

# Without Fairways Every Hole Would be a Par 3

BLACK	393	310	365	190	500	175	261	536	422	3152	INITIALS	305	145	531	424	333	187	481	155	400	238
BLUE	393	310	365	190	476	175	261	536	422	3128		292	127	501	394	315	171	451	140	343	238
WHITE	369	300	355	180	466	162	251	526	411	3020		252	106	466	348	278	135	387	115	291	238
HOLE	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN TO	
RED	317	236	265	135	322	91	234	477	324	2391	211	89	431	313	220	82	336	100	246	2028	447
YELLOW	210	233	100	125	255	91	234	290	152	1690	180	73	330	233	187	67	271	88	164	1593	3265
PAR	3	3	3	3	3	3	3	3	3	27	3	3	3	3	3	3	3	3	3	27	54
HANDICAP	12	17	13	7	11	8	18	1	2	16	15	3	5	14	6	10	9	4			
DATE:	SCORER:										ATTEST:										

\*Studies have shown that golf course superintendents rate fairways low on their priority list, but without fairways, you'd only have a par-3 course.

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# Golfdom

FEBRUARY 2008 • VOLUME 64 • NO. 2

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### Online Exclusive



Read these podcasts only at [www.golfdom.com/podcasts](http://www.golfdom.com/podcasts):

- Navigating Product Evolution and Confusion – Research shows that many superintendents have a difficult time correctly identifying a chemical's brand with its manufacturer. Dr. Toni Bucci, the business manager of BASF Professional Turf and Ornamentals, discusses what can be done to diminish pesticide product confusion.
- Jumping Into the Golf Fray – Hustler Turf Equipment President Paul Mullet talks about why the company decided to enter the competitive golf market.

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Molly and Dan Ricker, assistant superintendent at Lakewood Country Club in Rockville, Md. (Photo by: Rachel Bloomfield)



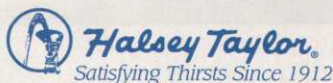
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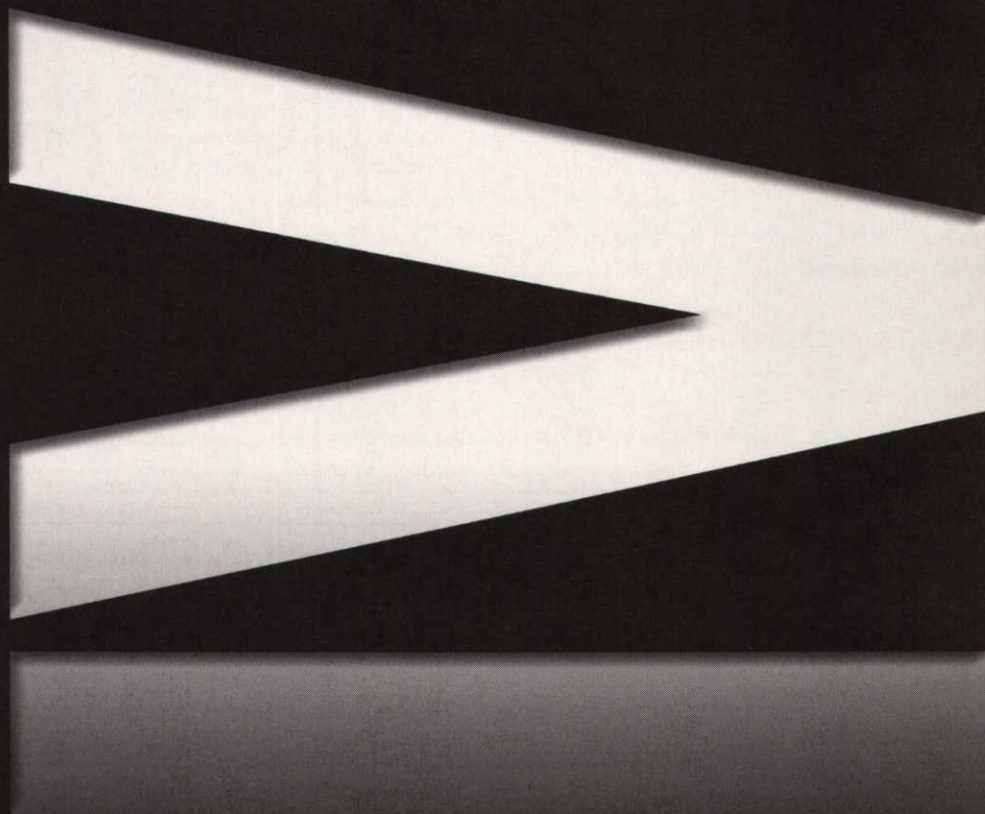
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# We've Got Mail

■ LETTERS FROM THE FIELD

## Multicultural Buzzword Bingo Leaves a Smile

I just got around to reading Geoff Shackelford's August article (page 20) and I really enjoyed it. I am up to my neck in MBAisms all day, and it gave me a good chuckle to know someone else thought all this was getting out of hand.

I am currently building four courses with a development team consisting of two Britains, three Indians, two Americans, one Australian, one Pakistani, one Canadian, one Iraqi and a partridge in a pear tree. All of us together weave the most tangled web of professional gibberish ever spoken.

Thanks for the smile. I need all I can get.

**Matthew N. Dobson, Golf Course Manager**  
Jumeirah Golf Estates  
Dubai, United Arab Emirates

## A Pessimist's Fairy Tale

I couldn't believe Joel Jackson's December column, "Budget Woes Force Clubs to Prioritize"

(page 18). If I want an imaginary tale, then I'll go to a bookstore to buy a novel. What club could you possibly be speaking about?

The three clubs I've managed in my 20-year career all were operated by a board of directors that would spend money on the golf course before all else. The predominant attitude is more likely expressed by: "Why spend money to replace the thread-bare carpet in the men's grill? The guys don't care, and we can always replace it next year. McDuffy needs some new equipment to make the greens faster and roll truer."

The next year, the carpet still needs to be replaced and now McDuffy has sold the board on the need to purchase the latest and greatest piece of equipment that will surely get the course listed in the top 100, and the carpet must last yet another year.

The needs of the golf course always come first. The main reason most people join a golf club is because of the golf course, not the clubhouse. People who run golf clubs rarely forget that. Can

you name a club that has weed-filled turf and the Taj Mahal as a clubhouse? Successful clubs usually have a group of managers that work as a team, and if budget cuts need to be made, then everyone feels the pain equally.

This was not an article I expected to be penned by an executive director of the Florida GCSA, and I highly doubt the scenario you wrote about is what occurs at your club.

I must assume you are a successful superintendent. Therefore, wouldn't it be more useful to your readers to write about working with the club board from your perspective?

I always thought it better to teach each soldier how to fight if you wanted to win the war. Your article implies that superintendents might as well raise the white flag. I think you could use your knowledge, experience and stature in the industry for much better use.

**James C. Petersen, General Manager**  
Sunset Ridge Country Club  
Northfield, Ill.

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"They're gone!!!"

- Russ Chamberlin, Superintendent  
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**C**hris Covington grew up on Quarry Hills Country Club. As a kid, he learned the ropes of golf course maintenance there, working under his father, Joe, who walked the course's hilly grounds as its golf course superintendent for 37 years before retiring about a year ago.

At that time, Chris was appointed to succeed his father as superintendent at the Graham, N.C.-based club. With Chris literally following in Joe's footsteps, there was jubilation in the Covington family. While Joe had helped build Quarry Hills, Chris was hired to modernize it with new greens and bunkers. "We're pleased as a club that we'll have a Covington here, hopefully, for another 37 years," a long-time course official said of Chris' hiring.

When I visited with Joe and Chris last year, they couldn't have been happier with the way things turned out. At the time, Joe had just returned from a fishing trip and was enjoying his retirement. Chris was busting his hump and getting ready to begin the renovation.

Joe was beaming with pride that Chris had succeeded him. Chris was honored to take over for someone who had spent so long at one course. The fact that it was his father, Chris' mentor and best friend, made the situation even more special.

I was excited to tell the Covingtons' story in *Golfdom*. I wrote the story and slated it for the December issue. But shortly before the issue was to go to print, I received a call from Joe, who informed me the renovation had been called off and that Chris had been let go as superintendent.

Cold, harsh economic reality had ruined what was supposed to be a happy story. While the club's brass planned to sell housing lots to help fund the renovation, they hadn't counted on the nation's housing crisis impeding their strategy. With money tight and plans up in the air, Chris says he and his salary were asked to go.

Darn right Chris was bitter when told of the news. He had, after all, left a good job

## A Lost Job, But A Gained Perspective

BY LARRY AYLWARD



WHAT IF HE HAD  
BEEN 50 YEARS OLD  
WITH THREE KIDS  
TO FEED WHEN THIS  
HAPPENED? AT  
32 AND SINGLE,  
CHRIS COVINGTON  
REALIZED HIS SKY  
WAS NOT FALLING

at the Challenge at Hideaway Farm to succeed his father. On top of that, he left that position for the proverbial dream job.

It didn't take long for Chris' bitterness to turn to sheer anger and resentment. But Chris grew tired of waking up in bad moods. He discovered he was only hurting himself by maintaining his anger. So Chris convinced himself — for his own good — that it was time to let go and move on.

Chris also stepped out of his own world to gain some perspective on the rest of the world. He realized quickly he wasn't the first person to lose his job, and he surely wouldn't be the last.

And then Chris began to realize how fortunate he really was. What if he had been 50 years old with three kids to feed when this happened? At 32 and single, Chris realized his sky was not falling.

The experience has humbled him, though. When Chris watches the news and hears that an auto plant has laid off 300 workers, he feels for them more now than ever because he can empathize with them. And he respects them for having to accept their fate, for he knows how difficult that can be.

Losing his job has also made Chris appreciate the gift of work. He tells himself that he will never say, "I have to go to work." Rather, he will say, "I get to go to work."

Chris Covington wouldn't wish what happened to him on his worst enemy. That said, he took it upon himself to take away something positive from such a dreadful experience.

We can all take something away from Chris' approach in handling the crisis.

---

*Aylward, editor in chief of Golfdom, can be reached at [laylward@questex.com](mailto:laylward@questex.com).*

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# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

## TIDBIT OF THE MONTH

### Golf Projects in New York, New York



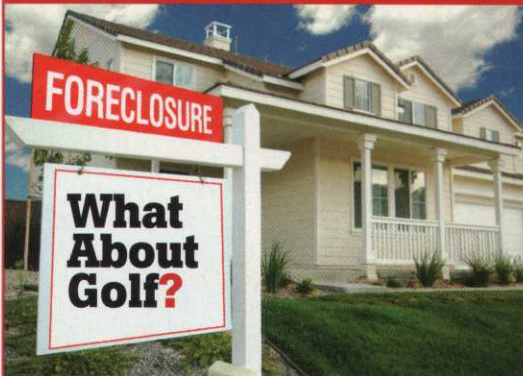
In addition to an influx of capital being invested to upgrade the municipal golf courses in New York City and revisions to Bethpage Black in preparation for it hosting the 2009 U.S. Open, new projects are cropping up in the Empire State. In Lewiston, work continues

on the Robert Trent Jones Jr.-designed Seneca Hickory Stick Golf Club, a project backed by the Seneca Nation that's slated for a summer 2009 completion. Later this spring, the totally rebuilt Pound Ridge Golf Club will debut. Co-designed by Pete and Perry Dye, Pound Ridge will be the first new daily-fee facility to open in Westchester County in 50 years. Meanwhile, Tom Doak is finishing up his renovations at the historic Inwood Country Club, originally crafted by Herbert Strong and opened in 1906. For details on these and other golf projects around the United States, visit [www.golfconstructionnews.com](http://www.golfconstructionnews.com).

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### Mortgage Meltdown



Politicians are flirting with ways to alleviate the country's foreclosure crisis. Do you think federal mortgage reform will help improve the health of the golf industry?

**No**, core golfers aren't the ones who need help with their mortgages **33%**

**Yes**, people are more prone to golf without housing worries **27%**

**No**, golfers will find a way to play despite financial concerns **21%**

**Yes**, golf development is closely linked to housing **19%**

Golfdom poll based on 63 responses

### Golf Rounds Played

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

REGION	NOVEMBER	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	-29.9%	4.7%
<b>Middle Atlantic</b> NY, PA, NJ	-32.9%	2.0%
<b>East North Central</b> MI, OH, IN, IL, WI	-24.8%	2.2%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	-16.0%	-1.2%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	1.7%	0.1%
<b>Florida</b>	0.9%	-1.0%
<b>South Central</b> KY, TN, AL, MS, OK, AR, LA	-0.2%	-4.3%
<b>Texas</b>	-5.0%	-8.3%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	0.3%	0.5%
<b>Pacific</b> WA, OR, AK, HI	7.2%	1.5%
<b>California</b>	3.1%	2.7%
<b>TOTAL UNITED STATES</b>	-5.4%	0.4%

GOLF DATATECH

### Keep on Truckin'?

It's no secret that golf course superintendents like to drive pick-up trucks and sport utility vehicles. But if they stick with driving these gas-guzzlers, which get about 15 miles a gallon on a good day, they'll be suffering from sticker shock at the gas pump when gas prices soar to \$3.50 a gallon. Here are the vehicles that will cost most to fill up at that price:

- The Ford F250 Super Duty Pickup and its 38-gallon tank will cost **\$133**
- The Dodge Ram 2500 Pickup and its 35-gallon tank will cost **\$122.50**
- The Chevrolet Silverado 2500 HD Pickup and its 34-gallon tank will cost **\$119**
- The Chevrolet Suburban SUV, with a 31-gallon tank, will cost **\$108.50**
- The Ford Expedition SUV, with a 28-gallon tank, will cost **\$98**
- The Chrysler Aspen SUV, with a 27-gallon tank, will cost **\$94.50**



SOURCE: BANKRATE.COM