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— PROJECT —
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Wherever you need disease control, you need DISARM[®].

University trials prove that DISARM[®] Fungicide provides unsurpassed strobilurin disease control. And because it's priced at a more affordable cost per acre than competitive strobilurins, you can apply DISARM on fairways and greens throughout your entire golf course. Used alone or in combination with other non-strobilurin fungicides, DISARM controls all major turfgrass diseases, including brown patch, zoysia patch, summer patch, gray leaf spot, anthracnose and pythium. Plus, it is the only strobilurin labeled for control of light-to-moderate infestations of dollar spot. To learn more, contact Arysta LifeScience North America Support Services at 1-866-761-9397 or visit www.arystalifescience.us/disarm.

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Arysta LifeScience

Harmony In Growth



All for One and One for All

By Allen James

Editor's note: James, president of RISE (Responsible Industry for a Sound Environment), is writing a bimonthly column for Golfdom. RISE is the national trade association representing manufacturers, formulators, distributors and other industry leaders involved with specialty pesticide and fertilizer products. James' column focuses on legislative and regulatory issues in the industry.



Allen James

This summer's intense heat here in Washington D.C. had me watching more than my share of golf tournaments. While I enjoy watching Tiger

Woods and the rest of the field, I must admit my thoughts often turned elsewhere while watching the professionals make their way around the back nine.

What struck me most was while golf is a solitary sport, it is not a solitary activity. Certainly, it's Tiger's job to score low, but he didn't get there alone. In addition to his caddy and business advisors, he's counting on the club's superintendent and his crew, who in turn are counting on their distributor suppliers, who in turn are counting on product formulators and manufacturers. It is not news to anyone reading *Golfdom* that tournament-ready courses don't just happen with a little watering and mowing.

What is the point of all of this summer reminiscing? That no one in any segment of the green industry is going it alone — at least not successfully. Our industry truly relies on the professional contributions of many to prepare a golf course for a tournament or for average weekend golfers. You understand the importance of a good crew and responsive sales reps as well as the leadership

qualities necessary to be a good superintendent. These same qualities are also necessary to ensure you continue to have the legal right to choose the pesticide and fertilizer products you need, when and where you need them.

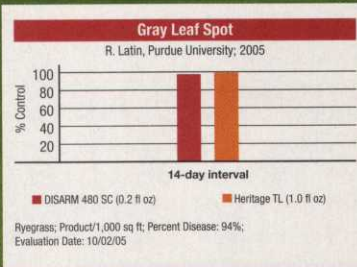
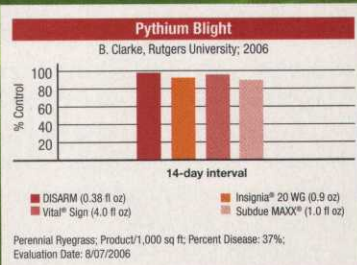
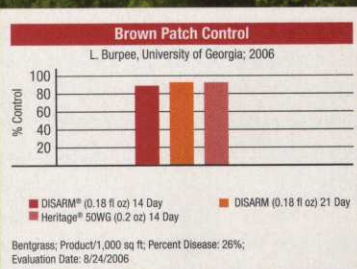
Lawn and landscape professionals and homeowners have been the target of local product bans and restrictions with one or two exceptions. One municipality now has an ordinance requiring a town permit for any pesticide application, while other jurisdictions have banned phosphorus and nitrogen-containing fertilizers altogether. Couple these policies with pressures already on golf courses with respect to land use and water issues and you have a good idea of where counties and towns are going. While local product choice policies impacting golf are few at this time, there is no reason for complacency or to let other green industry segments go it alone. Anti-green activists are never satisfied, so this year's lawn care ordinances become next year's golf course restrictions.

We'll need every green industry member monitoring local action and ready to bring common sense to local debates. Here at RISE we continue to expand our grassroots network, which includes support from the Golf Course Superintendents Association of America and individual superintendents. We can't succeed alone, especially given the number of local challenges and renewed anti-pesticide activity at the federal level. Grassroots is not a solitary activity, so I urge you to consider your role in helping to promote and defend every segment's right to choose pesticides and fertilizers as part of their plant health and pest management programs. Let GCSAA know of local challenges to product choice or contact our grassroots manager Elizabeth Grotos at egrotos@pestfacts.org or 202-872-3869 and 202-361-6022 (cell). ■

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Greens control with fairway affordability.



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Arysta LifeScience

Harmony In Growth

Business briefs

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success," said Steve Spain, head of Syngenta Commercial Lawn and Garden. "His knowledge of Syngenta and his unique perspective will be invaluable for us moving forward."

At Syngenta, he served as a field sales representative for the New England and Mid-Atlantic regions, regional sales manager for the Midwest, and program manager. With Bayer Environmental Science, he served as regional golf sales manager for the Southeast.

BASF Joins FarmLinks

BASF Turf and Ornamentals became a cornerstone partner with FarmLinks, a research and demonstration golf course in Sylacauga, Ala. BASF joins The Toro Co. and Agrium Advanced Technologies as cornerstone partners for the 18-hole, championship facility.

About 1,200 superintendents visit the facility each year for product training and information on how to manage turf problems. BASF plans to invite about 400 turf professionals to FarmLinks each year to learn more about its products. "The Experience at FarmLinks will help BASF reach our customers and end users through a variety of avenues, including product launch training, product demonstration, focus groups and relationship building with end users and distributors," says Toni Bucci, Ph.D., business manager for BASF Turf and Ornamentals.

Exact terms of the marketing partnership were not disclosed, but BASF will pay FarmLinks to use its products on the golf course, and BASF will have first right of refusal on future initiatives at FarmLinks in the areas of horticulture, aquatics, lawn care, forestry and integrated vegetation management.

The partnership arises as former cornerstone partner Syngenta Professional Products and FarmLinks "came to an amicable end in the middle of 2006," says Erle Fairly, president of FarmLinks. "In the normal course of business, programs and projects come to a close as strategies evolve, and we're continually re-evaluating them."

FarmLinks also recently added Aquatrols to its partner list. Other FarmLinks partners include Club Car, Tycrop Turf, DryJect, Profile Products and The Soil Reliever.

Taking Care of a Precious Resource

RAIN BIRD'S JOHNSON TALKS ABOUT WATERING WISELY

More than 2.7 billion people will face severe water shortages by the year 2025 if the world continues consuming water at the same rate. That's not some extreme environmental group talking. It's the United Nations.

Other reports — from similar-minded groups — state that nations will one day wage war over water. And this could happen soon, not in the next 500 years.

Golfdom Editor in Chief Larry Aylward recently spent time with Dave Johnson, Rain Bird's director of corporate marketing, and asked him questions about the water crisis and the golf industry's role in watering wisely.

Is the fresh water crisis as serious as some people say or are these just doomsayers predicting this resource's demise?

I think you've got things at both ends of the spectrum. Certainly, there are people out there who are overreacting. But the truth of the matter is there's a crisis and maybe sometimes you need a little overreaction to move the needle one way or another. You look out at different parts of the country like the South, Southwest and West and some of the reservoirs like Lake Powell and Lake Meade are at record lows. The truth of the matter is there isn't as much fresh water out there.

Are people, including superintendents, taking the crisis seriously?

I think it helps all of us for everyone to think about the water issues and think



about ways we can use less, and that certainly includes superintendents.

Several areas of the country experienced drought this summer. What did superintendents do to combat this drought?

You'll get all sorts of answers to that question, from some who didn't do anything to some who took it very serious. But every superintendent out there can benefit from what some who were more affected by drought were doing. They measured their water use. They looked at their irrigation systems and looked at their distribution uniformity. Some golf courses increased the number of sprinkler heads they put out on the turf because that actually leads to increased precision of their watering. Some golf courses also looked to technology — smart pump systems and smart weather control systems and things like that. In terms of turf care, some courses went as far as to stop watering the rough area and letting it go natural. We've also seen more courses using reclaimed water than before, sometimes by legislation and other times by choice. Also, golf courses are paying more attention to spaces that do not need irrigation, maybe having more native materials or areas of desert landscape with drip irrigation. I've even seen some places where cities are paying golf courses to take out areas of turf and replace them with something else.

What are irrigation manufacturers doing technology-wise to save water?

There's a lot of new technology out

Continued on page 26



CUTLESS IS THE POA CONSTRICTOR!

Poa annua invades bentgrass fairways and greens often out-competing bentgrass and other desirable grasses, eventually becoming the dominant turf species. Cutless turf growth regulator can help you fight this encroachment, and shift the competitive advantage back to your desirable turfgrass. Unlike some plant growth regulators, Cutless constricts the *Poa annua* but is gentle on desirable grasses such as bentgrass, allowing the bentgrass to grow and establish in the constricted *Poa annua* colonies. So free your bentgrass and squeeze the *Poa annua* out of your fairways and greens. Use Cutless, the **Poa Constrictor!**SM

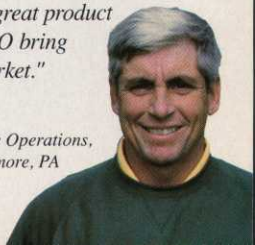
For more information about Cutless turf growth regulator, call 1-800-419-7779 or visit our web site at www.sepro.com.



Cutless^{*}
Turf Growth Regulator

"Here at Merion Golf Club, our members are passionate about golf and the condition of our course, so we have an active Poa annua management program. We rely on Cutless because it is highly effective in reducing Poa annua infestations in bentgrass fairways. My experience with Cutless is that it is less disruptive on the bentgrass, while being highly effective in reducing Poa annua populations. In addition to bentgrass conversion, Cutless also provides labor savings by reducing our mowing requirement. Cutless is a great product that I am glad to see SePRO bring back to the golf course market."

Matt Shaffer
Director of Golf Course Operations,
Merion Golf Club, Ardmore, PA



SePRO Corporation 11550 North Meridian Street, Suite 600, Carmel, IN 46032

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Off The Fringe



"Every single thing I've done that's been good for the environment has been good for my pocketbook," Ed Begley told attendees.

Continued from page 16

So the show is a great microcosm of idealism versus practicality and the pampered lives we've come to expect.

And there is no doubt: It's not just for show. Begley wholeheartedly believes in the life he lives and he treasures his responsibility of treading lightly on the environment.

"There's no time to go door-to-door with all these issues, that's why I'm doing the show," Begley told an audience of 250 golf course superintendents, landscape irrigators and water district authorities at the conference, which was held in conjunction with the Irrigation Association's Smart Irrigation Month campaign.

"Every single thing I've done that's been good for the environment has been good for my pocketbook," Begley says.

Begley acknowledged that superintendents are good stewards of water

and irrigate wisely to reduce costs. He said the biggest opportunity to save water lies with homeowners.

But many golf courses can improve. Golf courses can save about 15 percent to 25 percent of the water they use with a weather-based system, says Erik Christiansen, a former superintendent turned irrigation contractor. He founded EC Design Group to help golf courses identify the most efficient and effective irrigation techniques for individual properties. Wind exposure, solar radiation, slope, shape, soil content and soil depth all influence how a space should be irrigated. Similar microclimates then can be linked into a single zone for irrigation needs.

Toro's WaterSmart Symposium moves to Las Vegas next year. The Irrigation Association Show takes place in San Diego Dec. 9-11. ■

Continued from page 24

there from simple things like rotors that are wind tolerant so your water goes where you want it to go and not as much evaporates to smart pump technology that adapts to weather conditions coupled with smart controller technology that is evapotranspiration (ET)-based, where it measures the precise amount of water being used by the environment and replaces just that amount of water. Golf courses are bringing in advanced weather stations to help measure that ET data.

Where will the green industry stand in 10 to 20 years in regard to fresh-water use?

I don't know if I can speak for an entire industry, but I can tell you what I'm observing. Almost without exception, people are taking more responsibility for it and looking for ways to solve the problem and be part of the solution. I think you'll see the golf industry in general figuring out ways where we can still enjoy a round of golf on a Sunday morning on beautiful green turf but still use water intelligently and not waste it.

To listen to a podcast of a similar interview with Johnson, visit www.golfdom.com/onlineexclusive.

Golfdom's Blog of the Month



To me, most vanity license plates are just about the silliest and most self-absorbed thing you can waste your

money on. Oh sure, there are some clever and cute ones. A newlywed friend of my little brother has one that says TEACH4U (Mitsubishi Eclipse). She's yet to find a job, but her exuberance is adorable.

Then there's the minivan that says BILLPAYR. Ironically, they now have one extra bill to pay with the personalized plate. HAVEFUN or SUNGODSS on a convert-

ible makes me smile (and my wife jealous). My favorite one donned STOP EPA on a rebuilt 1978 F-150 in response to Ohio's mandatory emissions check (he had to write his congressman and present the letter to the BMV for that one.)

But it really annoys me when a vanity plate redundantly brags about the car.

MYPRSCHE from the movie "Office Space" epitomizes this redundancy quite well. If you drive a car, we already know the model and probably that it's yours (even if your daddy bought it for you).

LEXUS and S CLASS (Mercedes) are some of the least original. And it's hard to

go a day without seeing PONYGT or MSTNG on a ... well, you know what. Why don't you ever see FOCUS or TAURUS on a Ford? (Side note: What genius named the Aspire? Does it aspire to be a better car?)

So now it's your turn to let me have it. How many out there have TRFGURU, GRNSPEED or TURFGUY? What are the coolest or lamest vanity plates that you see around town? I bet each state has a HOT2TROT and an ALLTHAT with a bag of chips magnet on the bumper.

E-mail your thoughts to David Frabotta at dfrabotta@questex.com.

Searching For A Cost-Effective Solution To Control Dollar Spot?



Problem: Dollar Spot

Döllär Spöt *n.* - The fungus *Sclerotinia homoeocarpa* ("Dollar Spot") commonly attacks low-cut creeping bentgrass. It thrives in damp clippings or moist, cool soil.

Symptoms:

Fast-spreading Dollar Spot begins as small discolorations. Grass blades bleach, forming dead patches on turfgrass surfaces. Spreading infection causes ugly, tan-colored spots 2-3" wide (silver dollar size).

1. Many small, round dead patches
2. Hourglass-shaped lesions
3. Cobwebby white mold
4. Damaged putting greens



Solution: Kestrel®MEX

Kestrel®MEX is a broad spectrum fungicide ideally suited for control of Dollar Spot and more than 20 other troublesome turf diseases. Based on a unique, value-added formulation of the proven ingredient propiconazole, Kestrel MEX is one of Phoenix's new NexGen products, a line of enhanced, post-patent pesticides that comprises the highest-quality, top-performing formulations. Kestrel MEX can be tank mixed with a variety of other fungicides and insecticides and is also available in a BATPak®, Phoenix's convenient, returnable packaging concept.



Phoenix Environmental Care gives you superior industry support and top performance by offering high-quality, post-patent chemistry in a wide choice of products. For more information, call 888-240-8856, or visit www.PhoenixEnvCare.com.

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The Science of Nature

Hole of the

▶ Hole # 15 | Brier Creek Country Club | Raleigh, NC

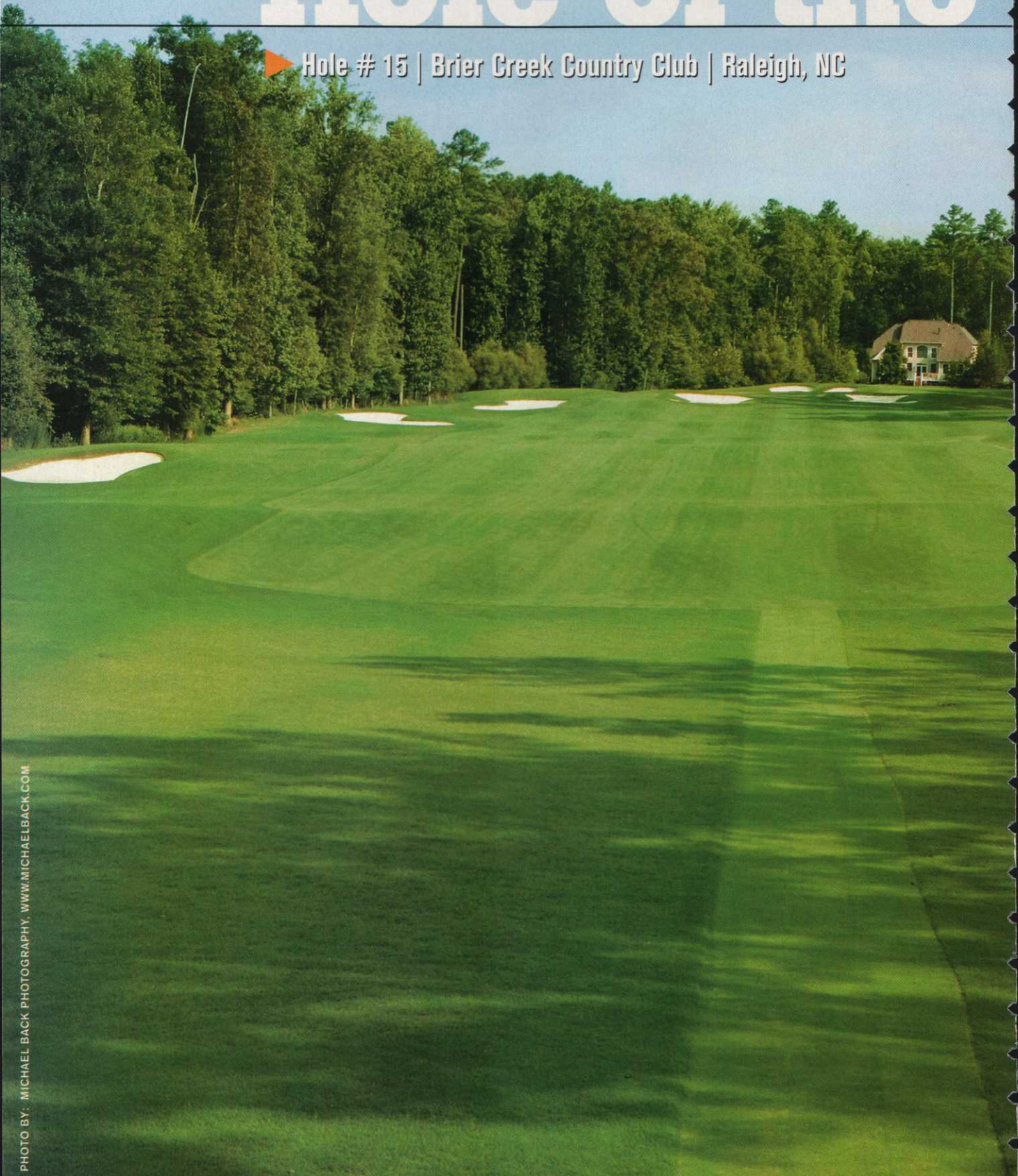
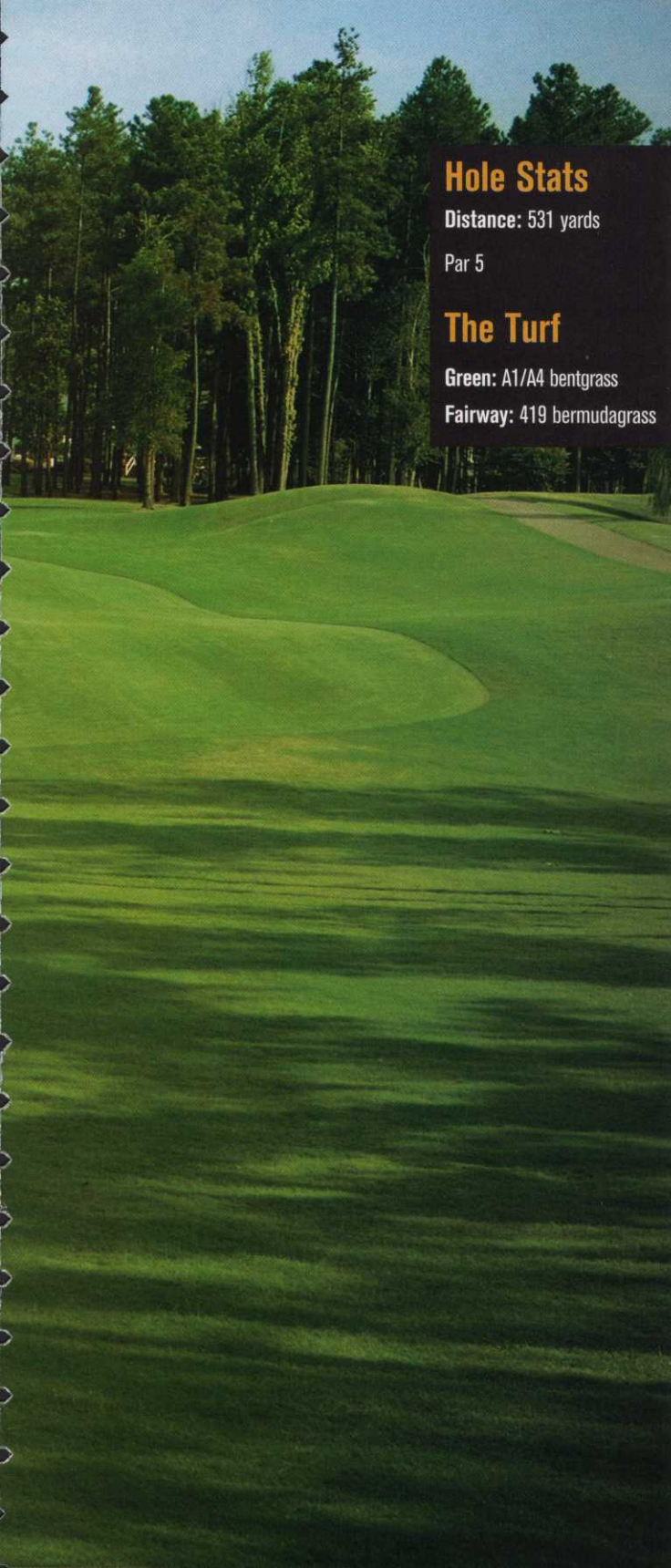


PHOTO BY: MICHAEL BACK PHOTOGRAPHY, WWW.MICHAELBACK.COM

Month



Hole Stats

Distance: 531 yards

Par 5

The Turf

Green: A1/A4 bentgrass

Fairway: 419 bermudagrass

Few golf courses have hosted the likes of NFL superstars Torry and Terrence Holt, Donovan McNabb, Marshall Faulk and Larry Fitzgerald — all on one day. But Brier Creek Country Club can claim such bragging rights.

Located in Raleigh, N.C., Brier Creek is home to the Holt Brothers' Golf Classic, where NFL players swing their clubs to raise money for The Holt Foundation, which assists families facing cancer.

Superintendent Michael Haq, an avid football fan, enjoys this high-profile tournament because it benefits people facing life-changing challenges. He also appreciates the Holt brothers for their long connection to the area.

"Both Torry and Terrance played for N.C. State," Haq explained. "They decided to stay close to their roots and host this tournament here in Raleigh."

Haq maintains the award-winning Arnold Palmer-signature course in tournament-ready condition. After undergoing a bunker renovation this year, the course's featured Hole No.

15 — a 531-yard par 5 — now challenges players with multiple sand and water hazards.

Haq's biggest obstacle when he first came to Brier Creek was managing a severe *Pythium volutum* outbreak. He overcame it with Insignia® fungicide. "We applied Insignia at a rate of .9 oz/m every 28 days for the first year, followed by two years of preventative applications, spraying three times in the spring and twice in the fall at .5 oz/m," Haq explained.

"I've seen excellent control with Insignia and haven't faced an outbreak of *Pythium volutum* for two years."

To see past Holes of the Month, download a desktop image and more, visit www.betterturf.com.

Insignia® fungicide controls a broad spectrum of turf diseases with long-term results. For more information, contact your distributor or BASF at www.betterturf.com.



GOLFDOM'S HOLE OF THE MONTH IS FURNISHED BY:

- **BASF**

The Chemical Company

Most superintendents get an "A" for effort. Regardless of budget levels and job responsibilities, good superintendents put forth sincere efforts to provide the best conditioned golf courses they can with the given circumstances. That means a wide variation of the roles that superintendents play at their golf courses.

Some don blazers and schmooze with influential club members as easily as jawing with fellow peers at monthly meetings. These supers are usually deft at public speaking and conducting meetings as well. Some might assume the role of traffic controller and overseer for multiple course operations with several assistants, technicians and staff numbering more than the total of your fingers and toes. Some achieve superstar status.

Other superintendents don jeans or shorts and set cups, mow greens and spread fertilizer. Their show and tell is often a direct result of daily labor. They might have a few crew members.

This disparity in job responsibilities in no way diminishes the effort required to deliver the goods by either party. I have often heard my peers say that you can often learn more about efficient operations and results by checking out the successful mid- to low-budget golf courses. The guys who really do more with less are the ones to emulate.

This isn't about whom or what type of operation is better. Each requires dedication and performance. Rather, it is about the professional attitude that a superintendent must have to master his or her circumstances. The old cliché of working smart instead of working hard doesn't mean you don't work hard. Quite the contrary, a smart superintendent will make sure he is doing both. The smart part is learning how to capitalize on that hard work so you reap tangible results.

Every superintendent, regardless of budget, must plan, organize, direct and control the operation. I think the most successful superintendents, past and present, have also learned how to communicate effectively up and down the chain of command. They are generous of spirit, good listeners, fair and consistent. Older doesn't always mean wiser, but certainly time

Create Your Own Value Proposition

BY JOEL JACKSON



COMMUNICATING
YOUR LONG-TERM
PLANS AND GOALS
CAN KEEP MEMBERS
AWARE OF YOUR
HARD WORK

on the job does give you some perspective and is worth consideration.

Computer technology is opening many doors to career and job performance information, irrigation management and pest occurrence modeling. Old dogs would do well to learn new tricks. On the other hand, mastering keyboard skills is also no substitute for getting dirt under the fingernails. The art and science of agronomy is best learned from keen observation, diligent recordkeeping and a little controlled Rube Goldberg experimentation on the driving range, chipping green or remote rough location. There is sage advice in the old adage "back to basics" when conditioning the soil and turf.

Do you talk frequently and openly about course conditions with fellow management team members and clientele? You don't have to brag about working long hours, but there is nothing wrong with reporting an irrigation blow out took place last night and that you came in to make the necessary repairs.

In monthly reports or club newsletter articles, talk about the local ordinance pending to ban fertilizer use in your community and what your association(s) are doing about it, and ask members to help as well. Write a brief report about your local chapter's monthly meeting that you took the day off to attend. A sentence or two mentioning the education session or something you learned from networking with others shows you're on top of things.

OK, so you all make an honest effort. Are you getting a good return on your investment? The "A" for effort that pays off is the "awareness" by others of what you do and how valuable you are to the facility.

Certified superintendent Joel Jackson is director of communications for the Florida GCSA.