



Anteater (30,000 BC)



Frying pan (1847)



Blowtorch (1926)



Magnifying glass (1977)



Garden hose (1984)



Conventional fire ant formula (2005)

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I remember the day I was offered this gig in 1998. And do you remember one of my first columns in 1999? It was the one that made you give me dirty looks at the Golf Course Superintendents Association of America's conference and show.

Yes, the "10 stupid things superintendents do" did generate plenty of discussion. Come to think of it, that column set off quite the firestorm on the GCSAA's then-new online discussion group. That's right, when *Golfdom* started, the Internet was just moving into the mainstream.

By now you've probably learned that I'm just an equal-opportunity tweaker of every interest group in golf. And, often, I hear about it from you. That's all right, though. I welcome your tweaks.

Architects still send the occasional preachy e-mails about how I don't understand the many horrors of their jobs, or they just moan on GolfClubAtlas.com when this space is used to revere the work of designers who left courses that stand up over time (as opposed to way too much modern stuff that falls apart at the seams before reaching their 10th birthdays).

In the past 10 years, I've done plenty of consulting and spent more than 200 days on-site of a new course project, so I've lived through the horrors of green committee meetings and regulatory agency nonsense. That still doesn't prevent architects from lecturing, but it has cut down on the mail.

Over the last decade, we've seen a remarkable embrace of the environment and designs that respect Mother Nature's handiwork. I remember many a superintendent suggesting that those rugged, natural courses embraced by me in this column were actually a lot harder to maintain than ones groomed like a robber-baron's backyard.

But that talk doesn't occur much anymore. The nature-inspired movement has gained traction with golfers, media and PGA players, and was embraced most of all by many talented superintendents who tool the visions of architects to new heights.

Shack Looks Back — And Forward

BY GEOFF SHACKELFORD



IN 10 MORE YEARS,
I HOPE I'M NOT
STILL RANTING
ABOUT THE BALL. I
HOPE WE WILL HAVE
MOVED ON TO MORE
PRODUCTIVE TOPICS

Without question, this shift in the golf course industry is the most heartwarming to have watched. Due to water issues and continued public interest in emphasizing natural golf, we have only begun to see just how beautiful and artful golf courses can look and play.

Not all is right with the industry, though. After Tiger Woods won the 1998 Masters, I began to crusade for something to be done about rapid distance advances so that great old-tournament venues and everyday courses would not be butchered in a quest to offset technology.

You can see how well my crusading worked.

Hundreds of millions have been spent, courses have become narrower and more unsafe, and the governing bodies haven't done a damned thing. Yet.

In 10 more years, I hope I'm not still ranting about the ball. I hope we will have moved on to more productive topics. Because if not, the mug you see accompanying this column will look like a "before" shot for Hair Club For Men.

Actually, it'll probably look that way no matter what happens on the distance issue.

I just hope *Golfdom* and I are still here getting to be part of such a fascinating industry. I suspect we will be, though you may be reading us on a cool little digital tablet as you wait for the Havercamps to finish the eighth hole.

Some things never change.

Geoff Shackelford can be reached at geoffshac@aol.com. You can read many of his past columns at www.golfdom.com. Just type "Designs on Golf" in the search engine.

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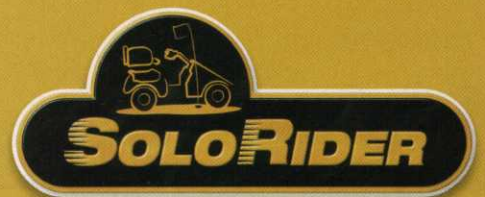


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Dichlorodiphenyltrichloroethane (DDT) is the most famous and controversial synthetic insecticide in the world. Its history is long and well-documented.

DDT was first chemically synthesized in 1874, but its properties were not known until 1939. Paul Hermann Müller of Geigy Pharmaceutical was awarded the Nobel Prize in 1948 for his work with identifying its use as an insecticide. During and after World War II, DDT was the primary means of controlling the mosquito vectors of malaria and typhus — saving millions of human lives. After WWII, it became available for agricultural use and quickly became widely and, unfortunately, indiscriminately used.

In 1962, Rachel Carson published her book “Silent Spring,” which launched the environmental movement globally and inspired the creation of the Environmental Protection Agency (EPA). In her book, Carson looked at the environmental impact of indiscriminate use of pesticides, including DDT on the environment. In essence, she looked at the nontarget effects. Although it was widely assumed Carson wanted pesticides banned, that was not the case. She recognized their use could be beneficial. However, she pointed out that indiscriminate use can lead to cancer and a loss of wildlife.

In 1972, DDT was banned from use in the United States. One measurable benefit of the ban was that the bald eagle and osprey, which were facing potential extinction, have made spectacular recoveries. Since Carson’s book and the creation of the EPA with its associated pesticide regulations, the development of new insecticides and re-registration of old ones must be thoroughly documented on their environmental and health effects. The financial cost of bringing a pesticide to the market is high.

Additionally, environmental concerns have led to the ban of insecticides like diazinon on golf courses and sod farms in 1988, due to the potential for decimation of congregating bird populations. Diazinon was

You’ve Come a Long Way, Insecticides

BY KARL DANNEBERGER



THE ADVANCEMENT
IN INSECTICIDE
CHEMISTRY SINCE
THE EARLY 1970S
HAS BEEN
SPECTACULAR

banned in 2004 in non-agricultural products. Other organophosphate insecticides have over the years come under close scrutiny, while other classes of insecticides were restricted in their use.

So where are we now? Given the high cost of bringing insecticides to the market, the risks of trying to get registration, and the thorough testing required, one would think we would be in dire straits. Yet, new products and classes of insecticides have come to the market. These products have been thoroughly and rigorously tested for efficacy, environmental risks and health risks.

The result is insecticides that can be used in very small amounts and provide season-long control with acute and chronic toxicity levels that have minimal environmental and health risks.

Some of the insecticides meet EPA’s reduced-risk criteria, which is a pesticide that is characterized as having a low impact on human health, low toxicity to non-target organisms (birds, fish and plants), low potential for groundwater contamination, lower use rates, low pest-resistance potential and compatibility with integrated pest management.

The advancement in insecticide chemistry since the early 1970s has been spectacular.

Our industry is progressive, creative, accepting of change and environmentally conscious. It would be beneficial to see other countries embrace the use of some of these new insecticides in turf and ornamental to reduce the dependency on older compounds.

Karl Danneberger, Ph.D., Golfdom’s science editor and a turfgrass professor from The Ohio State University, can be reached at danneberger.1@osu.

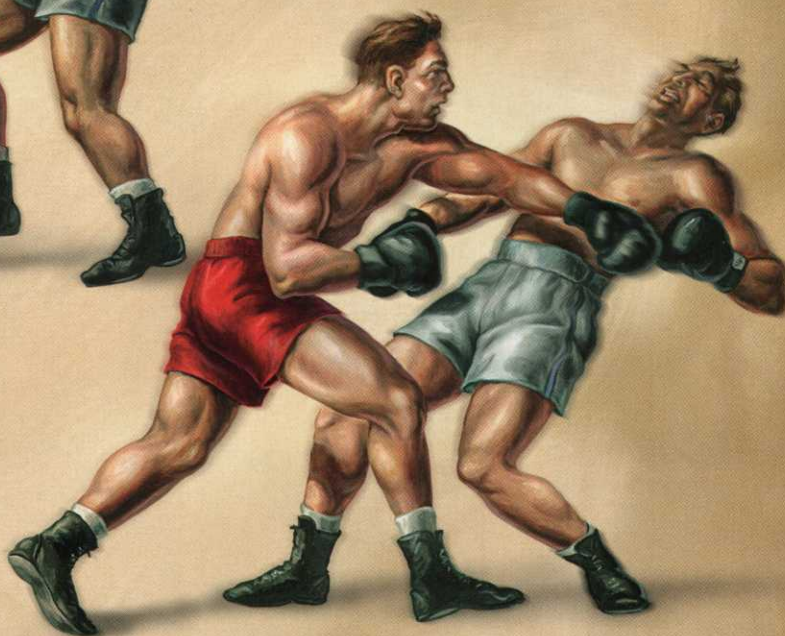
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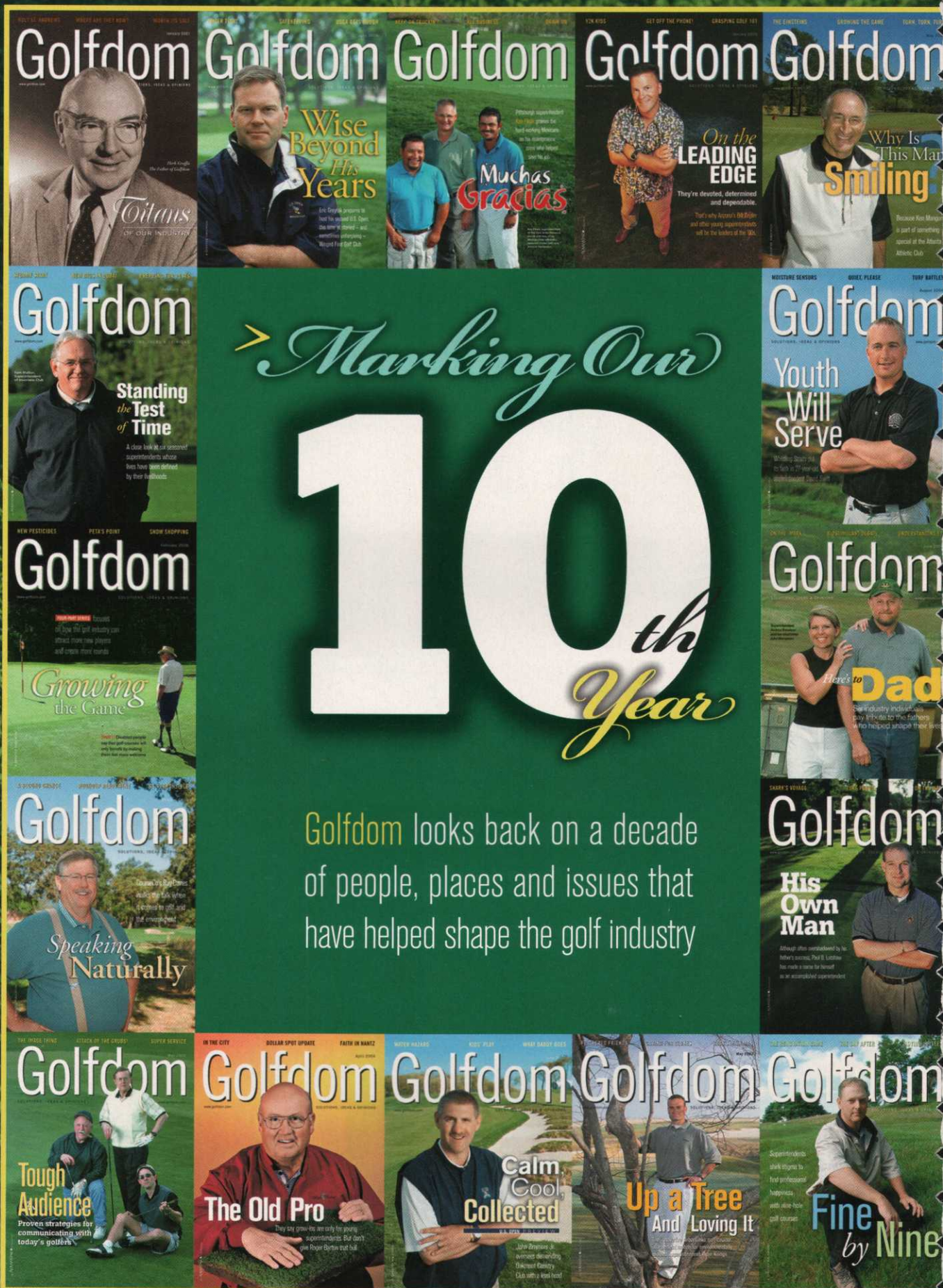
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> *Marking Our*
10 *th*
Year

Golfdom looks back on a decade of people, places and issues that have helped shape the golf industry

> You've heard all the cliches about how time goes so fast. They might be trite, but they're true.

It's hard to believe that *Golfdom* is in its 10th year of publishing. It just seems like the other day we were putting to bed our first issue.

But enough talk about the clock ticking and the gray hairs popping. Our purpose here is to provide you with a quick and enjoyable walk down Memory Lane to revisit the people we've met, the places we've been and the points we've made since January 1999. We want to provide you with a synopsis of where we've been and why we went there.

Part one, which begins this page, highlights the people who have adorned *Golfdom's* covers. We figure this is apropos, considering you're the reason for our existence. Everybody has a story, and I know the people we've put on our cover over the years have had great stories to tell. Part one also features the best "Quotables" of the past decade. This "they-said-it" section has been popular with our readers.

Part two, coming in April, revisits some of the big stories we've covered over the years. Some of these stories, even though they were written several years ago, are still pertinent today. And some are completely outdated.

We hope you enjoy reminiscing with us. Then, it's time to move on. There's another 10 years on the horizon.

—Larry Aylward, Editor in Chief

It's About You

BY LARRY AYLWARD AND DAVID FRABOTTA

We're firm believers that the audience makes the magazine. It's not about us; it's about you.

That's why we promote *Golfdom* as the magazine for golf course superintendents. Hence, we like to feature superintendents and their hard-working faces on our covers as often as we can.

We've had all sorts of superintendents on our covers since 1999 — from big-named courses called Winged Foot to little-named tracks called Angushire Golf Course.

Our aim is to give every type of superintendent his or her due, regardless of the name of the course where he or she works or the size of that course's maintenance budget. We also feel that superintendents, no matter from where they hail, enjoy reading about each other and learning from one another.

I know superintendents enjoyed reading about "Rusty" Tisdale, the superintendent of Cobb's Glen Country Club in Anderson, S.C., when we featured him on our cover in March 2003 for a story on superintendents who like to get down and dirty on the job. Tisdale exemplifies the superintendent who likes to dig ditches, mow greens, spray pesticides, whack weeds, grind reels — and loves it. He was the perfect choice for this cover.

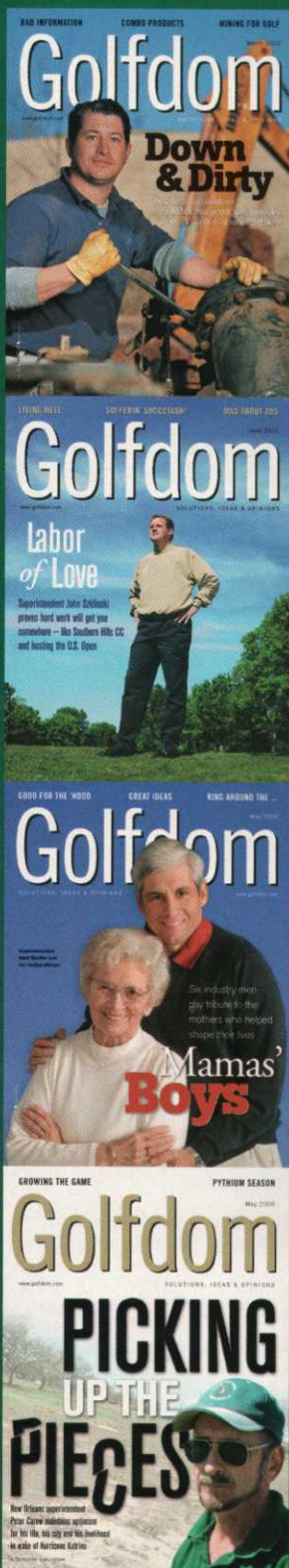
In the story we reported that these rugged superintendents like to get down and dirty because their job

descriptions call for it. Their courses don't sport big maintenance budgets, and their crews don't feature a slew of workers. But make no mistake: They are the type who feel it's their duty to work side by side with their crew members in 2 feet of muck.

On the opposite end of the spectrum, we've featured several superintendents from high-end clubs, such as John Szklinski of Southern Hills Country Club, who was on our cover in June 2001 as part of our U.S. Open preview. Szklinski, who's now the superintendent of the Charlotte (N.C.) Country Club, addressed his intense work ethic in the story titled "Labor of Love." Interestingly, Szklinski, even though he was at a high-end club with a big maintenance budget, said in the story that he likes to get down and dirty. "I look for opportunities to get in the trenches," he said. "I'm the muddiest guy on some days."

A cover for which we received tremendous feedback featured Matt Shaffer, superintendent of Merion Golf Club, cuddling next to his mother, Miriam, for a story on six golf industry men paying tribute to the mothers who helped shape their lives. The headline of the story was "Mamas' Boys," and it ran in May 2005. These "boys" talked openly about the people — their mothers in this instance — who greatly influenced so many facets of their lives. For instance, Shaffer said his mother provided him with a "life form" to live by.

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From top: Rusty Tisdale, John Szklinski, Matt Shaffer and his mother Miriam, and Peter Carew.

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Shaffer grew up in Martinsburg, Pa., population 2,500. There was nothing fancy about his upbringing. His mother, however, placed a major focus on living by the golden rule. “Treat people like you want to be treated,” Shaffer said.

While Shaffer and his mother appeared on that cover with beaming smiles, superintendent Peter Carew wore a more forlorn look when he appeared on our May 2006 cover. His morose was understandable. Carew, superintendent of two municipal golf courses in New Orleans, was featured in the story “Picking Up the Pieces,” which detailed how he maintained optimism for his life, his city and his livelihood in the wake of the destruction caused by Hurricane Katrina.

The story reported how Carew did something that was nothing short of amazing. On Dec. 1, 2005, about three months after Katrina struck, he reopened the Brechtel Memorial Park Municipal Golf Course for play. The putting greens were dirt, but the people didn’t care. Golfers came to play Brechtel to forget about their troubled lives, even if just for a few hours.

“People were coming up and thanking me and shaking my hand,” Carew said. “And I had never seen a golf course that looked so bad.”

> New Orleans superintendent Peter Carew wore a forlorn look when he appeared on our May 2006 cover.

Carew has worked hard to get that course back up to snuff. We’ve chronicled his efforts in a few stories.

Golfdom has also celebrated the success of women in this industry by featuring female superintendents on

our covers. In November/December 1999, Lynn Richert, superintendent of Angushire Golf Course in St. Cloud, Minn., appeared on our cover sans makeup and dressed in jeans and work boots. The headline for the story was “R-E-S-P-E-C-T!”

Incredibly, we had a few comments from male superintendents who said Richert, because of how she appeared, didn’t represent the profession very well. I guess we should have had a make-up artist at the photo shoot.

In August 2006, we featured another woman superintendent on the cover — Nancy Dickens of Kierland Golf Club in Scottsdale, Ariz. — and examined the issue of sexism among female superintendents. Thankfully, we learned that women — who comprise a small percentage of superintendents — don’t feel looked down upon by their male counterparts. “If young girls were to call me, I’d tell them it’s the greatest job around,” Dickens said.

We get the feeling that most superintendents who’ve appeared on our cover feel that way about the profession. That would include Paul Emling, superintendent of Arcadia Bluffs Golf Club in Arcadia, Mich., who appeared on our October 2004 cover. But Emling had to go through hell before he could get to heaven. A lot of people would have left the profession after going through what he had to go through. Emling wouldn’t wish what happened to him at Arcadia Bluffs on his worst enemy.

On Sept. 26, 1998, Emling was six months into his job at Arcadia Bluffs and growing in the course when a 100-year rainstorm caused thousands of tons of soil to erode from the tall bluff bordering the course into Lake Michigan.

The soil created a delta in the shimmering, blue water and formed an ugly, brown plume extending well beyond the shoreline. Environmentalists viewed the accident as an environmental catastrophe

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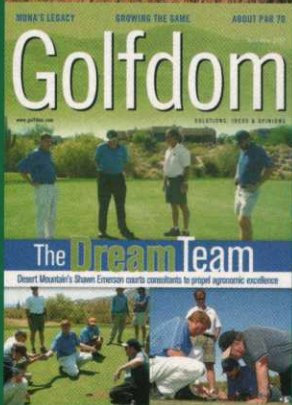
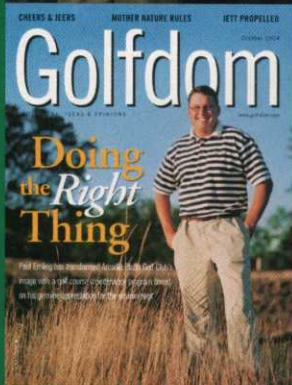
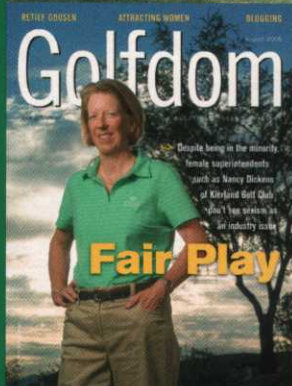
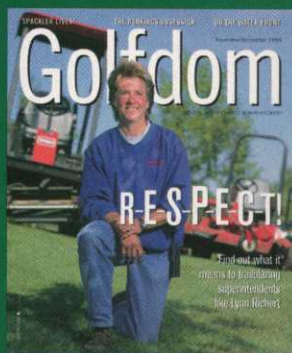
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From top: Lynn Richert, Nancy Dickens, Paul Emling and the Dream Team, including Shawn Emerson.

Continued from page 28
and sounded off on anybody having to do anything with Arcadia Bluffs.

Emling wondered what impact the calamity would have on his young career. The golf industry in Michigan had endured an environmental black eye, and Emling was labeled “guilty” by

> GCSAA CEO Steve Mona was one of the most approachable executives a media person could ever meet.

association. Other area superintendents told Emling to quit the job.

“I was devastated,” Emling said.

But Emling remained at Arcadia Bluffs and through his environmental prowess has helped the club heal its neglect-for-natural-resources image by implementing an aggressive and impressive golf course maintenance program with an emphasis on environmental awareness and integrated pest management.

And getting back to the original point: Emling loves what he does.

It’s not often that we put a group of people on the cover. But we did so when we featured Shawn Emerson, director of agronomy at Desert Mountain Golf Club, on our November 2007 cover. The story was headlined “The Dream Team” and also featured three guys who have helped make Emerson’s job easier — Drs. James Beard, Fred Yelverton and Rick Brandenburg.

The story tells how Emerson has surrounded himself with the most prolific turf team he can find, that would be Beard, Yelverton and Brandenburg, who converge on Desert Mountain several times each year to iron out turf troubles at the Carefree, Ariz., facility. It’s a Dream Team of turfgrass consultants. Beard is a celebrated author

and researcher who barely needs introduction in turf circles, and Yelverton (weed science) and Brandenburg (entomology) are noted professors at North Carolina State University. Together with the 180-strong golf course crew at the upscale property, they keep Desert Mountain’s six Jack Nicklaus-designed golf courses conditioned as well as any cluster of courses in the country.

Why would Emerson, who has grown as much turfgrass as any superintendent in the country between his almost 70 overseeding projects and subsequent transitions back to bermudagrass, feel the need to assemble some of the most resourceful turfgrass personalities on the planet?

“Success is fleeting in this business,” he said. “That’s why I wanted my own turf council to keep an eye on me. We don’t always make good decisions, but a mistake doesn’t become an error unless you refuse to change it.”

While we have featured many superintendents on our cover, we have not excluded other golf industry people from that space.

Outgoing GCSAA CEO Steve Mona adorned our cover in January 2003 next to the headline, “Mona in the Middle.” The story detailed how Mona was facing an array of new challenges, from dealing with declining revenues to possibly moving the association to a new city.

For the record, Mona, who has a journalism degree, was one of the most approachable executives a media person could ever meet in the nearly 10 years we covered him. He never offered a “no comment,” and was always available to speak to reporters.

We’ve featured a few golf course architects on our cover over the years. One of our favorites is that of Bruce Matthews, a Michigan architect, who was photographed for our March 2001 cover while fly fishing in the trout-laden Maple River on the property of one of his designs.

The story was titled “A Hidden River Runs Through It.” The story tells

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