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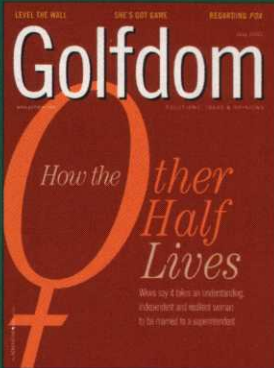
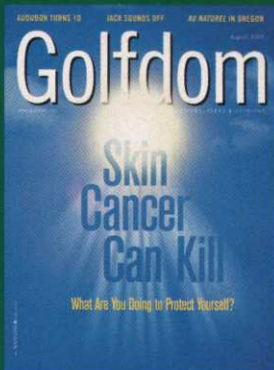
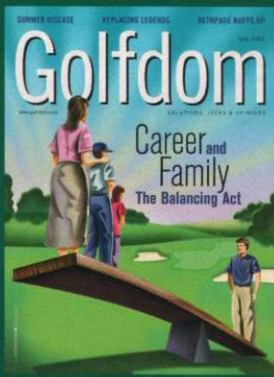
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(Top and middle) Many superintendents empathized with our "Career And Family" cover story, as they did with a story about the dangers of skin cancer. (Bottom) Golfdom spoke with several superintendents' wives for a story on "How the Other Half Lives."

Continued from page 70

weren't interested in purchasing goods from Web sites operated by third-party vendors. Suppliers were also skeptical. They weren't sure if they wanted to sell their products on sites that also featured the competition's goods. Suppliers also didn't want to share private sales data with e-commerce vendors."

Pete Salinetti, the former certified superintendent of Schuyler Meadows Golf Club in Loudonville, N.Y., said he thought e-commerce could work in the industry, but he stressed that distributors must play an integral part.

"If anybody is going to get my money, it's the distributor here supporting me," Salinetti said. "Superintendents across the board feel the same way. They've developed professional relationships with their salespeople."

Maybe e-commerce arrived before its time, and we'll see a rebirth of e-commerce companies in the next decade. Then again, maybe we won't.

Life issues

We've had tremendous feedback on stories about human issues that run peripheral to superintendents' careers. A story that still resonates is "Career and Family: The Balancing Act," which appeared in July 2001.

Superintendents say they spend less time with their spouses and families because they work long hours and take few days off. They say their spouses accuse them of ranking their careers ahead of their families because of the passion they have for their livelihoods.

So how can they maintain a demanding career and a healthy family life in a profession with a perceived high divorce rate? How can they learn to balance work and family?

One superintendent in the story, who was married for 13 years at the time, said it takes focus, communication, dedication, patience, self-control, compromising and prioritizing, among other intangibles. "It's a bunch of things rolled into one," he added.

In August 2001, we reported on the dangers of skin cancer. Mark Woodward, golf operations manager for the City of San Diego, talked about the first time he had a skin cancer lesion removed. He was 31 at the time and

didn't think much of it. After all, the lifelong Arizona resident was young and healthy. Besides, when you're a superintendent in a state that has more than 350 sunny days a year, it's a hazard of the job.

Woodward soon learned he had to take the necessary safety precautions to avoid skin cancer. But it took several more treatments and a relatively major skin surgery. Woodward doesn't mess with the sun anymore.

In July 2002, we reported on how the other half lives. "Wives say it takes an understanding, independent and resilient woman to be married to a superintendent," the headline on the cover said. We interviewed several wives of superintendents and learned that life isn't always easy for them because their husbands work so many hours. They're not at home much to pitch in around the house, prepare meals and help raise their kids. But the wives understood that going into the marriages, which makes a big difference.

Career issues

Superintendents face myriad career issues. And while they rise in rank of importance at golf courses, their career issues will only increase.

Continued on page 74

Surveying Superintendents

For the better part of the decade, The Golfdom Report has offered superintendents insights into the profession, golf business and factors that influence both. Through our annual survey of superintendents, we've uncovered sentiments about everything from salaries, stress and retirement to budgets, labor recruitment and employee retention.

During the years, we've tracked the decline in golf course construction and golfer demand, and we've looked into our crystal ball through the eyes of industry experts and emerging data.

Findings of note from the most recent report: private golf club superintendents are three time more likely to be satisfied with their salaries compared to their counterparts at public courses. Also, despite the ups and downs over time, most superintendents (82 percent for the past two years) say they would become superintendents if they had the opportunity to do it all over again. ■

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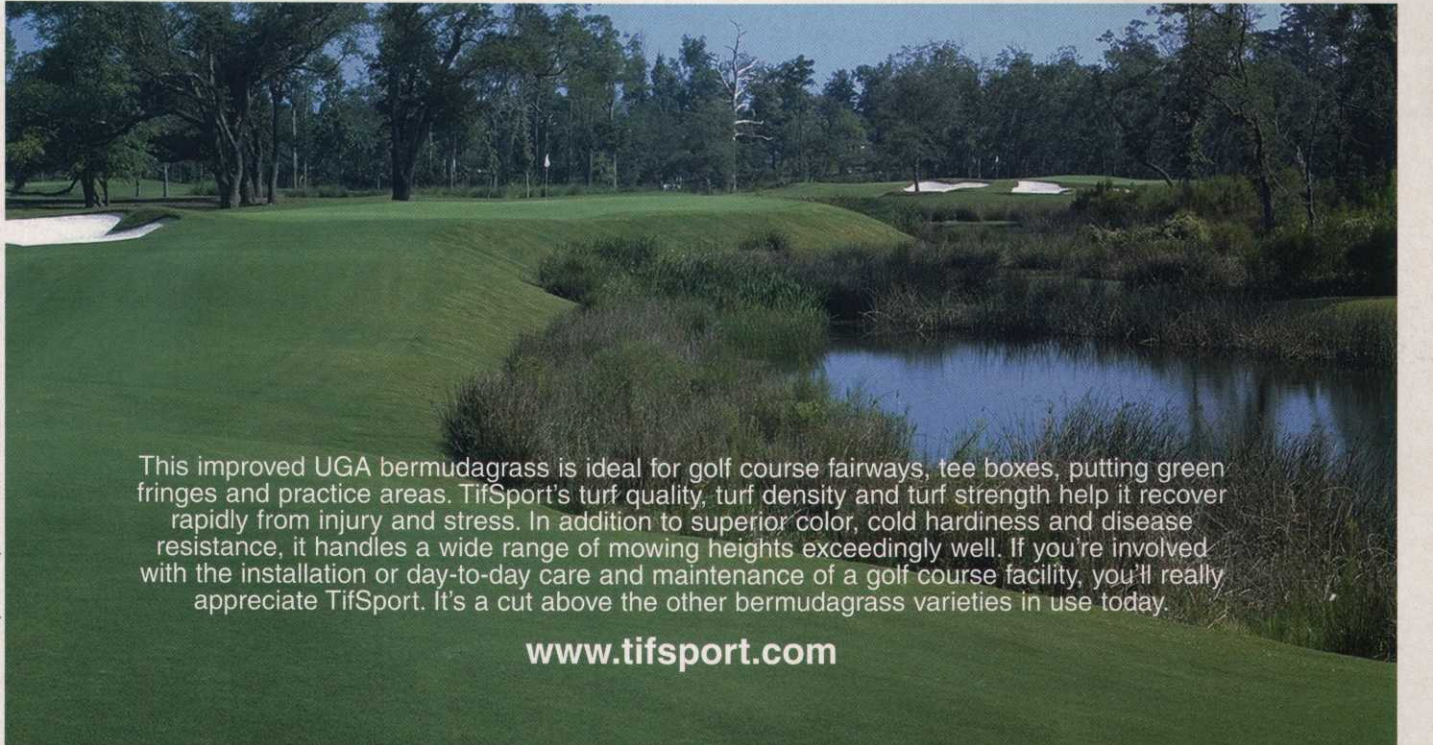


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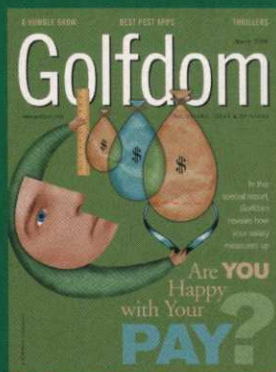
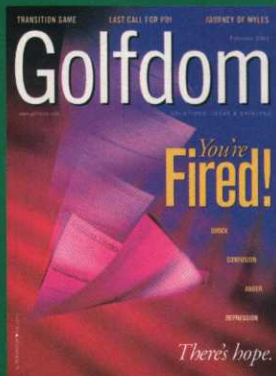
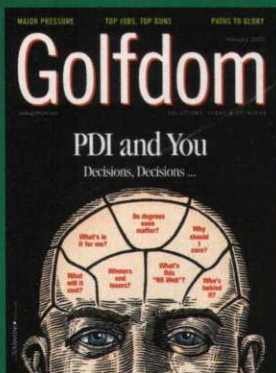
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(Top) PDI was a huge issue back in 2000. (Middle) Getting fired – and how to deal with it – will always be an issue for many superintendents at pressure-packed clubs. (Bottom) Pay, of course, is important to most everyone.

Continued from page 72

The Professional Development Initiative (PDI), which was featured as our February 2000 cover story — “PDI and You ... Decisions, Decisions” — has impacted superintendents’ careers. PDI, introduced by the Golf Course Superintendents Association of America to “improve the knowledge, skills and abilities of the professional superintendent,” was the talk of the profession in 2000.

The initiative was developed in response to member concerns about a lack of recognition, compensation, job opportunities and job security. With its passage, Class A superintendents must meet requirements in areas such as formal education, continuing education, job education, pesticide licensing and service.

Former GCSAA CEO Steve Mona spearheaded PDI, which was approved at the association’s annual meeting in Dallas in 2001 and implemented in July 2003.

Controversy surrounded PDI. In the end, some superintendents argued that GCSAA watered down the measure so the association wouldn’t lose members. Mona, in a recent interview with *Golfdom*, disputed that thinking.

“What’s interesting about that argument is there are really two sides to it,” Mona said. “Some people say PDI is wrong because it requires people to do things to become a Class-A member, which is not the role of the association. They say we should just support our members through education, information and representation and not create an elitist organization with the haves and have-nots. And then I also hear the too-watered-down argument. So there are two opposite arguments, which makes me think we probably got it right.”

Job security is a big career issue with superintendents. Most realize that being a superintendent is a lot like being a Major League baseball manager — you can get canned at any moment. Many superintendents believe they’re more prone to being fired these days because of the increased scrutiny they’re under to keep their courses in near-immaculate condition.

In February 2001, we offered the story, “Getting Over Getting Fired,” to help superintendents endure the trauma of losing their jobs. In the story, James P. Kell, an Aus-

tin, Texas-based career consultant, said that it’s necessary and beneficial to grieve when someone loses his or her job. Kell said it’s also all right to be angry, depressed and stressed. But at some point, a fired superintendent must forge ahead.

“You accept the fact that you were fired, and you realize that it’s possible to go on with your life,” said Kell, noting that most firings occur because of work-place politics and downsizing. “But there’s a delicate balance between grieving and moving forward, and no two people do it the same way.”

Superintendents’ pay is also a top career issue. The good news is the pay has gone up substantially in the past decade. We reported this in our March 2006 cover story, “Are You Happy With Your Pay?” In 2005 the average base salary for a superintendent rose to \$68,914, according to the GCSAA. The figure represents a 9.3 percent jump from 2003 and a 29.5 percent jump over seven years. It’s not at all unusual now for superintendents to be making six figures these days.

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TurfGrass Trends Into Golfdom

In 2002, Questex Media decided to merge one of its turf publications into another — that would be *TurfGrass Trends* (TGT) into *Golfdom*. TGT and *Golfdom* shared much of the same audience. TGT met the agronomic research needs of the golf community, and *Golfdom* focused on management. Most TGT readers subscribed to *Golfdom*.

Ever since its founding by Mary Haber in 1991, TGT was known industry-wide as the forum for independent, objective research in turf. Early on, there was a mix of sports turf and golf turf. However, as golfing grew in the late 1990s, golf-oriented turf management articles took over. When Curt Harler became managing editor in 2000, the lion’s share of research was golf-related.

It became apparent that by rolling TGT into *Golfdom*, subscribers could save a bundle of money while the publisher could save on postage. Readers of *Golfdom* got an in-depth look at the latest in research. TGT readers got a slick magazine, with sponsor support, devoted to all aspects of golf. It was a win-win. ■

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Our August 2000 cover story addressed job opportunities for minorities in the industry.

Continued from page 74

A recent *Golfdom* survey indicates that 72 percent of superintendents are "OK" with their salaries. Another 19 percent claim they "make great money" while 9 percent believe "the pay stinks."

In regard to career issues, we've covered the job opportunities for minorities in this industry. In August 2000, our cover story asked: "Why Is the Industry So White?"

We interviewed Larry Powell, superintendent of Clearview Golf Course in East Canton, Ohio, who understands the hardship that golf's legacy of racism can inflict. His father, William, was forced to fund Clearview's construction privately in the 1940s when white banks wouldn't loan him the money because he was black.

"I know there were people in my father's day who wanted to keep blacks out of golf," he says. "But I wasn't going to let that stand in the way of doing something I always wanted to do. It's not about black and white at this course. It's

about green. It's about caring for the course."

Golfdom will continue to report on this issue, which can impact the industry in so many ways.

With a little help from our friends

We bill ourselves as the magazine for golf course superintendents. That will continue to be our mantra.

We also realize we wouldn't have made it this far if it weren't for the thousands of superintendents who have consented to interviews for our stories. We thank you. We would also like to acknowledge the many superintendents, including Ron Furlong and Jim Black, who have written for the magazine over the years. They write just as well as they tend turf.

Finally, here's a toast to the past decade.

And the next. ■

Editor's note: David Frabotta, Thomas Skernivitz, Frank Andorka and Robin Suttell also contributed to this story.

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Submit your nomination today for LebanonTurf's 2009 Dog Days of Golf calendar. Complete the following information and send in a **high-resolution photo** of your dog to *Golfdom* magazine, Attn: Kristen Morabito, 600 Superior Avenue East, Suite 1100, Cleveland, Ohio 44114 or e-mail it to kmorabito@questex.com.

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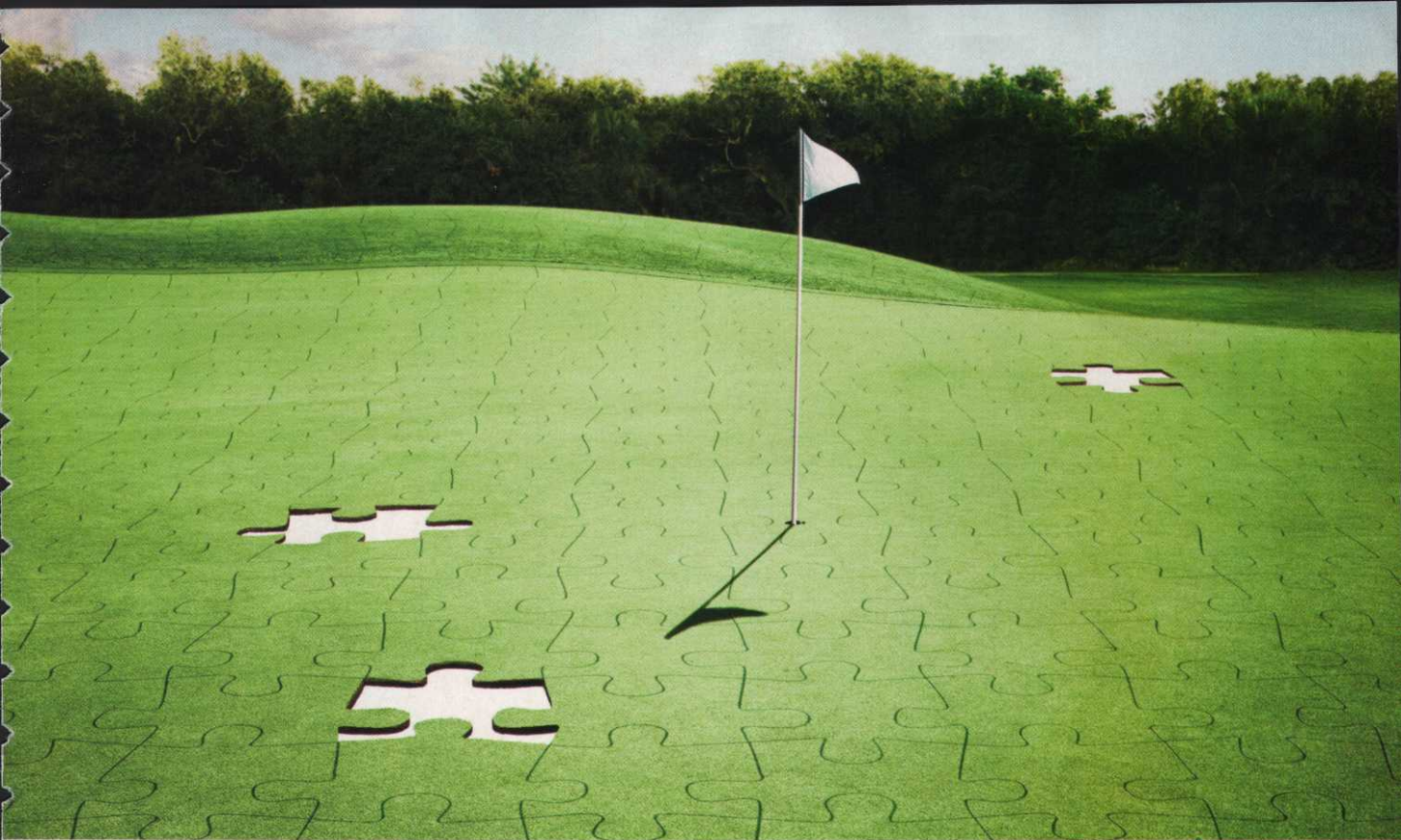
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TURFGRASS TRENDS

BLUEGRASS WEEVIL CONTROL

Preventive ABW Programs Can Encourage Resistance

Better understanding of biology, natural suppression can mitigate blanket pyrethroid sprays

By Albrecht M. Koppenhöfer, Benjamin A. McGraw

The annual bluegrass weevil (ABW), *Listronotus maculicollis*, is a serious and difficult-to-control pest of close-cut annual bluegrass (*Poa annua*) on greens, tees and fairways in the Northeast (Vittum et al. 1999). Over the last 20 years, the pest's area of impact has expanded from mostly around the New York metropolitan area to throughout the Northeast, west into Ontario, north into Quebec and south into Maryland (Vittum 2005, 2006, McGraw and Koppenhöfer 2007). Management practices, particularly lower mowing heights and reduced fertility, might be creating a better habitat for ABW and reduce the turf's tolerance for ABW feeding.

ABW larvae can cause serious damage to annual bluegrass. ABW clearly prefers annual bluegrass over bentgrass, and the prior also appears to be more susceptible to ABW (Rothwell 2003). Young larvae tunnel the stems, causing the central leaf blades to yellow and die. The older larvae feed externally on the crowns, sometimes severing the stems from the roots. The most severe damage usually is caused by the first generation older larvae around late May/early June in the New York metropolitan area. Damage during this time starts from the fairway edges or the collars, where it also tends to be the most severe. Second-generation larvae in early- to mid-

July typically occur in lower densities, but damage can still occur because of the greater environmental stress on the host plants during this time. There often is a third-generation in the metropolitan area, but other stresses on the turf mask the weevil damage on annual bluegrass.

Overwintering takes place in the adult stage in the rough

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PHOTO 1



Adult annual bluegrass weevil.

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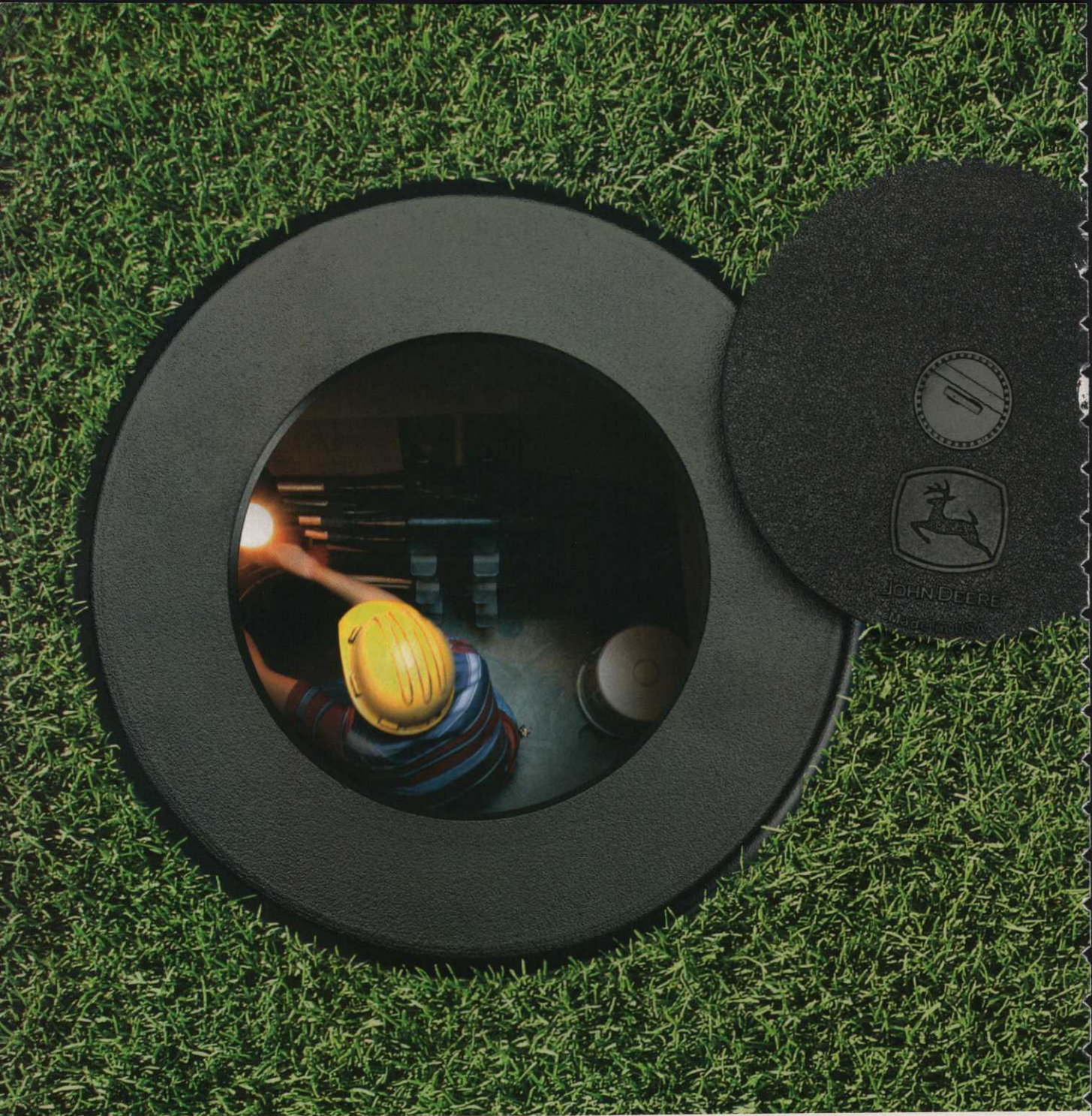
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