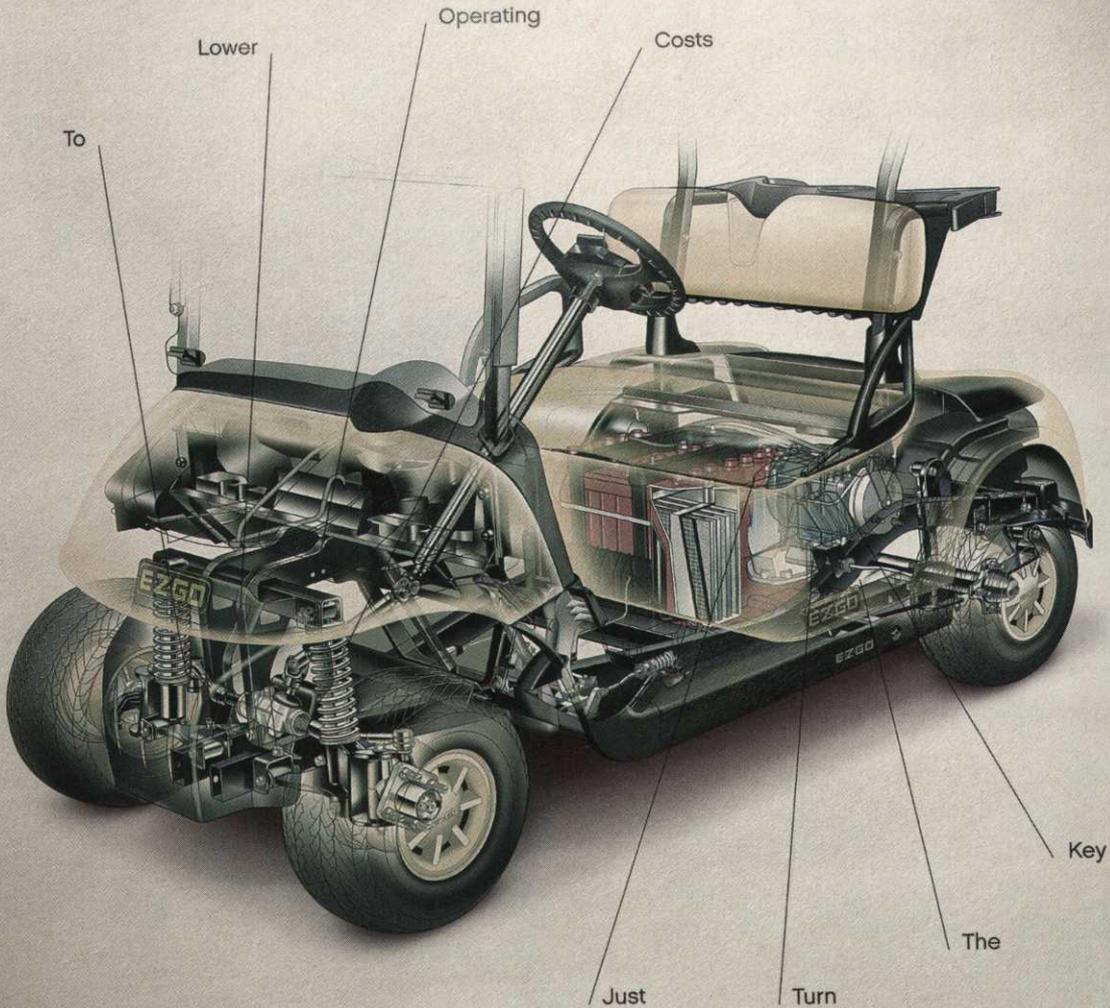


RXV™

SCALE	1:4.33	WEB	EZGO.COM
VIEW	3/4 CUT-AWAY	DATE	10-31-07
PROJECT	INTERNAL	APPROVAL	
VERSION	8.2.1		



Introducing the new RXV™ from E-Z-GO®

Technology that means something. Featuring a 30% more efficient AC drive, 350 fewer parts and a full time regenerative braking system. What this means to you is simple—lower energy and operating costs, easier maintenance and less down time. For more information on how the new RXV™ can save you time and money, visit ezgo.com.



the straight scoop on bentgrass



NO SINGLE BENTGRASS DOES IT ALL

A creeping bentgrass that performs well at putting green height may get puffy on tees and fairways — or collars. That's why you need choices, and Turf Merchants has those quality selections.

WE DRAW ON SEVERAL BENTGRASS BREEDERS AND SEED PRODUCERS

There are as many opinions on what constitutes a quality bent as there are uses and locations, so we draw from some of the best breeders and Oregon growers to produce our time-proven, top-performing varieties.

WINTER OVERSEEDING BENTGRASSES NEEDN'T COST A FORTUNE

As creeping bentgrass gains favor over *Poa trivialis* for winter overseeding the tighter new bermudagrass cultivars, we have quality choices that needn't cost an arm, a leg, and that new greens mower you've budgeted for.

THE BOTTOM LINE IS SIMPLE — YOU NOW HAVE SEVERAL CHOICES

If you can't sort them out, we have people who can help you select which bentgrass best fits your specific needs.

Choose to call Turf Merchants today!

800.421.1735

All this and more
— naturally from:

TMI
TURF MERCHANTS, INC.

33390 Tangent Loop / Tangent, OR 97389

Phone 541.926.8649 / FAX 541.926.4435

Quality creeping bentgrasses from TMI:

Benchmark DSR™

- Exceptional Genetic and Fall Color
- Superior ratings in the 2004 NTEP Green Trial for Dollar Spot, Red Thread and Leaf Spot resistance

Backspin

- Excellent for tees and fairways
- Take-All Patch and Dollar Spot Resistance
- Good low nitrogen performance

Trueline

- Excellent for tees and fairways
- Excellent for winter overseeding
- Number 1 for establishment
- Good low nitrogen performance

Plus Barracuda and VIP Fairway Blend

give us a look: www.turfmerchants.com

PGRs Prevail



Synergies with PGRs can be realized with certain tank mixes. Manufacturers are marketing combination products, including type a IIA plus type IIB PGR combination product.

Continued from page 60

Less mowing and trimming can save fuel as well as labor resources. And the fewer emissions can be measured and communicated with members and the media. (Visit www.carbonfootprint.com/companies.html to calculate carbon emissions for your golf course. After a baseline has been set, superintendents can gauge how maintenance practices might influence carbon emissions).

“Reducing mowing, trimming, plant water consumption and clipping waste can provide considerable additive benefits,” Storey says.

Their myriad benefits mean that they’re catching on, and business is good for PGR makers, which includes a few new players since trinexapac-

ethyl’s patent expired last year. Several post-patent options now exist, making it likely that more golf courses will try them.

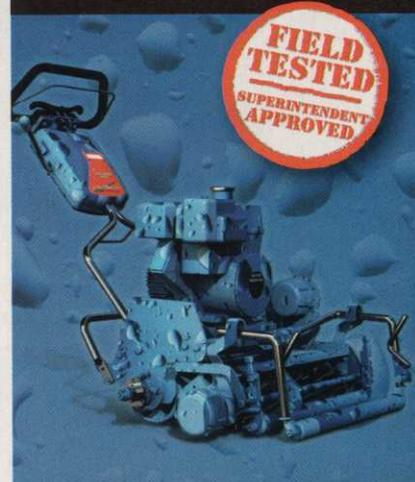
“With the event of post-patent products entering the market, the amount used and the type of golf course [using PGRs] is shifting,” says Russ Mitchell, marketing director for Quali-Pro. “Lower costs per acre will allow lower-budget courses to use PGRs, which make for tighter turf and typically a better root system and less scalping. Moderate and higher-budget courses will be able to expand their uses of PGRs either in total acreage or number of applications per year.”

A few new formulations are expected to hit the market this year as well. SePRO is working on a type IIA and type IIB combination product. Other combination products, including PGRs on fertilizers, are expected to take better root in the industry as well. Wider adoption and more products have manufacturers optimistic about the future of PGRs from a business perspective.

“This is a growing category,” Storey says. “Superintendents are seeing a real value proposition because of the wide range of benefits turf growth regulators provide.” ■

Wider adoption and more products have manufacturers optimistic about the future of PGRs from a business perspective.

The Only Mowers That Adapt to Your Conditions



THE NEW ECLIPSE™ WALKING GREENS MOWERS FROM JACOBSEN®

Want to adjust the FOC to get the optimal cut for any condition? The Jacobsen Eclipse™ line of walking greens mowers gives you the unprecedented power to dial in the exact cut you want for your turf. Jacobsen’s Eclipse mowers are the only machines that come standard with separate, adjustable settings for reel speed, mow speed and FOC on a user-friendly LCD display. Eclipse mowers are also the only mowers to offer a variable-configuration platform that allows for hybrid or battery power – providing stealth-like quietness, fuel savings and reduced emissions. With either power plant, you’ll find the Eclipse much easier and cheaper to own, maintain and service.

1.888.922.TURF • jacobsen.com



Official Supplier of Turf Care Maintenance Equipment

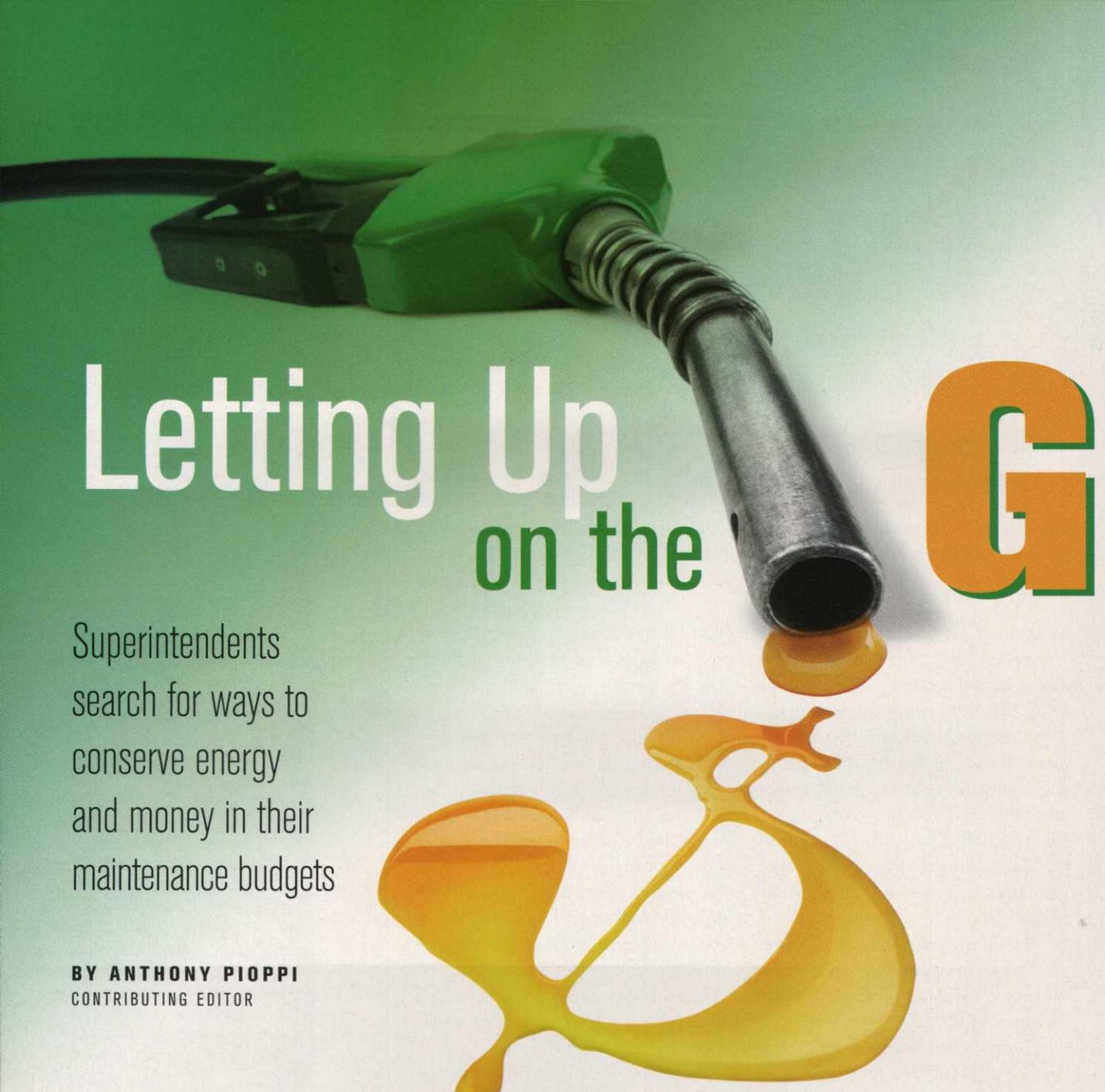


JACOBSEN®
A Textron Company

When Performance Matters.™

©2008 Jacobsen, A Textron Company. All rights reserved. Pebble Beach®, Pebble Beach Golf Links®, The Heritage Logo, The Lone Cypress™ and their underlying distinctive images are trademarks, service marks and trade dress of Pebble Beach Company. Used under license.

The Official Turf Equipment Supplier to The PGA of America and The Exclusive Turf Equipment Supplier to PGA Golf Properties.



Letting Up on the

G

Superintendents search for ways to conserve energy and money in their maintenance budgets

BY ANTHONY PIOPPI
CONTRIBUTING EDITOR

As sure as the sun will rise tomorrow, so will gas and diesel prices. That is not good news for the golf course industry, which finds itself in a prolonged period of stagnation with fewer new participants coming to the game.

What's the relationship between fuel prices and golf rounds? The answer is simple: money.

In 2005, a *Golfdom* survey found that

7 percent of responding superintendents said the price of gas would cause players to cut back on playing golf. At the time, the national cost for a gallon was \$2.10. A year later, when gas was \$3 a gallon, 20 percent responded there would be a detrimental effect. Now, with gas expected to hit \$4 a gallon this summer, it's safe to say that the percentage of superintendents concerned about people playing less golf will rise even higher.

Of course, fewer rounds means less

revenue, which will be paired with higher operating costs as the shipping price for fertilizers rise, as do such costs for every item shipped to a course from cocktail napkins to bed knives. For low-budget golf

AS

courses or ones working on small profit margins, financial problems could be just around the corner. Invariably, it will be the maintenance line of a golf course's budget that will have to be reduced.

The fuel spike has caught the industry off guard, said Brian Melka, Jacobsen's director of product management. The most common phrase he hears during meetings with superintendents is, "I never budgeted for this."

"Nobody prepared for how high gas prices have gone and that they've stayed up this long," Melka said.

According to Melka, conserving fuel is now a topic of priority in the golf maintenance industry. More superintendents are asking about the availability of electric and alternate-fuel mowers.

"We thought we were going to have to do pushing [on this matter], and we're getting a tremendous amount of pull," Melka said.

The topic is getting more publicity at trade shows lately. At the New England Turfgrass Foundation Conference and Trade Show held in early March, Joseph McCleary, certified superintendent of Saddle Rock Golf Course in Aurora, Colo., and Caitlin Rood of Tetra Tech EM in Denver presented,

"Energy Conservation and Pollution Prevention Opportunities." According to McCleary, being green isn't just about being friendly to the environment; it's also about saving money.

McCleary said the most prevalent practice is the reduction of mowing frequency, especially on fairways. But he noted there are other ways to save energy and save money that can offset fuel-price increases. For instance, courses that heat maintenance buildings with portable natural gas heaters can purchase thermostats to regulate temperature — an easy way to save, especially in areas of buildings that can go unoccupied for a length of time. He also pointed out that energy-saving light bulbs can make a significant difference.

Another fuel-saving measure has been for courses to take areas that receive little or no play out of the mowing rotation and let large swatches return to natural areas that are mowed once or twice a year.

For some superintendents, such as Brian Ramsey, reducing mowing is not a viable option. Ramsey is at Ojai Valley Inn and Spa in Ventura, Calif., where he says the overall experience for the golfer means sensational conditions every day. Ramsey said reducing mowing would probably save the resort, which grossed somewhere near \$60 million in 2007, about \$9,000 a year.

Ramsey pointed out that Ojai does not push through as many rounds as possible, opting to make sure golfers have a relaxing experience. In 2007 there were about 38,000 rounds

Continued on page 67

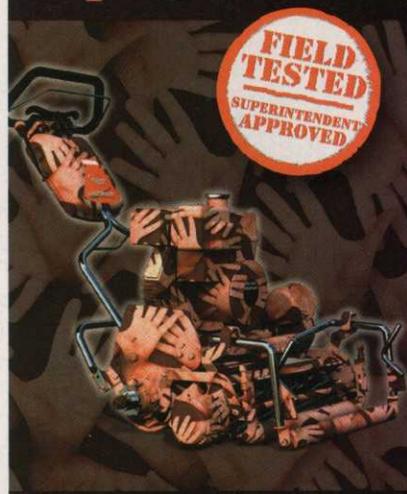
Going Electric

Will you consider using more electric equipment to offset fuel costs?

YES, more than ever	13%
NO, I'll never make the switch	23%
I'm considering it	65%

Source: Golfdom survey, 638 readers

The Only Mowers That Adapt to Your Operators



THE NEW ECLIPSE™ WALKING GREENS MOWERS FROM JACOBSEN®

There's no standard-sized operator. Differences in height, hand size and walk speed make it difficult to get a consistent mow from green to green. However, Eclipse™ greens mowers come with Jacobsen's exclusive new InCommand™ control system that takes unwanted operator input out of the equation. A spring-assisted D-handle provides steady, consistent movement and dampens operator irregularities. InCommand is also the only control system that allows operators to adjust the speed of the machine on the fly — which makes the Eclipse an easy machine to use and maneuver for operators of all experience levels.

1.888.922.TURF • jacobsen.com



Official Supplier of Turf Care Maintenance Equipment



JACOBSEN
A Textron Company

When Performance Matters.™

©2008 Jacobsen, A Textron Company. All rights reserved. Pebble Beach®, Pebble Beach Golf Links®, The Heritage Logo, The Lone Cypress™ and their underlying distinctive images are trademarks, service marks and trade dress of Pebble Beach Company. Used under license.

The Official Turf Equipment Supplier to The PGA of America and The Exclusive Turf Equipment Supplier to PGA Golf Properties.

When You Specify Certified TifEagle Ultradwarf Bermudagrass You Get Our Whole Team

TEAM MEMBER PROFILE

The University of Georgia College of Agricultural and Environmental Sciences (CAES)

has robust extension, research and teaching programs that are among the most respected in the country. Our Turfgrass Breeding and Genetics work takes place at our Tifton and Griffin GA campuses. Dr. Glen Burton initiated this internationally renowned program half a century ago. Now under the direction of Wayne Hanna and Paul Raymer, we're continuing to produce the world's leading warm season cultivars. On the research side, our Cultural Management and Environmental Initiatives are focused on developing programs that reduce inputs while minimizing environmental impacts. In the area of Herbicides and Plant Growth Regulators, we're continuously researching new protocols for the judicious use of promising new materials as they become available. We're also evaluating pesticide and nutrient leaching and runoff on golf course greens and fairways, a topic of increasing concern to the golf course industry. In the Disease and Insect arena, we're involved with documenting pest thresholds under various Integrated Pest Management Programs. Our Teaching Programs have shown impressive growth as well.

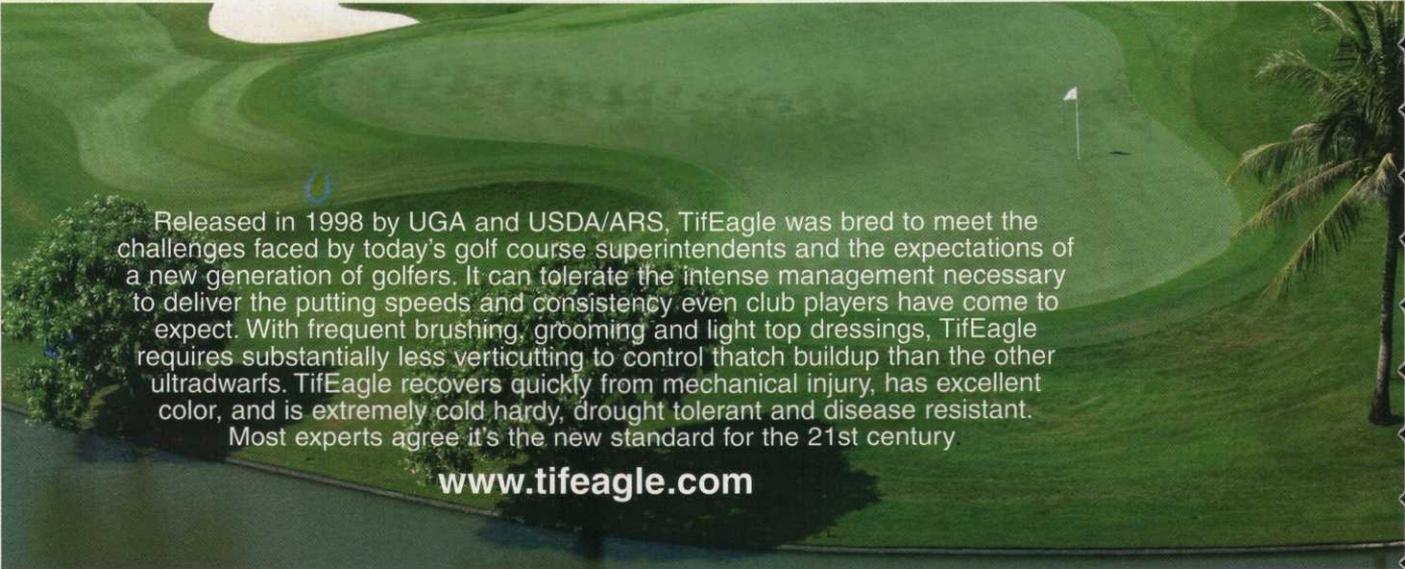


Educated and well-trained turfgrass students are vital to our future. Last but not least, we're fortunate to have a top-flight Cooperative Extension Service. Through research papers, articles, seminars, field demonstrations and one-on-one meetings with potential consumers, these knowledgeable professionals get the word out. You can't go wrong when you team up with Team UGA.



The University of Georgia

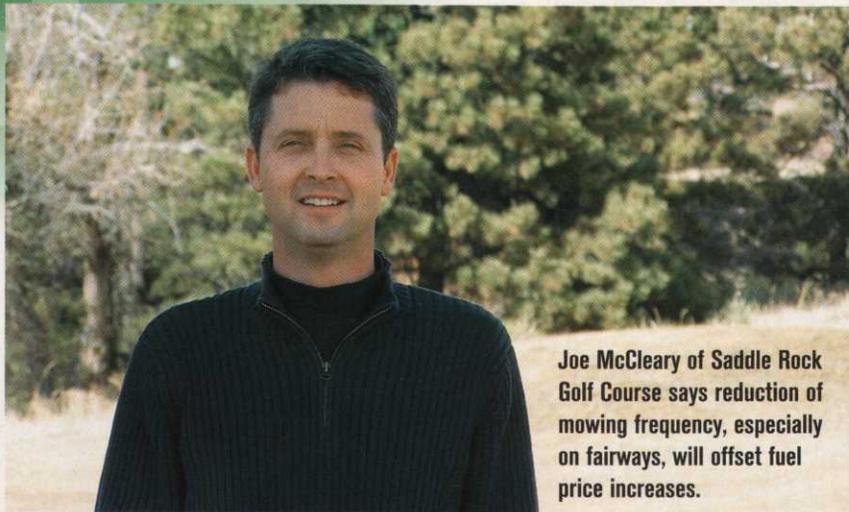
College of Agricultural and Environmental Sciences
Mary Flynn
770 228-7289 mflynn@uga.edu
www.georgiaturf.com



Released in 1998 by UGA and USDA/ARS, TifEagle was bred to meet the challenges faced by today's golf course superintendents and the expectations of a new generation of golfers. It can tolerate the intense management necessary to deliver the putting speeds and consistency even club players have come to expect. With frequent brushing, grooming and light top dressings, TifEagle requires substantially less verticutting to control thatch buildup than the other ultradwarfs. TifEagle recovers quickly from mechanical injury, has excellent color, and is extremely cold hardy, drought tolerant and disease resistant. Most experts agree it's the new standard for the 21st century.

www.tifeagle.com

Letting Up on the Gas



Joe McCleary of Saddle Rock Golf Course says reduction of mowing frequency, especially on fairways, will offset fuel price increases.

Continued from page 65

played. He said it would be easy to accommodate close to 45,000 rounds.

"It will have an effect on us," Ramsey said of the spike in oil prices. "But it's not the end of the world."

However, Ojai Inn and Spa, as an organization, is cutting back on fuel consumption as part of an effort to reduce the resort's carbon footprint.

While the cost of fuel will not affect the maintenance of the layout, Ramsey speculates there will be an impact felt by the overall resort as more of a family's dollar is used up from higher prices at the pump and on everyday goods such as food. That

The cost of gasoline in 2007 was 60 percent higher than in 2004.

will mean less disposable income to spend on such luxuries as resort vacations.

For some, such as John Motycka, the thinking is that a higher cost of living may be a benefit to certain golf courses. Motycka is the owner/superintendent of Skungamaug River Golf Course in Coventry, Conn., a family-owned, built and

operated daily-fee 18-hole layout near the University of Connecticut. He said it is possible that his course and others like it might see an upswing in rounds as golfers opt for local layouts to save gas and play less-expensive courses.

"It could be balanced. People who are close may want to come here," Motycka said.

Skungamaug's weekend rate is \$36 for 18 holes without a golf car, but that may rise by a dollar for the 2008 season to offset the cost of fuel, the first price hike in years. The course has gas golf cars.

According to Motycka, the fuel expense in 2004 was 8 percent of his maintenance budget. It rose to 12 percent in 2007. The cost of gasoline in 2007 was 60 percent higher than it was in 2004. Motycka mows fairways three times and greens six times weekly, usually with a triplex in combination with handmowers for the cleanup passes on the small putting surfaces. He said he can't reduce his mowing.

But after two dismal seasons because of wet weather, rounds were up at Skungamaug and other courses throughout the region last year thanks to a drier summer. Motycka said that golf as a whole might be on its way back up.

"I have a feeling we may have already hit the bottom," he said.

That's good news, no matter what the price for a gallon of gas. ■

The Only Mowers That Adapt to Your Terrain

FIELD TESTED
SUPERINTENDENT APPROVED



THE NEW ECLIPSE™ WALKING GREENS MOWERS FROM JACOBSEN®

Jacobsen's new line of Eclipse™ walking greens mowers offer fixed or floating heads depending on your needs. The exclusive design of the Eclipse floating head walking greens mower allows it to provide 50% more float than competitive floating head mowers. That means 50% better reach into those undulated areas that are susceptible to scalping. Push the limits of your turf without fear and provide tournament-quality conditions for your players every day. During testing, the Eclipse 122 F cut at .080" without scalping.

1.888.922.TURF • jacobsen.com



Official Supplier of Turf Care Maintenance Equipment

JACOBSEN
A Textron Company

When Performance Matters.™

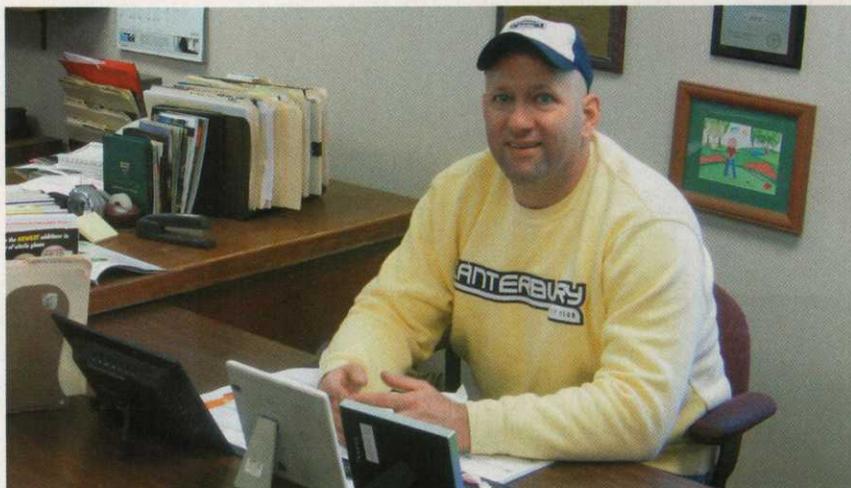
©2008 Jacobsen, A Textron Company. All rights reserved. Pebble Beach®, Pebble Beach Golf Links®, The Heritage Logo, The Lone Cypress™ and their underlying distinctive images are trademarks, service marks and trade dress of Pebble Beach Company. Used under license.

The Official Turf Equipment Supplier to The PGA of America and The Exclusive Turf Equipment Supplier to PGA Golf Properties.

■ Top Assistants

Golfdom goes one on one with Ed Smith, assistant superintendent of Canterbury Golf Club in Cleveland

Editor's note: We've been reporting on superintendents for years. Of course, that's why Golfdom exists. But we want to give assistant superintendents more due. That's why we're introducing this new feature, Top Assistants, which will feature a question-and-answer session with an assistant superintendent every month. If you'd like to nominate someone for the feature, please send an e-mail to Larry Aylward at l aylward@questex.com.



Golfdom: How many years have you worked in the golf industry?

Smith: 20

Golfdom: What's your favorite part of the job?

Smith: Managing the crew and working with them on projects.

Golfdom: Who has been the biggest influence on your career and why?

Smith: There have been three people that have influenced me. Roger Remec, my teacher at Gates Mills Horticulture Center in Gates Mills, Ohio, who directed me to the golf course field. Don Sweda, the former superintendent at Beechmont Country Club, who I worked for in 1988 and 1989. Sweda taught me about the job and influenced me to go to Agricultural Technical Institute in Wooster, Ohio, where I obtained my degree in turfgrass management. Finally, Terry Bonar, who is the superintendent of Canterbury Golf Club and also my boss where I have been employed since 1990. I started at Canterbury as an intern, then a second assistant, and my

current position is first assistant golf course superintendent. Terry has taught me so much about the business.

Golfdom: What was the defining moment in your professional life?

Smith: Working the 1996 U.S. Senior Open at Canterbury. It was an awesome experience.

Golfdom: What's your favorite product or piece of equipment and why?

Smith: My favorite piece of equipment would be the dual spinner topdresser. It cuts down our time to topdress greens, and you have better control of how much material you put down, which makes it a one-person job.

Golfdom: If you could change something about the industry right now, what would you change?

Smith: I would change the strong emphasis on the bunkers being so perfect. So what if the sand in a bunker is not perfect — it's a hazard and it's not supposed to be perfect. It's also OK for bunkers to be a little shaggy around the edges.

Golfdom: Describe yourself in one word:

Smith: Energetic.

Golfdom: What is your favorite hobby and why?

Smith: I like to go to the park and walk because it relaxes me and gets me away from the hustle and bustle of everyday life.

Golfdom: What's your favorite vacation spot?

Smith: Hilton Head, S.C.

Golfdom: What's your favorite golf course besides your own?

Smith: Colleton River Plantation Country Club in Bluffton, S.C.

Golfdom: If a movie were made about your life, what famous actor would play you?

Smith: Steve Martin

Golfdom: It's your last day on Earth. What would you do?

Smith: I would go see the Grand Canyon and Hoover Dam with my family. ■

Don't Surrender Turf Quality For
Disease Control. Get Trinity And Get BETTER TURF.™

Finally, an SI you can use and still get better turf quality! **Trinity™ fungicide** delivers superior control of tough diseases like anthracnose, brown patch, take-all patch, summer patch and dollar spot — all without unwanted PGR effects. **Trinity** even suppresses algae. So take down the white flags and put up a fight. With **Trinity**.

 **Trinity**
FUNGICIDE

betterturf.com | 800-545-9525

 **BASF**

The Chemical Company

Always read and follow label directions.
Better Turf and Trinity are trademarks of BASF.
© 2008 BASF Corporation. All rights reserved.

KEEP IT GREEN

Better Quality. More Control. Fewer Chemicals.
RHAPSODY® Biofungicide.

RHAPSODY® 

To review turf trial data, visit www.agraquestpro.com
For more information, call 1-800-962-8980

RHAPSODY and AgraQuest are registered trademarks of AgraQuest, Inc.

©2008 AgraQuest, Inc.

AGRAQUEST 
— PRO —