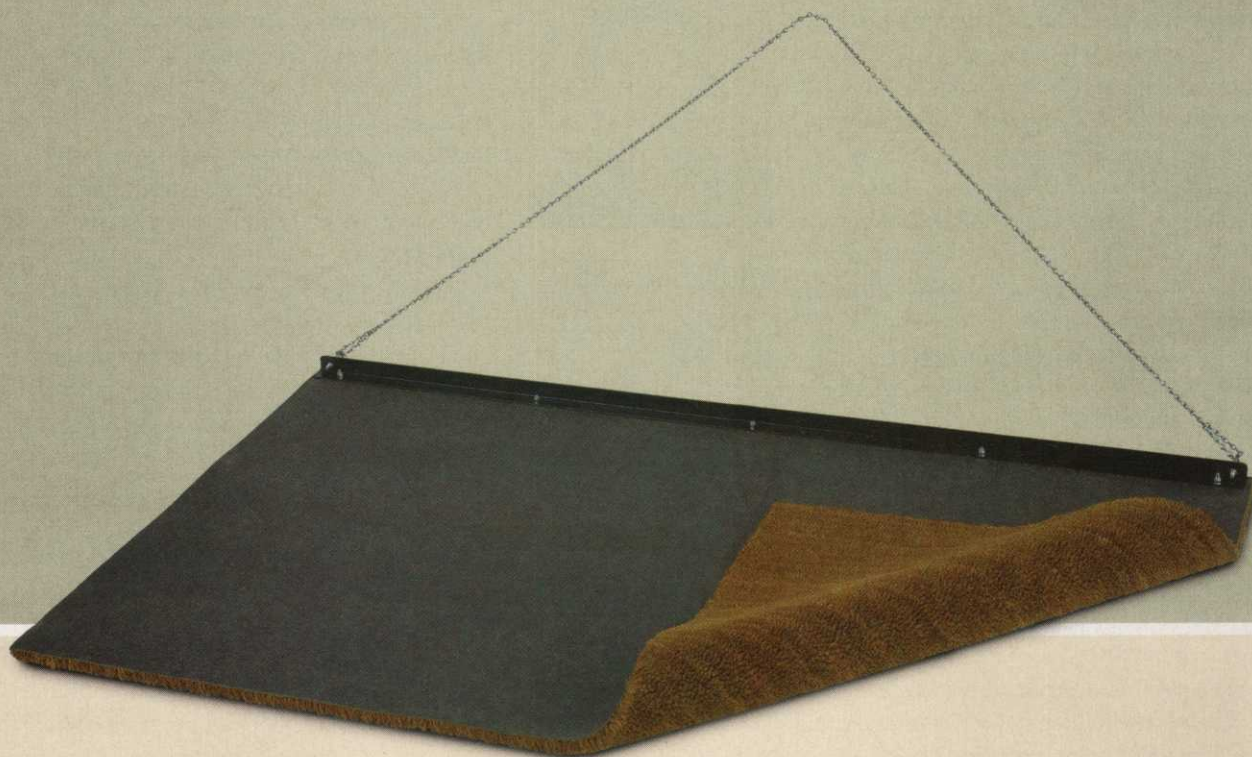


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One of my favorite Bruce Springsteen songs is an obscure ditty called "Held Up Without a Gun." The song's lyrics are about price gouging. Springsteen sings: "Now it's a sin and it oughta be a crime/You know it happens buddy all the time/Try to make a living, try to have a little fun/Held up without a gun."

Lately, I've been held up without a gun so often that I've come to expect it. I admit there are a few clamps on my wallet, but this isn't about my frugality. Price gouging has more to do with lost principles than lost pennies.

Speaking of pennies, *Golfdom* presents its fifth-annual Guide to Successful Budgeting as its cover story this month. The five-part package covers myriad issues related to budgeting for a golf course's maintenance operation.

Working on the budget guide got me thinking about money, which got me thinking about being on the receiving end of getting nicked and dimed. I'm fed up with being held up without a gun.

Just the other day, I was held up without a gun on the Pennsylvania turnpike. The man wanted three bucks before letting me pass the gate to travel about 50 miles.

A few months ago I stayed at a hotel that charged a daily \$10 "service fee" in exchange for free wireless Internet and complimentary coffee. The wireless Internet didn't work, and the hotel stopped serving the complimentary coffee at 7 a.m., about the time most people wanted it.

I'm sure you have your own held-up-without-a-gun stories. If you've been to a ball game recently, no doubt you emptied your pockets to buy a round of beers.

Back to *Golfdom's* budget guide, which aims to educate readers on how to spend golf course maintenance money more wisely. As responsible business people, any golf course financial decision maker from any of the industry's many segments must ask himself or herself: Am I *taking* money wisely from my customers?

You don't want to be holding them up without a gun, do you?

Getting Held Up Without a Gun

BY LARRY AYLWARD



PRICE GOUGING
HAS MORE
TO DO WITH LOST
PRINCIPLES THAN
LOST PENNIES

I ask this because golf has long been viewed as a rich person's game. While you might say it's a stereotype, you can't argue with the fact that study after study reveals that golfers believe one of the problems with the game is that it costs too much to play — from the green fee with golf car for 18 holes to the hamburger with lettuce and tomato for lunch at the turn.

And then there's the high price of equipment. A \$300 driver and a \$25 box of balls aren't good for the game's economic image.

Of course, there's the cost for a superintendent and his or her staff to maintain a golf course. And it's getting higher as golfers' expectations for superior conditions continue to soar. Unfortunately, most golfers have no idea how much equipment and chemicals cost or how much a course spends on labor to achieve those conditions.

So, yes, golfers have helped drive up the game's cost with their demands. But most of these golfers are the ones who can afford the markup.

The bottom line is the bottom line: The game's cost is a problem that needs to be addressed. Many people don't play the game and will never try it because they know they simply can't afford it.

And that's a shame, especially for an industry that badly needs new players so it can grow among the masses, from the people who make \$200,000 a year to the people who make \$30,000 a year.

It's time everyone in the golf industry take a long look in the mirror and ask themselves: Am I holding up my customers without a gun?

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



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The Big Picture

THE THINGS THAT SHAPE YOUR BUSINESS

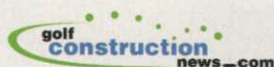
TIDBIT OF THE MONTH

Louisiana on the Rebound



After repairing the heavy damages inflicted by Hurricane Katrina in late August 2005, Louisiana is gradually seeing the advent of new golf projects. In Lafayette, work is finishing up on Chateau Mirage Golf Club, a 310-acre project whose centerpiece is a regulation 18 designed by Robert Von Hagge. In Mathews, a 780-acre project called La Tour involves a 7,160-yard golf course co-designed by Ken Morgan and PGA Tour player David Toms and a 500-lot subdivision. And in Westlake, work has commenced on a municipal project that involves housing and a golf course to be built by Wadsworth Golf Construction Co. For details on these and other golf projects around the United States, visit www.golfconstructionnews.com.

COURTESY OF:



Golf Rounds Played

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

| REGION | JUNE | Y.T.D. |
|--|--------|--------|
| New England ME, VT, NH, MA, RI, CT | 22.9% | 3.9% |
| Middle Atlantic NY, PA, NJ | 11.1% | -1.2% |
| East North Central MI, OH, IN, IL, WI | 1.7% | -0.3% |
| West North Central ND, MN, SD, NE, KS, IA, MO | -1.8% | -3.9% |
| South Atlantic WV, DE, MD, VA, NC, SC, GA | 4.3% | -1.3% |
| Florida | 3.3% | -0.9% |
| South Central KY, TN, AL, MS, OK, AR, LA | -5.6% | -7.4% |
| Texas | -10.9% | -11.1% |
| Mountain MT, ID, WY, NV, UT, CO, AZ, NM | 2.8% | -0.7% |
| Pacific WA, OR, AK, HI | 3.2% | 4.0% |
| California | 4.1% | 5.3% |
| TOTAL UNITED STATES | 3.1% | -1.3% |

GOLF DATATECH

A Distinct Difference in Dollars

Ben Hogan, Jack Nicklaus and Tiger Woods have all won big bucks playing professional golf. But the difference in how much they won during the eras they played is astounding. Check out these numbers:

In 1940, **Hogan** was the leading money winner with **\$10,655**

In 1975, **Nicklaus** was the leading money winner with **\$298,149**

In 2005, **Woods** was the leading money winner with **\$10,628,024**

Evil Workplace Deeds

There are certain sins you need to avoid in the workplace on your way to a solid career. Here are five of them and the reasons to avoid them:

- 1. PRIDE** – Don't take full credit for something that others helped you accomplish.
- 2. ENVY** – Don't be jealous of others. Work toward your own successes.
- 3. ANGER** – Learn now to channel your emotions. Hotheads don't have good reps.
- 4. GREED** – Don't desire too much too soon. It takes time to get to the top.
- 5. SLOTH** – Slackers aren't thought of very highly. And remember that past achievements will get you nowhere.

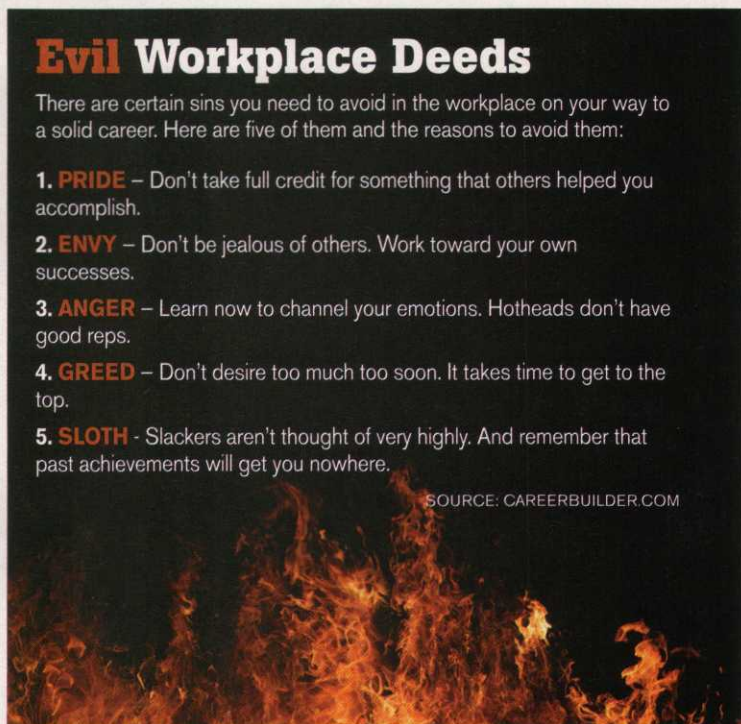
SOURCE: CAREERBUILDER.COM



Did You Know ...

... that dandelions and clover are the most problematic weeds throughout the United States (even in Florida)?

SOURCE: DAN LOUGHNER, DOW AGROSCIENCES



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Off The Fringe

Business briefs

No Special Review for 2,4-D

The Environmental Protection Agency recently announced its decision to not initiate a special review for 2,4 dichlorophenoxyacetic acid (2,4-D). "Based on extensive scientific review of many epidemiology and animal studies, the agency finds that the weight of the evidence does not support a conclusion that 2,4-D, is a likely human carcinogen," the EPA stated in an Aug. 9 news release. "The agency has determined that the existing data do not support a conclusion that links human cancer to 2,4-D exposure."

The EPA first considered a special review for the widely used herbicide in 1986.

Ravel "Coming Home" to Syngenta

Dave Ravel is returning to Syngenta Professional Products in Greensboro, N.C., as its market manager for golf after spending four years as head of sales for consumer products with Bayer Environmental Science. Before that, he had been with Syngenta and legacy company Novartis from 1997 to 2003.

"Returning to Syngenta is like coming home," said Ravel, who graduated from Slippery Rock University with a degree in environmental education and earned a master's degree in business from Frederick Taylor University. "I've kept a close eye on the company as a competitor for the last four years. Syngenta has significantly grown its offering of products and services to the golf market"

Ravel replaces Joe DiPaola, who will lead a new initiative within Syngenta's ornamental business units. DiPaola was Syngenta's golf market manager for six years.

"Ravel brings a wealth of experience and leadership to the market, with a track record of

Briefs continue on page 24

He's the Real Deal

ED BEGLEY JR., THE KEYNOTE SPEAKER AT TORO'S WATERSMART EVENT, IS A TRUE ENVIRONMENTALIST

By David Frabotta, Senior Editor

Actor Ed Begley Jr. is a pretty cool guy. He's the furthest thing from a Hollywood snob you'll ever meet. In fact, he's probably the target of such snobbery when he arrives to tinsel-town events on his bicycle or in his electric car.

Oh sure, other Hollywood types will have a Prius for the political statement so media crews can get a glimpse of them saving energy when they pull up to their private jets.

But Begley — who was the keynote speaker at the second-annual Toro WaterSmart Symposium held in July at the company's irrigation headquarters in Riverside, Calif. — is the real deal. And he doesn't just ride his bike around town. He rides one to generate electricity at his house, too. That's right, after 10 minutes of furious peddling on his stationary bike, Begley generates enough electricity to make two pieces of toast. How many would be willing



Ed Begley rides his bike for 10 minutes to brown his toast. He also cooks his dinner in a solar oven.

to make that kind of time investment into such a small part of their days?

The rest of the house's electricity is generated by solar panels, and the Studio City neighborhood home also features a white picket fence made from recycled plastic, recycled rainwater for his drought-tolerant landscape, and energy-efficient appliances including a solar oven.

Begley has been showing the world how people can live greener, too. His reality show, "Living with Ed," premiered earlier this year, and season two began Aug. 27 on HGTV. But don't expect a militant preacher on a soapbox. He and his wife, Rachele Carson, continually negotiate lifestyle decisions and debate their environmental impact (she is very conscientious, but isn't quite on the same level as Ed. Who could be?).

Continued on page 26

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Here Comes Penoxsulam

DOW AGROSCIENCES INTRODUCES NEW ACTIVE INGREDIENT FOR SPECIALTY HERBICIDE **By Larry Aylward, Editor in Chief**

Clad in his white lab coat and protective glasses, Dow AgroSciences scientist David Simpson stood in front of the trade press and spoke about the challenges his company endures in bringing a new chemistry to market.

"A lot of times things work well in the greenhouse, but we can't put them out in the real world," said Simpson, the company's product characterization leader in global weed management. "And by the time we discover something, it usually takes about seven to nine years to launch it."

It's a taxing process, indeed, but can be worth it. On a recent July day, Simpson and other Dow AgroSciences leaders invited the trade press to their corporate office in Indianapolis to talk about the reward that comes with the research: A new active ingredient.

At the press event, Dow AgroSciences announced the registration of penoxsulam, a proprietary molecule that delivers postemergence control of broadleaf weeds in turf at low-use rates.



Mark Urbanowski

How low? Penoxsulam, a systematic herbicide, provides activity at generally 0.02 to 0.06 pounds of active ingredient per acre. It was accepted for review and registration under the U.S. Environmental Protection Agency's Reduced Risk Pesticide Initiative.

"You must have excellent turfgrass safety for a product to survive in this market," said Jeff Borger, an instructor of turfgrass weed management at Michi-

gan State University, who researched the herbicide. "Penoxsulam has this."

Dow AgroSciences will market penoxsulam under the name LockUp specialty herbicide, and expects to introduce the product in mid-2008. It will be available to distributors as a formulated product alone and in combination with other selective herbicides on fertilizers or straight granules. Mark Urbanowski, the company's senior marketing specialist for turf and ornamental and technical products, said penoxsulam can be mixed with 2,4-D and Dicamba to broaden the spectrum of control.

"This active brings powerful, consistent control with residual activity and will be a good option to the old industry standbys found in favorite three-ways," Urbanowski said.

Penoxsulam is labeled for use on most cool- and warm-season turf. Superintendents can use it on fairways and roughs. Dow AgroSciences said penoxsulam is the first ALS inhibitor formulated on a granule. This mode of action inhibits plant enzyme acetolactate, which is essential for the synthesis of amino acids. Inhibition of amino acid production inhibits cell division and causes death in susceptible plants.

Dow AgroSciences also said university trial research revealed that penoxsulam showed activity on susceptible species when applied to wet and dry foliage. It also showed enhanced efficacy on white clover, Virginia buttonweed, dandelion and dollar weed when combined with phenoxy herbicides.

Penoxsulam also controls sedge weeds, ground ivy, chickweed, oxalis, bittercress, pigweed, kyllinga, sagebrush, Florida betony and broadleaf plantain.

Dow AgroSciences also developed a

Quotable

"It was human error."

— *Golf Course Specialist Inc. spokesman Michael Williams commenting after his contracting company fried all 36 putting greens at Hains Point golf course in Washington. Groundskeepers mistook a herbicide for fertilizer. (Examiner.com)*

"Golf has been great for my marriage."

— *Phil Trailies, president and CEO of Club Car Inc., who doesn't leave his wife at home when he takes to the golf course to play 18.*

"I have done this since '68 and I've never experienced anything like this."

— *Stockholm, Sweden, police detective Christer Holmlund after pulling over actor/comedian Bill Murray, who was driving a golf car in city traffic and smelled of alcohol.*

liquid formulation of penoxsulam called Sapphire speciality herbicide for use as a stand-alone product for problem weeds such as English lawn daisy found on golf courses in California and the Pacific Northwest. It will also be introduced in mid-2008.

During the meeting with the press, Dow AgroSciences staff members stressed how basic manufacturers spend millions of dollars investing in new technology. David Morris, the company's commercial leader for turf and ornamental and technical products, emphasized the "investment element" and

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Off The Fringe

A Day on the Hill

GREEN INDUSTRY PLEADS ITS CAUSE TO LEGISLATORS REGARDING H-2B ISSUE

By Daniel G. Jacobs

There's reason for hope. Green Industry executives from around the country descended on Washington D.C. in July to let their legislators know how they feel about a trio of key issues — H-2B visa cap extension, water and association health care. Some met with the congressmen directly while others expressed their viewpoint to aides.

The 21-member Ohio delegation met with aides for senators George Voinovich (R) and Sherrod Brown (D). Voinovich supports the H-2B visa cap extension while Brown opposes it. The delegation wanted to express its gratitude to the senior senator and do what it could to convince his colleague across the aisle to change his thinking.

How important is the issue? Steve Pattie, president of The Pattie Group, says that he had 30 workers delayed for two weeks because of the backlog of applications at the U.S. consulate and lost \$200,000 in business. Losing the extension (allowing H-2B workers from the previous three seasons not to be counted against the cap of 66,000 H-2B visas) would hurt not only his businesses but many others. Wayne Impullitti of Novelty, Ohio-based Impullitti Landscaping lost \$100,000 in business for a similar reason: He did not have access to workers.

The group met with Sherrod Brown aide David Hodapp who initially conveyed the senator's belief that there are Americans willing to take the available



jobs based primarily on the senator's office getting more than 1,000 letters a month decrying the lack of jobs in Ohio.

Only slightly tongue in cheek, Phil Fogarty of Weed Man said, "Send their resumes to us."

The delegation explained that many young Americans don't like the seasonal work but are seeking year-round jobs. Also, the hard physical labor dissuades many from applying.

Despite the initial skepticism from the aide, there may be reason for hope from Brown's office. It was learned that Brown's office would review the Save Our Small and Seasonal Business Act of 2007. He requested information on how the 66,000 visas are distributed. He was specifically looking for ideas on how to improve the system so Ohio businesses get a greater share of the seasonal guest workers.

On the other side of the aisle, the delegation also met with Doug Dziak, counsel with Voinovich's office. Voinovich has been a friend to the cause and is an original co-sponsor of Maryland Senator Barbara Mikulski's bill to extend the returning worker provision of the H-2B. That provision is scheduled to sunset Sept. 30.

Mikulski's bill extends the three-year returning worker provision, which does not count those workers against the 66,000 visa cap. Without a change, many Green Industry entities, including golf courses, might have difficulty finding workers. ■

Continued from page 18

the company's continued research investment for new molecules, new formulations, and innovative active ingredient combinations. Urbanowski said generic products are driving the value down in the pesticide segment, adding that it's getting more costly to develop new active ingredients.

"Many of our industry's products have come out of our agricultural business," he said. "As that business tends to go more into the biotechnology arena, there may not be as many active ingredients coming out of that pipeline. The cost to develop a new active, because there are less of them, will escalate."

The Dow AgroSciences staff also discussed the company's new EcoZome technology, which was introduced in February. EcoZome is a formulation system that consists of very small droplets — about 150 nanometers to 200 nanometers — of active ingredient dispersed in water and stabilized by a lamellar liquid crystal coating. Dow AgroSciences has filed for a patent covering the technology for use with pesticides.

According to Dow AgroSciences, some attributes of EcoZome are:

- alternative water-based formulations that reduce the use of aromatic solvents and thereby minimize volatile organic compounds (VOC);
- reduced odor versus EC/EW (emulsion concentrate/emulsions in water) formulations.

EcoZome allows Dow AgroSciences to improve existing active ingredients after they come off patent. Urbanowski said Dow AgroSciences has already talked with competitive basic manufacturers about licensing them the EcoZome technology for their own products.

Was EcoZome developed to combat generic manufacturers? "I wouldn't say it was developed for that, but I think ... it fits very well with that," Urbanowski said. "We're constantly looking to improve what we have for multiple reasons." ■