

Without Fairways Every Hole Would be a Par 3

BLACK	398	310	365	190	500	175	261	536	422	3152	INITIALS	305	145	531	424	333	187	481	155	400	297	
BLUE	393	310	365	190	476	175	261	536	422	3128		292	127	501	394	315	171	451	140	343	272	
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	2891		211	89	431	313	220	82	336	100	246	2028	4419
YELLOW	210	233	100	125	255	91	234	290	152	1800		180	73	330	233	187	67	271	88	164	1933	3228
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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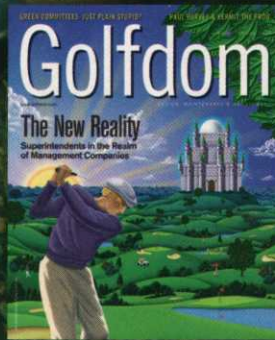


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Golfdom

MARCH 2008 • VOLUME 64 • NO. 3

> *Marking Our*
10 *th Year*



In the first story of a two-part series, *Golfdom* looks back on a decade of people, places and issues that have helped to shape the golf industry. Above right, our first cover in 1999.

BY LARRY AYLWARD
AND DAVID FRABOTTA

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About the cover

Art Director Kristen Morabito used her artist's touch, with an image from Punchstock, to mark our celebratory cover.

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By *Golfdom* Staff

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By Anthony Pioppi

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By David Frabotta



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Turfgrass Trends

This month *Golfdom's* practical research digest for turf managers discusses *Poa* control, insecticides in accordance with IPM, and bermuda grass control. See pages 71-84.

Online Exclusive

Listen to this podcast only at 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.

Top Assistants

In this new Q&A feature, *Golfdom* talks to assistant superintendents. In this first installment, we get to know Canterbury Golf Club's Ed Smith. Page 68.

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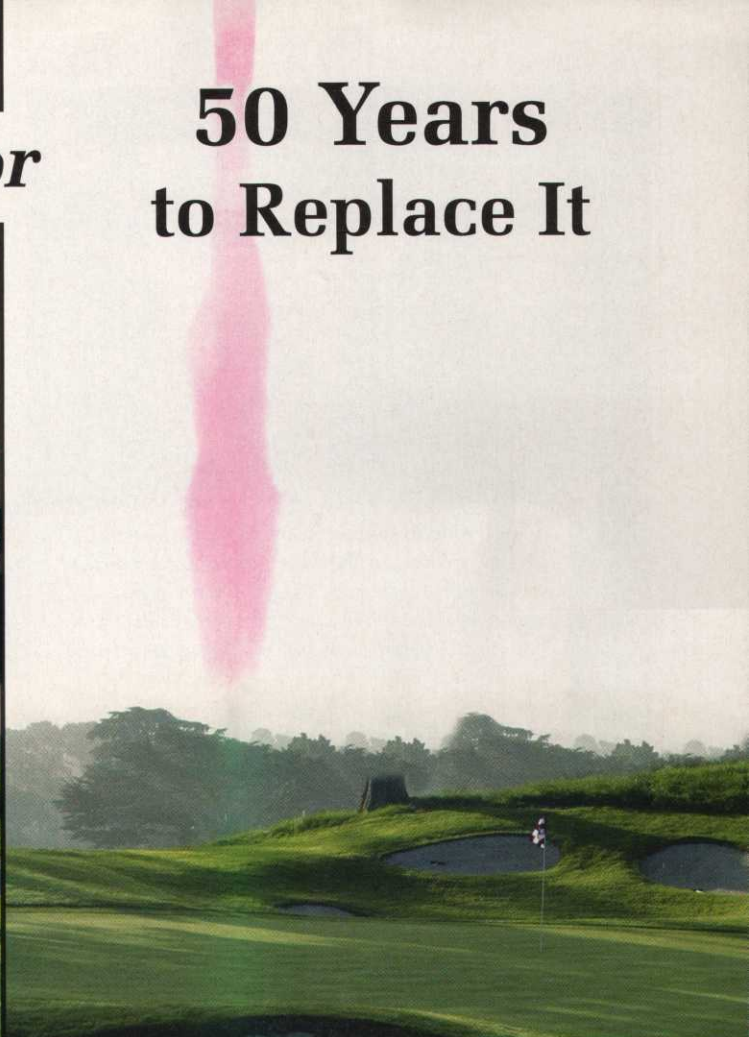
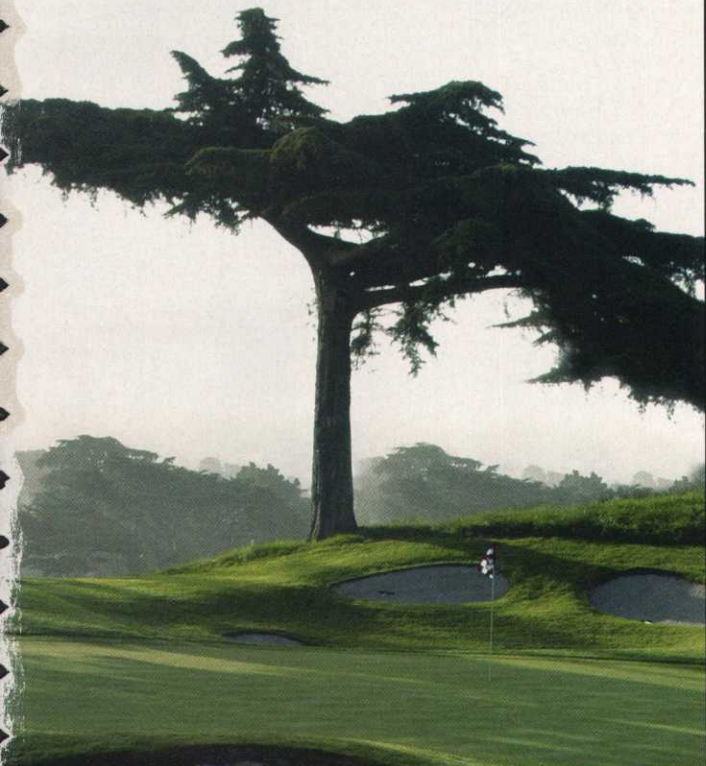


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You're the human, you set the rules. Don't let your dog boss you around. Decide on the rules and enforce them consistently. Don't let your dog get his way if it goes against the rules — he'll just try that much harder the next time. Dogs might not seem to have long memories, but they sure remember how they got their way the last time!

Bandit. His owner is Brian Minemier, superintendent at Burlington Country Club in Mt. Laurel, N.J. (Photo by: Debbie Clayton)



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The Golf Industry Show is a grind. People are running here, there and everywhere. That said, the show is a ton of fun. My favorite part of the event is catching up with folks I haven't seen in awhile. I also like meeting new faces.

Inevitably, I always take something away from observing and listening to the people with whom I converse. I'd like to tell you about some individuals I spent time with at the show who made a big enough impression on me that I was telling myself, "I need to start working on being more like him as soon as I get home."

First, there's Mark Kuhns, the certified superintendent at Baltusrol Golf Club. Kuhns gave a talk on interseeding at a breakfast sponsored by T-2-Green. Kuhns stated he thought anthracnose could be used as a cultural tool in some regions of the country to control *Poa annua* on greens. At first, I thought someone had spiked his orange juice. But when Kuhns explained his philosophy behind his thinking — that there's a window of time where the anthracnose will weaken the *Poa* before it weakens the bentgrass — it all made sense.

I realized in this instance that the veteran had tapped his knowledge to think out of the box about how to handle a turf problem. It also struck me that Kuhns was willing to take a risk by letting the anthracnose go for a few days.

In essence, Kuhns had a hunch and he played on it. The take-home message to me was to have the guts to play a hunch once in awhile. That's how you learn.

I also spent some time with Gregg Breningmeyer, director of sales and marketing for John Deere Golf & Turf One Source. Every time I see him, Breningmeyer is more upbeat than Dick Vitale during Final Four weekend. His optimism also has a way of rubbing off on you.

Breningmeyer and I talked about the state of the economy. I must admit that all of the negative news about the roller-coaster stock market, high gas prices and the mortgage meltdown has soured my outlook on the country's

Taking Home Some Sound Advice

BY LARRY AYLWARD



I SAW THESE
FOLKS AT THE
GOLF INDUSTRY
SHOW. BOY, DID
THEY MAKE AN
IMPRESSION ON ME

financial state. But Breningmeyer helped me see the light. He told me people are talking themselves into a recession because they're getting hammered over the head that bad times are upon us. He has a point.

"Economies go up and down in cycles," Breningmeyer said. "But there is nothing fundamentally wrong with this economy. Nothing!"

Breningmeyer said the high price of gas may not be such a bad thing because we need to become more self-reliant on our energy needs. Of the housing crisis, he said: "Everybody is panicking about it. The other side of that is that it's a great time to buy" because of lowering prices and great interest rates.

Breningmeyer gave me a take-home message that made me smile: I'm going to purchase that flat-screen TV I've had my eye on the past few months.

I also ran into Dave Downing, the vice president of operations/construction for Signature Golf Group and the new president of the Golf Course Superintendents Association of America. Downing gave a short speech during the President's Reception on Friday night. During his talk, Downing acknowledged his wife, Jo, GCSAA Past President Ricky Heine and outgoing GCSAA CEO Steve Mona by asking the audience — on separate occasions — to give them a round of applause.

In doing this, Downing seemed to set the tone for his presidency. His reign won't be over others — it will be *about* others.

Downing's take-home message for me and the others in the audience was obvious. So often we have to tell ourselves, "It's not about me."

Aylward, editor in chief of Golfdom, can be reached at laylward@questex.com.

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The Big Picture

THE THINGS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

Wide Open for Development in the Lone Star State



With its wide-open expanses, Texas still has plenty of room for golf-related developments. Some of the most intriguing include the 36-hole TPC of San Antonio, where work is well under way on the initial course designed by Greg Norman and Sergio Garcia. Work should finish up soon on a major remodel of Galveston Island Municipal Golf Course by Jacobsen-Hardy. Another project in Galveston called The Preserve involves thousands of multi-family units in addition to an 18-hole golf course on the former Chapoton Ranch property on the city's west end. And construction is wrapping up on the Arnold Palmer-designed Newport Beach & Golf Club, an integral part of a 36-hole, 1,800-acre resort project on Mustang Island. For details on these and other golf projects around the country, visit www.golfconstructionnews.com.

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High and Dry

America's drought-riskiest cities, according to the Sperling Drought Index:

EXTREME DROUGHT:

1. Los Angeles, Long Beach and Santa Ana, Calif.
2. San Diego, Carlsbad and San Marcos, Calif.
3. Oxnard, Thousand Oaks and Ventura, Calif.
4. Riverside, San Bernardino and Ontario, Calif.
5. Salt Lake City, Utah
6. Nashville, Davidson and Murfreesboro, Tenn.
7. Chattanooga, Tenn.
8. Birmingham and Hoover, Ala.
9. Greenville, S.C.

13. Charlotte, Gastonia and Concord, N.C.
14. Deltona, Daytona Beach and Ormond Beach, Fla.
15. Orlando and Kissimmee, Fla.
16. Tampa, St. Petersburg and Clearwater, Fla.
17. Raleigh and Cary, N.C.
18. Washington, D.C.; Arlington and Alexandria, Va.
19. Greensboro and High Point, N.C.
20. Cape Coral and Fort Myers, Fla.
21. Palm Bay, Melbourne and Titusville, Fla.
22. Columbia, S.C.
23. Phoenix, Mesa and Scottsdale, Ariz.
24. Cincinnati and Middletown, Ohio
25. Lakeland, Fla.

SEVERE DROUGHT:

10. Knoxville, Tenn.
11. Jacksonville, Fla.
12. Atlanta, Sandy Springs and Marietta, Ga.

The Sperling Drought Index is based on the latest drought and weather statistics from the National Climatic Data Center.

Golf Rounds Played

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

REGION	DECEMBER	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-77.7%	4.1%
Middle Atlantic NY, PA, NJ	-62.4%	1.1%
East North Central MI, OH, IN, IL, WI	-71.1%	1.8%
West North Central ND, MN, SD, NE, KS, IA, MO	-71.8%	-1.8%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-4.3%	-0.2%
Florida	1.6%	-0.8%
South Central KY, TN, AL, MS, OK, AR, LA	-5.0%	-4.3%
Texas	2.9%	-7.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-12.6%	0.0%
Pacific WA, OR, AK, HI	-4.1%	1.2%
California	-1.7%	2.4%
TOTAL UNITED STATES	-12.6%	-0.1%

GOLF DATATECH

Living Long

Dr. Maoshing Ni, a doctor of Chinese medicine and a best-selling author, says the human body was designed to live 100 years. We just have to live clean lives to get that far. Here's what Dr. Ni suggests we do daily to increase our longevity, that is, if you want to:



- ♥ Eat five small meals a day.
- ♥ Climb the stairs instead of using elevators.
- ♥ Laugh.
- ♥ Drink eight glasses of water.
- ♥ Unwind with meditation.



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Off The Fringe

Business briefs

AST Sues Toro for Infringement

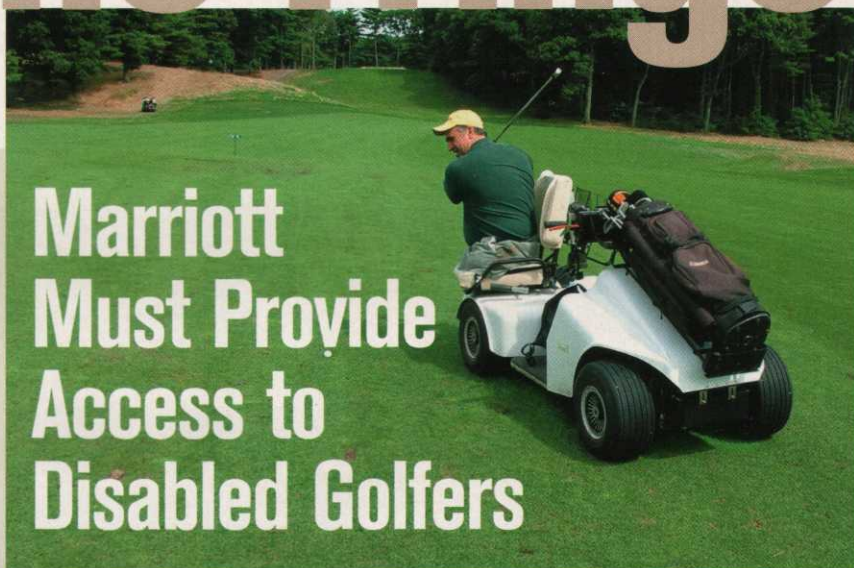
Advanced Sensor Technology (AST) has filed a lawsuit against The Toro Co. for infringement of a U.S. patent covering wireless remote soil monitors and its usage by Toro on golf courses. AST filed the suit in the U.S. District Court for the Eastern District of Pennsylvania with SIPCO LLC, assignee of U.S. Patent No. 7,103,511.

AST says it filed suit for patent infringement against Toro for its wireless golf course soil monitoring systems and equipment, including a wireless soil monitoring system known commercially as Turf Guard. AST says it holds the exclusive license to SIPCO's patent in the commercial soil monitoring field of use.

"Toro pursued negotiations with our company under a confidentiality agreement to distribute and then purchase our ground-breaking product, RZ-Wireless — a wireless soil-sensing system used on golf courses worldwide," said Walter Norley, founder, president and CEO of AST. "Toro then moved to purchase a small company formed by Jason Hill, a former AST consultant who stole and commercialized our invention."

In a written statement responding to the lawsuit, Toro spokesman Branden Happel said: "[AST's] suit stems from our recent acquisition of Turf Guard and a lawsuit we filed against AST for false and misleading advertising practices in an attempt to interfere and disrupt the launch of the Turf Guard system. We respect the valid intellectual property rights of others, and we expect others to respect our rights. As part of Toro's acquisition of Turf Guard, we conducted a thorough review of the patent and intellectual property landscape relating to wireless soil monitoring systems."

Marriott Must Provide Access to Disabled Golfers



By David Frabotta, Senior Editor

A federal judge ruled Jan. 28 that Marriott International's golf division is in violation of the Americans With Disabilities Act because it failed to provide "accessible" or "single-rider" golf carts to disabled persons at its managed properties, according to court documents.

The summary judgment that Justice Phyllis Hamilton handed down in the U.S. District Court of the Northern District of California concludes: "Marriott's policy, by which it refuses to provide accessible carts to disabled golfers, discriminates against plaintiffs, mobility-impaired golfers." The ruling further states that single-rider golf cars are "both reasonable and necessary to accommodate the plaintiffs' disabilities."

Plaintiffs in the case are Lawrence Celano, Richard Thesing and William Hefferon, disabled golfers. They did not pursue monetary damages in the case.

Marriott owns and operates 26 golf courses throughout the United States.

It presently offers a pilot program at its four owned properties, where single-rider golf cars are available. However, the court found that the management company is obligated to supply the same access at its managed properties.

The two parties were negotiating a settlement at presstime. If the parties do not reach an agreement, then Justice Hamilton will determine appropriate injunctive relief, which might include how many single-rider cars each Marriott property must supply. Marriott had no comment at presstime. The company reserves the right to appeal the decision.

The ruling comes while the Department of Justice collects opinions about its proposed ruling to require golf courses to supply better accessibility for handicapped persons. The DOJ issued a proposed rule in late 2004 that favored the requirement of at least one single-rider golf car at each golf facility. That proposed rule currently is open for public comment, so final regulations are not expected any time soon. ■