-3740 FAX: 216-706-3712	<i>kstoltman@questex.com</i>
Gerry Bogdon NATIONAL ACCOUNT MANAGER 407-302-2445 FAX: 407-322-1431	<i>gbogdon@questex.com</i>
Dave Huisman REGIONAL SALES MANAGER 732-493-4951 FAX: 732-493-4951	<i>dhuisman@questex.com</i>
Dan Weist ACCOUNT EXECUTIVE, CLASSIFIED 216-706-3757 FAX: 216-706-3710	<i>dweist@questex.com</i>

MARKETING SERVICES

Reprints 800-290-5460 ext. 100	<i>golfdom@reprintbuyer.com</i>
Ilene Schwartz CIRC. LIST RENTAL 216-371-1667	<i>ilene@krolldirect.com</i>
Subscriber, Customer Service 866-344-1315; 615-377-3322	<i>questex@sunbeltfs.com</i>
Books, Directories, Current Issues, Back Issues, Photocopies, CD-Rom 866-344-1315; 615-377-3322	

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Kerry C. Gumas PRESIDENT & CEO
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OREGON GROWN TALL FESCUE

Maybe you've been attending "the national" for 30 years. Maybe this is your first show. Regardless, the Golf Industry Show comes with a set of rules that should be followed.

While these rules are unwritten, they can only benefit you should you elect to abide by them. These decrees originate from a veteran trade-show attendee who has broken a few of them himself and lived to regret his actions.

So, with my been-there-and-done-that-and-in-some-cases-won't-do-it-again insight, I offer you this "do" and "don't" list for next month's big show at the Anaheim Convention Center.

■ *Do* groom yourself to the max in the morning. Don't show up to the show looking like a Neanderthal. Comb your hair, brush your teeth, etc. And shave! The "Miami Vice" look was only cool for about two months in 1984.

■ *Don't* wear jeans. Even if you think they "look professional enough," they're not professional enough.

■ *Do* wear comfortable clothes and shoes. You'll walk many a country mile before the week is over.

■ *Don't* enter the convention center on an empty stomach. Eat breakfast, preferably a bagel, cereal or something else loaded with good carbs (not sugar-laden). You need your energy to cover this monster show.

■ *Do* turn off your cell phone before sitting down for a two-hour seminar. If you forget, we'll forgive you — but just once.

■ *Don't* nod off during any seminars or presentations. This isn't study hall in high school. Stay awake and focus. Even if you don't want to get educated (which you should), show the speakers some respect.

■ *Do* ask questions after a speaker is done with his or her seminar. Show some interest. Make the speaker feel worthy. Besides, you might learn something.

■ *Don't* stare if you see a pretty woman on the trade-show floor. She knows you're gawking, and you're making her feel uncomfortable, especially when her gender is outnumbered 50 to 1 at this event.

A Do and Don't List for the Golf Show

BY LARRY AYLWARD



THESE RULES

ORIGINATE FROM

SOMEONE WHO

HAS BROKEN A FEW

OF THEM AND LIVED

TO REGRET HIS

ACTIONS

■ *Do* shake hands with new acquaintances. And by shaking hands, we mean extending a sturdy arm, using a firm grasp and looking your counterpart straight in the eyes.

■ *Don't* refer to a colleague, whose name you do or do not know, as "dude," "bud," "bro," "captain," or "my man." These "hip" designations are more insulting than charming.

■ *Do* treat convention center workers — from food-service personnel to bathroom janitors — with respect. Make them feel appreciated. In turn, they will remember your group for its politeness.

■ *Don't* just spend your time on the trade-show floor hawking free stuff — hats, balls, posters, pens, etc. Make the rounds with the goal of meeting some new people and establishing some good leads on buying new equipment.

■ *Do* watch your mouth. At an event like this, where there are so many people within earshot, some things that come out of your trap can get you into a heap of trouble.

■ *Don't* stand in the middle of a busy aisle on the trade-show floor talking shop with your pals. Get out of the way and let people through.

■ *Do* pace yourself. Don't jam too many meetings into your day. Schedule appointments and allow ample time for each.

■ *Don't* drink too much. You know your limitations; abide by them. Besides, do you really want to walk the trade-show floor with a Category 5 hangover the next day?

■ *Do* go out at night and enjoy yourself. Have a nice dinner and partake in good company.

■ *Don't* leave Anaheim without feeling like you didn't accomplish anything. Make it a goal to *have* a good show.

Aylward, Golfdom's editor in chief, can be reached at 216-706-3737 or laylward@questex.com.

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The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

New Georgia Golf Courses on My Mind

The Peachtree State is seeing several golf projects in the planning and/or construction stages. Among the most promising is the Diamond C Ranch in Maysville, a 1,400-acre development that will eventually contain an 18-hole golf course and more than 2,000 homes. Next spring, the 18-hole, 7,000-yard Fairways of Canton will be completed and donated to its eponymous city by the developers of Laurel Canyon, a new subdivision surrounding the Rocky Roquemore-designed track. And the improvements continue at Alpharetta Country Club, which was acquired by new owners in August. For details on these and other golf projects around the U.S., visit www.golfconstructionnews.com.



COURTESY OF:



Golf Rounds Played

The percentages below represent the difference in number of rounds played in October 2006 compared to the number of rounds played in October 2005.

REGION	OCT.	Y.T.D.
New England ME, VT, NH, MA, RI, CT	25.3%	0.2%
Middle Atlantic NY, PA, NJ	3.4%	-2.8%
East North Central MI, OH, IN, IL, WI	-23.9%	-3.1%
West North Central ND, MN, SD, NE, KS, IA, MO	-18.2%	-3.4%
South Atlantic WV, DE, MD, VA, NC, SC, GA	6.2%	3.3%
Florida	17.7%	3.6%
East South Central KY, TN, AL, MS	-9.6%	-0.9%
West South Central OK, AR, LA	-6.2%	2.7%
Texas	-6.3%	3.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-4.1%	2.8%
Pacific WA, OR, AK, HI	5.1%	1.4%
California	3.2%	1.3%
TOTAL UNITED STATES	-4.2%	0.3%

GOLF DATATECH

Like a Rolling ... Golf Ball

Many musicians are playing golf when not playing their instruments these days. According to Golf Digest magazine, here are some musicians and their handicaps.

Kenny G	0.6
Alice Cooper	5.3
Justin Timberlake	6
Huey Lewis	6.2
Branford Marsalis	9.3
Roger Waters	11.7
Glenn Frey	12.6
Toby Keith	15
Bob Dylan	17
Neil Young	18.6
Meat Loaf	24
Kid Rock	35



Are Women Welcome?

In a recent online survey, we asked readers: Does your golf course welcome women golfers openheartedly? Here's how they replied:

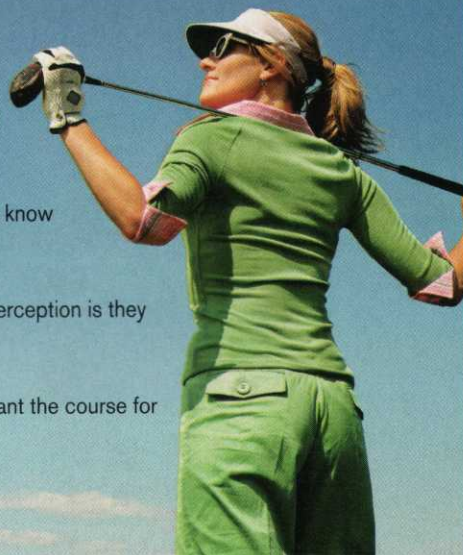
Yes, all the time **81%**

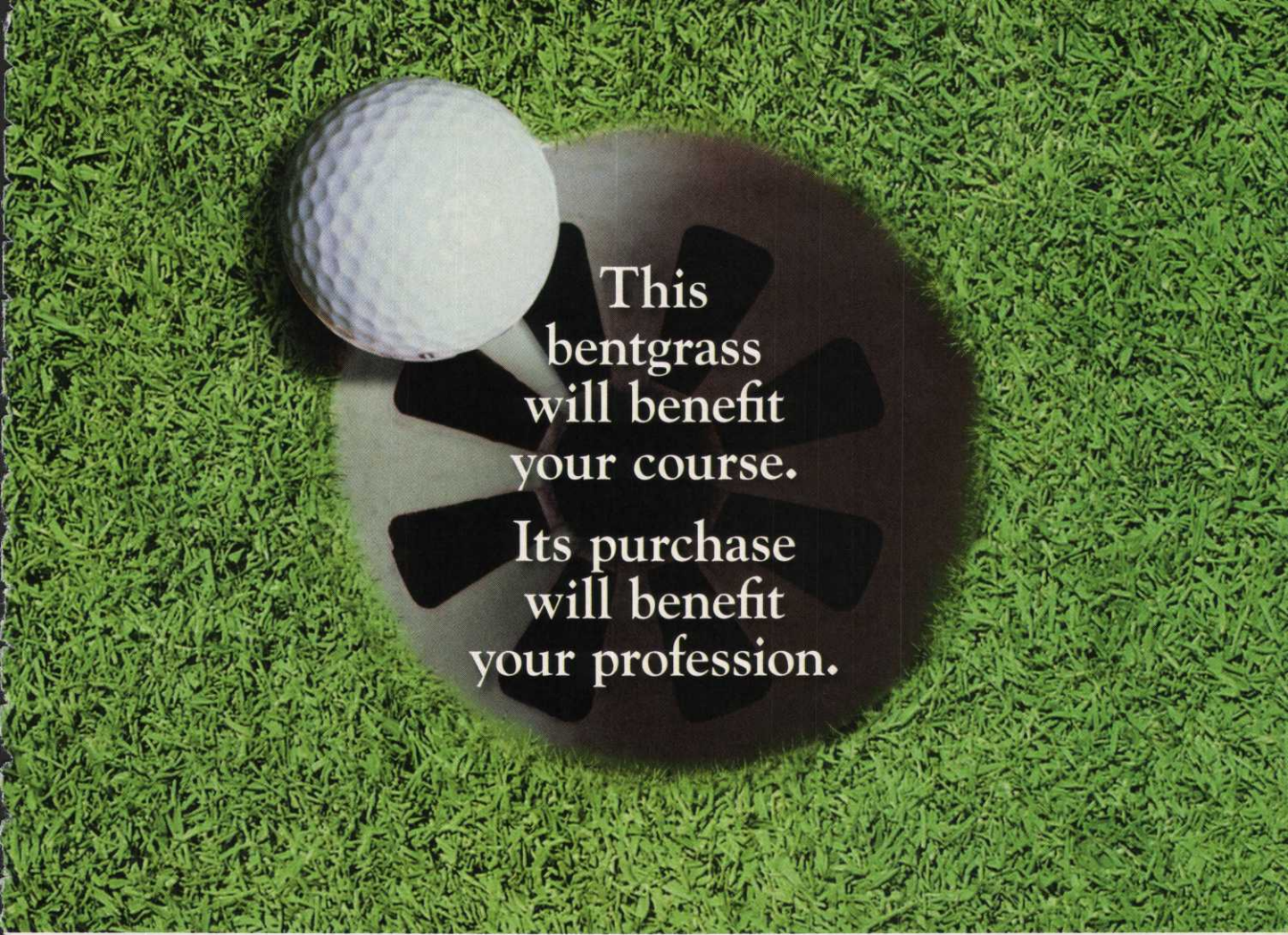
Yes, but they are restricted to certain times **9%**

Just the women golfers we know are good players **1%**

Hardly ever because the perception is they play too slow **5%**

Never. Our male players want the course for themselves **4%**





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Off The Fringe

Business briefs

Name Change Ushers in New Era

FMC Specialty Products Business is now known as FMC Professional Solutions. FMC's Dan Rosenbaum said the name change heralds the beginning of a new era of "customer-driven innovation" for the organization, which is a part of the global FMC Corp.

"We chose to rename our organization as a way of demonstrating our dedication to providing creative solutions that answer a direct need in the marketplace," Rosenbaum said. "This organization is wholly focused on and driven by our customers' needs."

FMC first entered the pest control industry in 1987 and has since expanded its portfolio to address market needs in the golf, nursery, turf, ornamental, aquatics and other segments.

"We continue as FMC, seeking new and better ways to actively involve the customer at the beginning of the innovation process," Rosenbaum said. "Our new Innova Solutions initiative is one way in which we seek to do this."

Innova Solutions, launched in 2005, was created to help answer two key strategic needs — expansion of FMC's product line and aggressive innovation.

Ariens Buys National Mower

Brillion, Wis.-based Ariens Co. acquired St. Paul, Minn.-based National Mower Co. to gain access to the golf market. Mike Thuecks, an Ariens vice president, said in a report that the company, which began in 1933, hadn't been able to break into the golf market because it didn't have the distribution link.

Metsker, Meyer Honored

Stanley E. Metsker, retired golf course superintendent from Colorado Springs, Colo., and
Briefs continue on page 16

A Sad State of Affairs

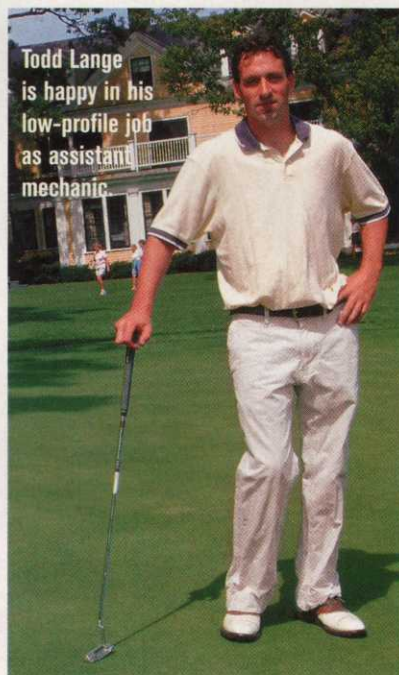
THE INDUSTRY SUFFERS
WHEN YOUNG, ASPIRING
SUPERINTENDENTS
DUMP THEIR DREAM JOBS

By Anthony Pioppi, Contributing Editor

At 24, Todd Lange was a rising star in the golf course maintenance profession, but he didn't like what he saw or heard. Fickle and downright rude members prompted Lange to let go of his dream of being a superintendent just four years later. Although he hasn't totally extracted himself from the business, his story is an apt illustration of what can come when member expectations are out of control and the industry as a whole fails to confront the problem.

Now 28, Lange is enthusiastic about his job as assistant mechanic at The Country Club in Brookline, Mass., and the game of golf. The day I met Lange, who holds a 1 handicap, he reveled in the fact that he was playing a game he loved with others who enjoyed it as much as he did. And he was tickled to be the tour guide on our group's jaunt into the back nine of the heralded course.

It would appear that Lange is the perfect person to maintain a golf



course, for he loves the game, architecture and turf. But Lange turned his back on the profession he had been involved with since his high school days.

Lange began his career at a small private course in western Massachusetts and then moved on to a bigger course after graduating in 1998 from Stockbridge School of Agriculture with an associate's degree in turfgrass management. By that point, he was already getting a taste of the side of the business that would eventually drive him away.

Lange tells the story of forgetting to fill water coolers one weekend

ANALYSIS