



Big Brother Is Watching – Again

Two years ago, when the National Golf Course Owners Association joined the Golf Course Superintendents Association of America to form the inaugural Golf Industry Show, we reported that Big Brother – the “all-powerful” and “forever-watching” character from George Orwell’s novel “1984” – had landed in the golf industry of all places.

It was then, 21 years later, that golf course owners assumed the role of Big Brother. The story went that some superintendents were wary of the NGCOA joining their annual conference and show because they wouldn’t be able to get away with doing some of the things they did at previous shows – like ditching a day’s worth of educational sessions to play 18 holes or party into the wee hours of the morning at their hotel bars – if their courses’ owners were around.

Now with the Club Managers Association of America (CMAA) joining the show, Big Brother has reared his ugly head again. Word is some superintendents don’t want the managers attending the show – especially if the managers are the superintendents’

superiors – because they could cramp their lifestyles.

Steve Mona, CEO of the Golf Course Superintendents Association of America, is aware of the Big Brother theory, but Mona says it’s an “overblown stereotype that’s perpetuated.” Mona says most superintendents want their owners and managers at the show.

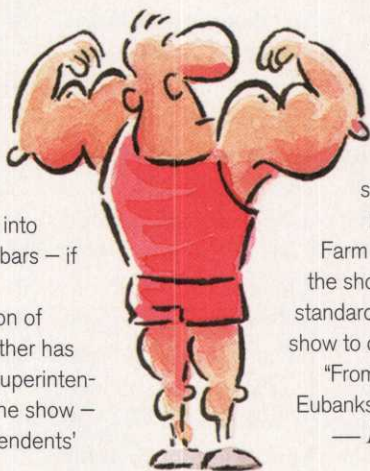
“They want them to see how sophisticated and complex their profession is,” Mona says.

Todd Voss, superintendent of the Double Eagle Club in Galena, Ill., also believes the issue is overplayed. But to the superintendents who do play coy with their managers, Voss adds, “Shame on you if you have to worry about your behavior and someone at the club seeing you.”

Marc Eubanks, general manager of The Olde Farm in Bristol, Va., says superintendents who treat the show as a vacation need to be held to a higher standard. And if it takes their managers to be at the show to do so, so be it.

“From my standpoint as a manager ... that’s fine,” Eubanks says.

— *Larry Aylward*



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"Our identity is still there. It's just that the show is no longer called the GCSAA Conference and Show."

STEVE MONA | CEO

GCSAA

Continued from page 30

Mona is sensitive to the fact that superintendents don't want to lose the identity of their show. And while the merger was done for the economic health of all three associations and their shows, Mona says each show was unique in its own right, and the leaders from each association want to preserve that.

"They had a sense of community, and we don't want that to be lost," Mona says, noting that the GCSAA has kept intact its educational conferences and major events, such as the president's dinner and the innovative superintendent sessions. "Our identity is still there. It's just that the show is no longer called the GCSAA Conference and Show."

The three associations have mapped out what they think is a solid plan to accommodate show goers. For instance, the GCSAA and the NGCOA will hold their educational sessions early in the week, and the CMAA will hold its educational sessions at the end of the week. All three associations and their attendees will come together for the trade show, set for Feb. 22 through Feb. 24.

The three associations have designated Friday, Feb. 23, as "team day." It begins in the morning with a general session for all three association attendees. Various educational sessions follow and will focus on the team concept. "We're encouraging members of all three organizations to go to the general session together, leave that session together, get out on the trade show floor together and attend some educational sessions together," Mona says.

While the trade-show floor will feature products and equipment from three industry segments, the vendors from each segment will display their products in separate areas on the floor. Hence, Mona says show goers shouldn't get lost.

Mona says he's heard nothing but positive feedback about the CMAA joining the show. People like that a golf club's three key people can now attend the show as a team. But Mona is not so naive to think that every club's superintendent, manager and owner will be inseparable for a week. "I realize that not every not everyone on the show floor is going to be traveling in a pack of three," he says.

The "new" show has raised some concerns

as well. Some wonder if money-conscious golf clubs and courses will send multiple employees — a superintendent, an owner, and a club manager or a general manager — to the same show. For instance, an owner might decide that only he must attend, and the superintendent and manager should stay home.

And is the show floor growing too big for its britches? Strange as it sounds, Nicol hopes the show floor's amplified size doesn't lead companies to trim future booth sizes because they feel lost in the show-floor maze.

That won't happen this year, Mona says, noting that booth sizes among the show's top exhibitors will be larger. Mona notes that companies' booth spaces fluctuate every year, and the reasons for that have nothing to do with the show's size. "Sometimes the way a hall is configured lends itself more to one kind of configuration than another, which causes companies to upsize and downsize their booths," he says.

One thing is for sure: The companies that exhibited at two or three of the former shows are happy with the consolidation. "It will help us save a significant amount of money in exhibit costs, transportation and travel," Club Car's Read says. "It also reduces the amount of time our sales force is out of the field."

While economics played a role in the associations combining their shows, some wonder if the associations will each net enough profit from one big show. But Mona says there will be no cash-flow problems. "We will generate a significantly greater amount of net profit as a combined show with three groups than we did when we were a stand-alone show," he says.

But the "greater amount of net profit" probably won't happen until next year when the show is in Orlando, which always draws more attendees than host cities on the West Coast. It also costs more to stage the show in Anaheim than it does in Orlando, Mona adds. "But there's no question this will be a more profitable show long term for us collectively than any of the three were individually," he says.

So, who's next to join the Golf Industry Show fray? How about the PGA professionals? That would be cool with Nicol.

"If my golf pro was at the show, he'd probably take me out to a nice dinner," Nicol says with a laugh. ■

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SoCal Scene

What's to do in Anaheim?
Plenty! Check out these
places to go

BY MARK LUCE
CONTRIBUTING EDITOR

In 1857, the land you'll occupy when you attend the annual Golf Industry Show, set for Feb. 19-27 in Anaheim, Calif., was nothing to crow about. A passel of German immigrants, led by one George Hansen, formed a small community of farmers who found their economic answer by growing oranges. But it took the imagination of Walt Disney to turn this sleepy villa into the entertainment mecca that it is today. Disneyland, which opened in 1955, brought the entire world to Anaheim, and over the years it has grown into the bustling hub of Orange County.

As you take in the show, remember that Southern California has a tremendous amount to offer in terms of sights and sounds. Though it will take a rental car and patience to venture out on L.A.'s notorious freeways, the metro's offerings are among the finest in the world.

I first encountered L.A. as a teenager, taking in the majesty of the 1984 Olympics, which took our Volkswagen microbus family all over the area and its surrounding mountains. At the time, it was the sheer size that so impressed me. Years and about a dozen trips later, the allure of SoCal beckoned me to move there, and we settled along the ocean in Long Beach. The stay was cut short by my better half's pregnancy, but the Midwesterner in me still longs for endless days of gorgeous weather surrounded by equally gorgeous people doing especially charming things. So as you head out to explore the sometimes surreal, sometimes

hectic but always-adventurous La-La Land, we here at *Golfdom* are happy to point you in a few directions we think you might enjoy.

Good Eats

Californians are known for their healthy lifestyles and laid-back attitudes, but when it comes to dining, Southern California boasts some of the best restaurants around. Whether the high-end French luxury of L'Orangerie (903 N. La Cienega Blvd., 310-652-9770) or the world-famous hot dog stand Pink's (709 N. La Brea Blvd.), there's a place here for every palate.

Near the convention center stands the phenomenal Napa Rose, located inside Grand California Hotel at Disneyland (1600 S. Disneyland Dr., 714-956-6755). According to Ingrid Kidd Goldfarb, a Long Beach resident, the Napa Rose sets the standard for service, and its "wine country cuisine" is spectacular. "They have great wine selections and beautiful décor," Kidd Goldfarb says.

After dinner, a stroll through downtown Disney, a veritable downtown (no admission) with interesting shops and bars, will cap a nice evening, she says.

For a more intimate, unique experience, Kidd Goldfarb suggests The Hobbit (2932 E. Chapman, 714-997-1972). There's only one seating at night, so make reservations early. "We were there for a special occasion," Kidd Goldfarb says of one of the area's most romantic spots. "We had our dinner in the wine cellar. The food was interesting and excellent."

Exploring Los Angeles proper will yield even more culinary delights, says David Ulin, book editor of *The Los Angeles Times*. Ulin particularly enjoys the fare at Sushi Roju (445 W. 3rd St., 323-655-6767). "If you want to get in and out, go early," he says. "If you want to gaze at young celebrities, go late. Great food." In the same vein, Ulin loves the cuisine and the striking view at Yamashiro, (1999 N. Sycamore, 323-466-5125) located at the peak of the Hollywood Hills.

When more classic fare strikes your fancy, Ulin heartily recommends The Apple Pan (10801 W. Pico), a 1940s-style lunch counter. "It's a good lunch dive. They've got great burgers and tuna fish sandwiches," he says. "I love that place." And if your spin on classic is a

Pink's 67-year-old location can be a place to see celebrities, but don't come too hungry; a line is almost inevitable.



large steak and large martini, then Ulin says Musso & Frank (6667 Hollywood Blvd., 323-467-7788) is the way to go.

Filmmaker Seth Wiley, too, likes his steaks and fish, choosing the pot roast or a Kansas City Steak at Jar (8225 Beverly Blvd., 323-655-6566), or the phenomenal sushi at Matsuhi (129 N. La Cienega, 310-659-9639). Wiley also enjoys the famous Mr. Chow (344 N. Camden Dr., 310-278-9911), a Chinese restaurant that serves pricey, but "really excellent food."

Excellent food can also be found in the south, especially in Long Beach and Seal Beach. Kiersten Short, a consultant and a mom, finds the atmosphere at Mahe (1400 Pacific Coast Highway, 562-431-3022) in Seal Beach to be as good as its food. "They have great cocktails, great food and great sushi," she says. Two other restaurants with more American menus also appeal to Short — Long Beach's Lasher's (3441 East Broadway; 562-433-0153) and The Madison (102 Pine; 562-628-8866). "Lasher's has the most fancy-pants meatloaf I've ever had," she says. "The Madison is in a former bank that hosts wine tastings in the safety deposit box area. The place is gorgeous."

Night Moves

When it's time to unwind, the city offers several spots to catch a cocktail. Ulin fancies L.A.'s

Continued on page 36



Southern California Soundtrack

Give these compact discs a listen to help you get your Southern California vibe going:

- X – “Los Angeles”
- Eagles – “Hotel California”
- Red Hot Chili Peppers – “Mother’s Milk”
- Randy Newman – “Little Criminals”
- Jackson Browne – “Running on Empty”
- Tom Waits – “Nighthawks at the Diner”
- War – “Why Can’t We Be Friends”
- Aimee Mann – “Bachelor No. 2”
- The Byrds – “Sweetheart of the Rodeo”
- The Doors – “L.A. Woman”
- Dr. Dre – “The Chronic”
- Beck – “Midnight Vultures”
- Fishbone – “Truth and Soul”
- No Doubt – “Tragic Kingdom”
- Rickie Lee Jones – “Rickie Lee Jones”

Continued from page 35


Tom Bergen’s Tavern (840 S. Fairfax), a classic Irish pub and the H.M.S. Bounty (3357 Wilshire Blvd.), which he deems a dive that’s never been discovered. “It’s totally opposite of the glittery side of L.A.,” he says.

Wiley has been known to tip the trademark Scorpion Bowl at the Polynesian paradise known as Trader Vic’s (9876 Wilshire Blvd.) and soak in the old-time Hollywood vibe at Formosa (7156 Santa Monica Blvd.) Kidd Goldfarb swears by the view of Long Beach Harbor from the stunning bar at Tantalum (6272 E. Pacific Coast Highway), while Short enjoys sipping Mojitos and people watching at West Hollywood’s Bar Marmont (8171 Sunset Blvd.)

Who’s Playing?

Sports fans will find an embarrassment of riches during the weekend of the show, as the Los Angeles Lakers, Los Angeles Clippers and Los Angeles Kings play in the Staples Center

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(staplescenter.com, 213-742-7340). On Friday, Feb. 23, Kobe and friends take on their former archrivals, the Boston Celtics. On Saturday, Feb. 24, the Clippers face cross-state foes Golden State. Saturday evening, you can catch California-style hockey as the Los Angeles Kings host the Colorado Avalanche.

Those with tastes more classically aligned can take in the Los Angeles Philharmonic at the Walt Disney Concert Hall (111 South Grand, 323-850-2000), arguably the finest space in the world to hear a concert, as well as marvel at Frank Gehry's architecture. On Friday night, the Philharmonic will play Brahms' Fourth Symphony, and it will tackle Brahms' Third and Fourth Symphonies on Saturday. Jazz lovers might try The Baked Potato, the mellow home of the best jazz in Los Angeles. (3787 Cahuenga Blvd.; 818-980-1615).

Not feeling so pretentious? Try any of these classic L.A. live-music spots for a rollicking good time: The Roxy (9009 Sunset Blvd., 310-278-9457); The Troubadour (9081 Santa Monica Blvd., 310-276-6168); or the House of Blues Sunset Strip (8430 W. Sunset Blvd., 323-848-5100) and the House of Blues Anaheim (1530 S. Disneyland Dr., 714-778-2583).

The Arts

Art fans will find a bevy of options in Los Angeles, starting with the excellent space at the L.A. County Museum (5905 Wilshire Blvd., lacma.org), which features a superb exhibition on Rene Magritte through March 4. For vistas with your galleries, visit the stunningly beautiful Getty Center (1200 Getty Center Dr.; getty.edu/museum/). Even if art is not your bag, the center provides breathtaking views. Those more into gallery hopping might find the Bergamot Station in Santa Monica (2525 Michigan Ave., bergamotstation.com) a bit more their style, with a couple dozen galleries operating where the city's trolley line once stopped.

Other spots of particular note are the Griffith Observatory (2800 E. Observatory Road, 213-473-080), a favorite of Short's with its unbelievable views and jaw-dropping planetarium show. Short, Wiley and Kidd Goldfarb all agree on one of their favorite below-the-radar spots, The Huntington Gardens in

San Marino (151 Oxford Road, 626-405-2100). By turns the trio described the 120-acre botanical garden as "relaxing," "a hidden oasis," and "restorative."

Those aren't words normally reserved for much in the city that glitters.

One final thing: Remember to be patient with the heavy traffic, have fun and enjoy the show. ■

Off the Beaten Path

As a lifelong resident, Golfdom Contributing Editor Geoff Shackelford knows what makes Southern California cool. Read his column, "To Live And Sightsee in L.A.," on page 24.

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Since the start of the new millennium, one of the most exciting advances in golf course management is the use of seashore paspalum (*Paspalum vaginatum*). In subtropical and tropical climatic regions, the excitement over seashore paspalum is because of its salt tolerance. But the variety is also known for its fine texture, drought tolerance and enhanced shade tolerance compared to bermudagrass.

Regarding salt tolerance, certain cultivars can tolerate 40 decisiemens (dS) per meter (m) of salt water with minimal growth reduction. For comparison, ocean water is 54 dS m⁻¹. For this reason seashore paspalum has the potential to expand golf into areas where water quality has traditionally been too poor to maintain turf.

With the tremendous interest and release of turf-quality cultivars, the cultural programs for maintaining seashore paspalum have lagged behind. Although research is sometimes produced at a slow pace, these are a few things that we've learned about seashore paspalum:

■ New cultivar selections are continually being made. Although salt tolerance is a major advantage of seashore paspalum, variation does occur among cultivars (Raymer, 2006). Cultivar selection should be considered as carefully as you would select for any turfgrass species.

■ Seashore paspalum has excellent drought tolerance because of a deep and extensive root system. The downside associated with the deeper root systems and corresponding production of secondary stems is the possibility of excessive thatch buildup. Initiating an aggressive thatch management program is critical.

■ Nitrogen fertility requirements are considerably less than bermudagrass. In developing a fertility program, a good starting point is applying 3 pounds to 6 pounds of nitrogen per 1,000 square feet per year. High rates of nitrogen applied to seashore paspalum enhance bermudagrass invasion. Although nitrogen requirements can be relatively low compared to bermudagrass, potassium and calcium requirements are potentially higher. Soil testing should be an important aid in developing a fertility program.

■ When originally released, very few pests

Seashore Paspalum on Firm Ground

BY KARL DANNEBERGER



BUT THERE'S STILL

A LOT TO BE

LEARNED ABOUT

THE SALT-TOLERANT

TURF VARIETY

were associated with seashore paspalum. However, with increased usage across varying conditions, both disease and insects are becoming a concern. *Rhizoctonia* diseases (brown patch, large patch) are a possibility. Although published research on *Rhizoctonia* species attacking seashore paspalum is limited, the fungi have a high tolerance to salt. *Rhizoctonia* diseases and dollar spot would be potential problems in the spring and fall.

■ Insect pests of seashore paspalum include cutworms, fall armyworms, grubs, mole crickets and billbugs. Recently, the greenbug has been reported to cause some damage to seashore paspalum. The degree varies at which each of these pests can cause damage. With seashore paspalum, these pests should be treated in a similar fashion as they are to other warm-season grasses.

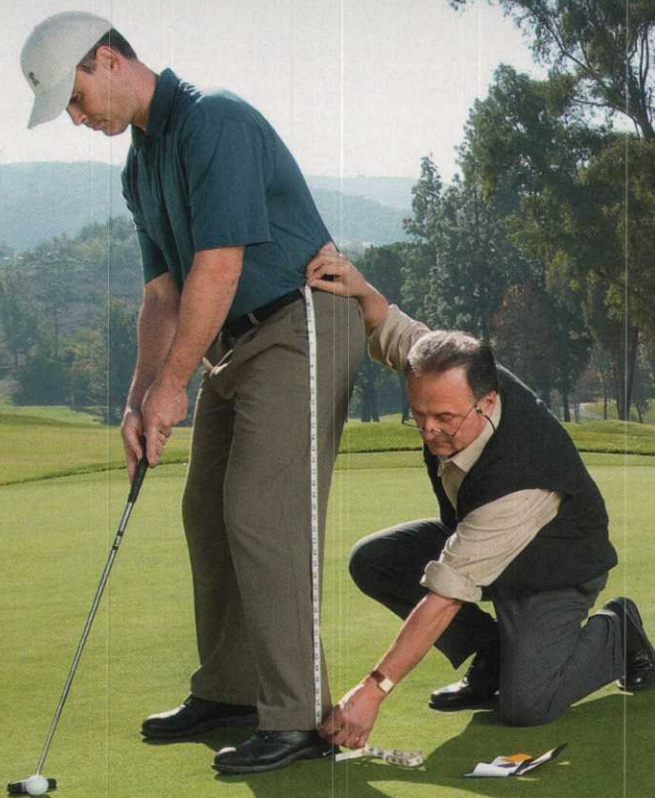
■ Weed control, specifically bermudagrass, is a difficult proposition. There is no good chemical control for selective bermudagrass removal. The common practice of placing piles of salt on patches of bermudagrass has not been effective consistently. Certain varieties and biotypes of bermudagrass have a high tolerance to salt.

Like all turfgrass species, seashore paspalum is no silver bullet. It has tremendous upside, but it also comes with associated problems. For those who have established and maintained seashore paspalum the last few years, management programs have evolved by trial and error.

Although research sometimes appears to trudge forward, help is on the way. New studies focus on how to maintain seashore paspalum under various conditions.

The key is to stay informed.

Karl Danneberger, Ph.D., Golfdom's science editor and a turfgrass professor from The Ohio State University, can be reached at danneberger.1@osu.edu.



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