

# THE GAME.



devotion to the game — and our customers — is reflected in everything you succeed. Please visit us at [www.clubcar.com](http://www.clubcar.com). Or call 1.800.CLUBCAR.

**Club Car**

## The Natural



Vegetation around ponds provides buffer zones for pesticides and fertilizer.

*Continued from page 28*

scenery around him. He is still stirred when he sees a great blue heron flapping its mighty wings while flying over a fairway. And there's nothing like the spectacular sight of the morning sunrise over the pond located on the Old Course's 18th hole.

Hubbard beams when he talks about a pair

of swans that raised their young on the Club Course earlier this year.

"The mother and father just showed up one day," he says. "They had their chicks here and hung around for about a month. They knew it was a safe haven. If it was not an environmentally friendly place, they wouldn't have stayed."

It has been Hubbard's goal to make the golf courses he oversees a safe haven for all plant life and wildlife. The certified golf course superintendent has teamed with Broken Sound's General Manager and Chief Operating Officer John Crean to assemble a sweeping environmental management plan that extends from the golf courses to the clubhouses.

Not only is the Broken Sound Club doing the right thing environmentally, it has taken a leadership position locally for the green movement. And the public relations of doing so has boosted the club's environmental image.

"It's one of the most progressive clubs I've ever seen," Hubbard says.

Case in point: Broken Sound is in the midst of implementing a massive \$13.5 million reclaimed water project, paid for by the city of Boca Raton. The project will be completed on the Old Course in December before beginning on the Club Course next year.

For years, the city of Boca Raton has been dumping about 6 million gallons of treated wastewater into the ocean, which Hubbard says has been a waste of money and resources. Much of that water will now be directed to Broken Sound and used for golf course irrigation, among other things. It will cost Broken Sound about \$300,000 a year in utilities to pay for the reclaimed water.

"This means we won't be pulling water out of the aquifer anymore," Hubbard says. "Every golf course in Florida should be irrigating with reclaimed water."

When he arrived at Broken Sound, Hubbard went to work on the two courses' landscapes. He says he set out to add "texture" to the two courses by adding landscape beds and natural settings for wildlife. The courses are now more scenic and colorful. "We've totally changed the look of the golf courses," Hubbard says.

Hubbard also noticed the thousands of

patented impermeable protection • ripstop reinforcement

an impermeable barrier between your turf & the winter elements!

greenjacket®

- Minimizes temperature fluctuations & protects against ice damage, crown hydration and desiccation.
- Lightweight and durable—years of easy installation & storage.

for more details and free samples  
GreenJacket.com or 888-786-2683

millions of square feet of turf protected • see photos & research results online

Products you gotta have!

- Low cost, low maintenance. The ultimate in durability and dependability
- Optional Kawasaki 9 Hp engine for maximum power, quiet operation
- Heavy gauge steel ramp for easy loading, unloading
- Handles up to 1/2-ton loads

@hiiks.com

Red Rider.  
Durable. Dependable.



annual flowers and plants dotting the two courses' landscapes upon arriving at the club. "It didn't make sense to me," he says. "With annuals, you only get a couple of months of bang for your buck. Annuals also require a lot of upkeep and water."

Hubbard decided to plant perennials instead. Now the courses are highlighted with shrubs, fountain grass and cordgrass. "You can file that change under the environmentally fiscal category," he says.

Hubbard is also an environmental opportunist. He points to an army of native palm trees dotting the side of a fairway on the Club Course. "Those were slated to be ripped out of a parking lot at the Old Course," he says. "I didn't want to waste them, so we had them transplanted over here."

Hubbard points to a dead tree, which was splintered by a hurricane. He says what might seem like dead wood to some of the club's 1,600 members provides sanctuary for wildlife.

"One day, a member was telling me to take it out, just as a woodpecker was pecking on it and throwing bark everywhere," Hubbard says. "I said to him, 'You'd have to go to the zoo to see something like this.'"

Hubbard has also taken his environmental initiatives to the turf. He recently regrassed the Club Course's bermudagrass tees with Sea Isle 1, a variety of seashore paspalum, which is known for its environmental attributes.

"Seashore paspalum doesn't require as much water and fertilizer," Hubbard says.



Several dead trees still stand on Broken Sound's property and provide a haven for the many bird species.

"There's also no overseeding with it."

Weeds are a constant problem on the two courses because of the never-ending warm temperatures. Hubbard prefers to remove bigger weeds manually. He and his crew spot spray for smaller weeds. "We haven't boom sprayed a herbicide out here in two years," he says.

While Hubbard is an environmentally minded superintendent, he's not anti-pesticide. He lives in the real world of golf course maintenance, where demanding golfers desire course conditions like the kind they see on TV Sunday afternoons.

*Continued on page 34*

### He's Got Game

When he was a kid, Joe Hubbard got a job on a golf course so he could play free golf. The practice helped.

Hubbard evolved into an excellent golfer, and was a two-time high school state champion in Idaho.

Hubbard attended Florida State University and Boise State University on golf scholarships. He has won about 100 amateur tournaments.

While he doesn't tee it up much anymore, Hubbard says he still plays to an 8 handicap.

"Golf has afforded me the ability to open doors," says Hubbard, who counts Arnold Palmer as one of his friends.

— Larry Aylward

# HONOR THE GAME.



**YOU COULD BUY SIX DIFFERENT VEHICLES. OR ONE CARRYALL 295 WITH INTELLITACH.™** With its revolutionary IntelliTach quick-change attachment system, the versatile Carryall 295 with IntelliTach is unlike any other 4x4 vehicle on the market. You can quickly and easily attach a broom, a set of forks, a bucket, a mower or a blade. That means you get more work done in less time. How can we help your operation succeed? 1.800.CLUBCAR [www.clubcar.com](http://www.clubcar.com)

**Club Car**

annual flowers and plants dotting the two courses' landscapes upon arriving at the club. "It didn't make sense to me," he says. "With annuals, you only get a couple of months of bang for your buck. Annuals also require a lot of upkeep and water."

Hubbard decided to plant perennials instead. Now the courses are highlighted with shrubs, fountain grass and cordgrass. "You can file that change under the environmentally fiscal category," he says.

Hubbard is also an environmental opportunist. He points to an army of native palm trees dotting the side of a fairway on the Club Course. "Those were slated to be ripped out of a parking lot at the Old Course," he says. "I didn't want to waste them, so we had them transplanted over here."

Hubbard points to a dead tree, which was splintered by a hurricane. He says what might seem like dead wood to some of the club's 1,600 members provides sanctuary for wildlife.

"One day, a member was telling me to take it out, just as a woodpecker was pecking on it and throwing bark everywhere," Hubbard says. "I said to him, 'You'd have to go to the zoo to see something like this.'"

Hubbard has also taken his environmental initiatives to the turf. He recently regressed the Club Course's bermudagrass tees with Sea Isle 1, a variety of seashore paspalum, which is known for its environmental attributes.

"Seashore paspalum doesn't require as much water and fertilizer," Hubbard says.



Several dead trees still stand on Broken Sound's property and provide a haven for the many bird species.

"There's also no overseeding with it."

Weeds are a constant problem on the two courses because of the never-ending warm temperatures. Hubbard prefers to remove bigger weeds manually. He and his crew spot spray for smaller weeds. "We haven't boom sprayed a herbicide out here in two years," he says.

While Hubbard is an environmentally minded superintendent, he's not anti-pesticide. He lives in the real world of golf course maintenance, where demanding golfers desire course conditions like the kind they see on TV Sunday afternoons.

*Continued on page 34*

## He's Got Game

When he was a kid, Joe Hubbard got a job on a golf course so he could play free golf. The practice helped.

Hubbard evolved into an excellent golfer, and was a two-time high school state champion in Idaho.

Hubbard attended Florida State University and Boise State University on golf scholarships. He has won about 100 amateur tournaments.

While he doesn't tee it up much anymore, Hubbard says he still plays to an 8 handicap.

"Golf has afforded me the ability to open doors," says Hubbard, who counts Arnold Palmer as one of his friends.

— Larry Aylward



**HONOR THE GAME.**

**YOU COULD BUY SIX DIFFERENT VEHICLES. OR ONE CARRYALL 295 WITH INTELLITACH.™** With its revolutionary IntelliTach quick-change attachment system, the versatile Carryall 295 with IntelliTach is unlike any other 4x4 vehicle on the market. You can quickly and easily attach a broom, a set of forks, a bucket, a mower or a blade. That means you get more work done in less time. How can we help your operation succeed? 1.800.CLUBCAR [www.clubcar.com](http://www.clubcar.com)

**Club Car**

## The Natural



*Continued from page 33*

In fact, Hubbard says “it was a travesty” that diazinon was banned in 2004. He says “you could put down 2 ounces” of the organophosphate insecticide and it would kill 40 different insects. “But there were a couple of yahoos who misused it, and all it takes is a couple of bad apples to give us a bad name,” he adds.

In Florida, “Everything grows bigger, bigger and more of it,” Hubbard says. Hence, superintendents must rely on pesticides. But Hubbard has implemented a sound integrated pest management program at Broken Sound.

“The approach we take is you do what you have to do, and you don’t do any more,” says Phil Peterson, Hubbard’s superintendent on the Old Course. Peterson also says he’s impressed with the newer pesticides the courses

🌿 **Little blue herons are a common sight at the Broken Sound Club. Hubbard photographed this heron and its reflection from a placid pond.**

uses that contain less-toxic active ingredients and require lower use rates.

At the two clubhouses, Crean is spearheading an ambitious movement to go green. Both buildings no longer use Styrofoam cups and have reduced use of plastic bottles. The clubhouses have also switched to biodegradable corn-based plastic cups and recycled paper cups and have introduced filtered water stands to replace bottled water.

Crean, who came to Broken Sound in 2003, also struck a deal with a local sanitation company to have its paper and plastic garbage picked up for recycling. The company is actually paying the club for the garbage to recycle it.

Broken Sound also invested about \$77,000 to install nine solar-powered hot water heaters, which will save up to \$2,000 a month on energy. And the club receives a tax credit for the installation. Crean, who realizes they don’t call Florida the “Sunshine State” for nothing, is studying the feasibility of switching to solar-powered golf cars.

**TAS TRIMMER**  
“work smarter... not harder”

**QUICK & EASY ATTACHES TO ANY STRAIGHT SHAFT LINE TRIMMER**

**SOLID STEEL CONSTRUCTION OUTLASTS THE COMPETITION**

**TAS TRIMMER G.C. 8  
MSRP \$34.95**

**LESS IS MORE  
TRIM UP TO 1600 HEADS  
WITH 1 TAS TRIMMER**

**GIE+EXPO**  
THE GREEN INDUSTRY AND EQUIPMENT EXPO  
**BOOTH #1152**

[www.tastrimmer.com](http://www.tastrimmer.com)  
TOLL FREE (866) 231-0778

The club's latest environmental endeavor involves composting all of its organic material — including grass clippings, tree branches and food waste — to put back onto the golf courses. The club, which spends about \$65,000 a year transporting the waste to a landfill, is testing a bio-digester that will compost the waste.

“Compost helps bind nitrogen into the soil,” Crean explains. “So when you put out a fertilizer on the golf course, it will stay in the turfgrass and soil longer, which will help the turfgrass’ roots take up the nitrogen longer. That means we can reduce our fertilizer use over the long term.”

If all goes as planned, Crean and Hubbard expect the city of Boca Raton to help the club get a permit to purchase the bio-digester for about \$400,000.

“This project could change the way golf courses get rid of refuse in the future,” Hubbard says.

Many of the environmental initiatives cost money, but Crean says the club is also saving money by introducing them. “The benefits will come back to the club 20-fold,” he adds.

They already have. Members have told Hubbard how much they enjoy the golfing experience, thanks to his environmental doings. The compliments are like a bird's sweet-singing music to his ears.

“It has been said that people just came here to play golf before,” Hubbard says. “Now they come to enjoy their rounds by looking at the scenery.”

## Superintendents and the Environment

*Golfdom* has profiled several environmentally minded superintendents and golf courses over the years. You can read about them in *Golfdom's* online archives at [www.golfdom.com](http://www.golfdom.com).

**The Man With the Environmental Plan** 🌿 Pat Blum helps Colonial Acres become the first golf course to navigate the EPA Performance Track.

**Speaking Naturally** 🌿 CourseCo's Ray Davies walks the talk when it comes to golf's role in the environment.

**Natural Wonder** 🌿 Sand Ridge Golf Club was built and is maintained to function in harmony with the environment.

**Doing the Right Thing** 🌿 Paul Emling has transformed Arcadia Bluffs' image with a golf course maintenance program based on his genuine appreciation for the environment.

Ivan Snyder, Broken Sound's former green chairman and a member of the club's executive board, says he's impressed with Hubbard's accomplishments. “He has transformed the facility,” Snyder says, noting Hubbard's knack to use natural elements such as trees to add depth perception to the courses.

Snyder has belonged to Broken Sound for more than 15 years, and says wildlife has vastly increased on the courses.

“The wildlife we have is spectacular,” he adds. “One of our members is an avid bird watcher, and he gives early-morning bird-watching tours on the golf course.”

If Hubbard believed in reincarnation (he doesn't; he's a devout Christian), he might tell you he was a bird or a bear in a previous life. Or a fish.

*Continued on page 36*



🌿 There are several alligators on the two courses, and Hubbard has given them names. Meet Al-e-gator. But don't bother him while he's having lunch.

## The Natural



Hubbard says he set out to add “texture” to the two courses by adding landscape beds and natural settings for wildlife.

*Continued from page 35*

The first thing you notice about his office at the Club Course maintenance facility is the four walls, which are covered with fish — big fish. They are replicas of lunkers landed by Hubbard over the years.

When Hubbard is not working, he’s probably fishing. His favorite fishing spot is the wilderness of Washington state. That setting takes Hubbard back to his youth, when

he and his friends would traipse through the wild and live off the land for weeks. They would catch and cook fish for their food, eat ponderosa nuts and drink water from the cool mountain streams. It was the late 1960s and nobody made a big deal out of kids taking off for the wilderness for a few weeks. It was like summer camp to them.

Hubbard also discovered back then that he had an affinity for animals and that the feeling was mutual. “I’ve always sensed that animals aren’t afraid of me,” he says.

It’s amazing how close Hubbard can get to animals with his camera. Some of his photos, including close-ups of birds, insects and alligators, would be good enough to publish in “National Geographic.”

Among the wildlife at Broken Sound, Hubbard counts almost 70 bird species, including the American bald eagle. There are also foxes, armadillos, snakes, lizards, iguanas, alligators and the Cuban anole, “a lime-green lizard that’s probably about 24 inches long and looks ferocious,” Hubbard says.

The numbers of birds on a golf course are the best indicator of its environmental proficiency, Hubbard says. “When you see 70 bird species, you’re not just in harmony with Mother Nature, you’re accentuating Mother Nature,” he says. “You’ve created more space for birds to feed, live and survive.”

While Hubbard wears environmentalism like a patch on the sleeve of his Broken Sound Club polo shirt, he still believes in the philosophy that man is above beast. For example, Hubbard will not hesitate to have an aggressive alligator dispatched from the golf course. Once, when he was the superintendent of Jonathan’s Landing Old Trail in Jupiter, Fla., an 11-foot, 350-pound gator chased Hubbard and his young daughter on the golf course. The gator was gone the next day. “You know you have to get rid of them when they start chasing people,” Hubbard says.

As much as he loves and appreciates nature, Hubbard has the utmost respect for it. He knows it could kill him — and it nearly has on several occasions, including the time Hubbard was snipped by a snake.

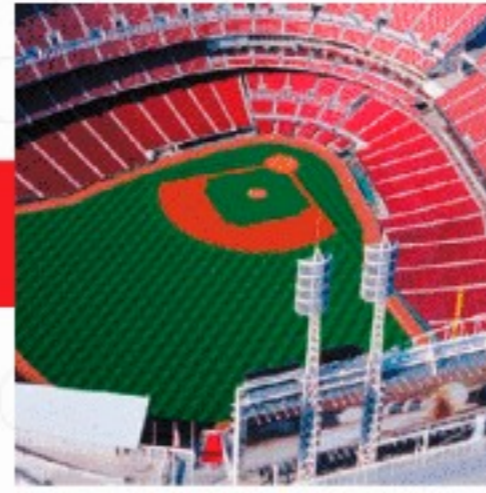
On the other hand, it is nature that has provided Hubbard with a zest for life. 🌿

EMPIRE STATE  
**GREEN INDUSTRY SHOW**  
**January 7-9, 2009**  
Rochester Riverside Convention Center  
Rochester, New York

Golf Turf Education Tracks  
200 Booth Trade Show

Recertification credits available  
for: NYSDEC, MA, PA, RI, VT,  
GCSAA, PGMS, NYSPRS,  
ISA, STMA and NYSNLA

*To request a brochure or more information about the  
Empire State Green Industry Show contact our office at (800) 873-8873,  
show@nysta.org or visit our web site at www.nysta.org.*



# The place to be

for turf and landscape professionals.

## 2008 OHIO TURFGRASS CONFERENCE & SHOW

December 8 - 11, 2008 (Conference) • December 9 - 11, 2008 (Trade Show)

Greater Columbus Convention Center • Columbus, Ohio



[www.OhioTurfgrass.org](http://www.OhioTurfgrass.org) • 888-683-3445

Sponsored by: Ohio Turfgrass Foundation, The Ohio State University, The Ohio State University Extension, Ohio Agricultural Research and Development Center.

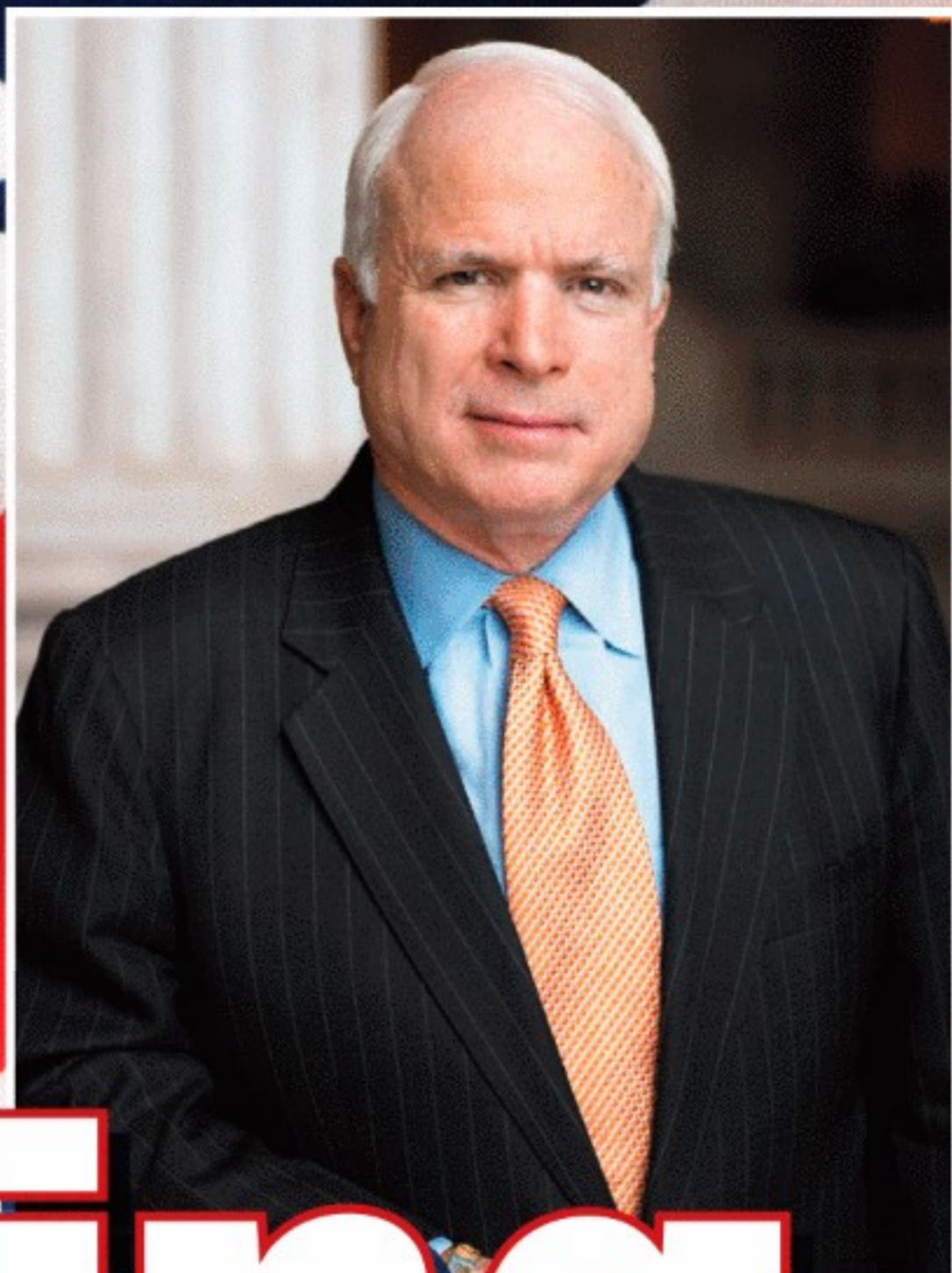


Central Ohio Golf Course Superintendents Association

## SHOW HIGHLIGHTS INCLUDE:

- 200+ Exhibitors
- Group Discounts
- Applicator License Re-certification Credit
- GCSAA and STMA Credit
- Keynote Speaker - Dr. Al Turgeon
- Contests and Prizes
- Ohio Golf Summit
- Golf Course Owners/General Managers Track
- USGA Regional Seminar
- Lawn Care Business Management
- Plus, the Best Education in Sports Turf, Golf Turf, Lawn & Grounds, Landscaping, Irrigation, Sod Production, Mechanics, Sessions in Spanish and MORE!





# Voting

## With Your Pocketbook

Superintendents overwhelmingly say economic policy drives their voting preferences

BY DAVID FRABOTTA  
SENIOR EDITOR

**A**mericans are desperate for economic leadership. Ever since Herbert Hoover, Americans have used the resident of the Oval Office as a scapegoat for economic woes.

Hoover, of course, had the unfortunate timing of taking the oath of office less than a year before the stock market crash of 1929. By 1933, stock prices were down 80 from their highs in 1929, which opened the door for a fiscally minded challenger. Franklin Roosevelt was an effective persuader and exhilarating speaker, who had the ability to reassure Americans that the Great Depression would soon come an end.

Jimmy Carter and George H.W. Bush were other notable casualties of this fiscal warfare. The latter lost to an opponent, relatively unknown Arkansas Governor Bill Clinton, who hung a sign in his office to remind him, "The economy, stupid." How else could an incumbent president with an 89 percent approval rating lose a general election less than one year later?

America's economy is in tumultuous times once again, and superintendents appear to be voting with their pocketbooks, according to the *Golfdom* 2008 Election survey.

Housing foreclosures continue to send a frightening ripple through the banking sector,

*Continued on page 40*

PHOTO CREDITS: JOHN MCCAIN 2008 — WWW.JOHNMcCAIN.COM (RIGHT) AND OBAMA.SENATE.GOV



SePRO Corporation Carmel, IN 46032

## The Legacy has been passed on

New Legacy Turf Growth Regulator incorporates patented synergistic growth regulation technology resulting from its dual sites of action and absorption. No other product can match Legacy's combination of enhanced growth suppression, extended spray intervals, improved turfgrass color and quality, suppression of *Poa annua* and more uniform growth regulation on mixed turfgrass stands. The next generation of turf growth regulators is here in the form of an innovation that will be passed down for years to come.

Make it a part of your golf course's tradition by visiting [www.sepro.com](http://www.sepro.com) or calling 1-800-419-7779 to learn more about Legacy or any of SePRO's products, services and technologies.

# Legacy\*

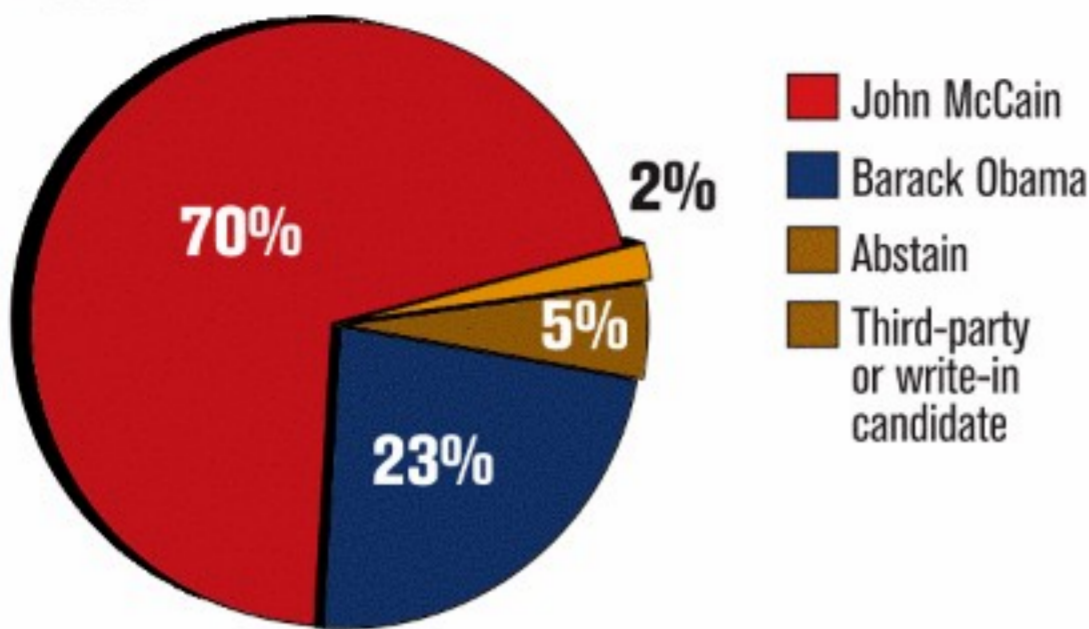
The Next Generation of  
Turf Growth Regulation Technology



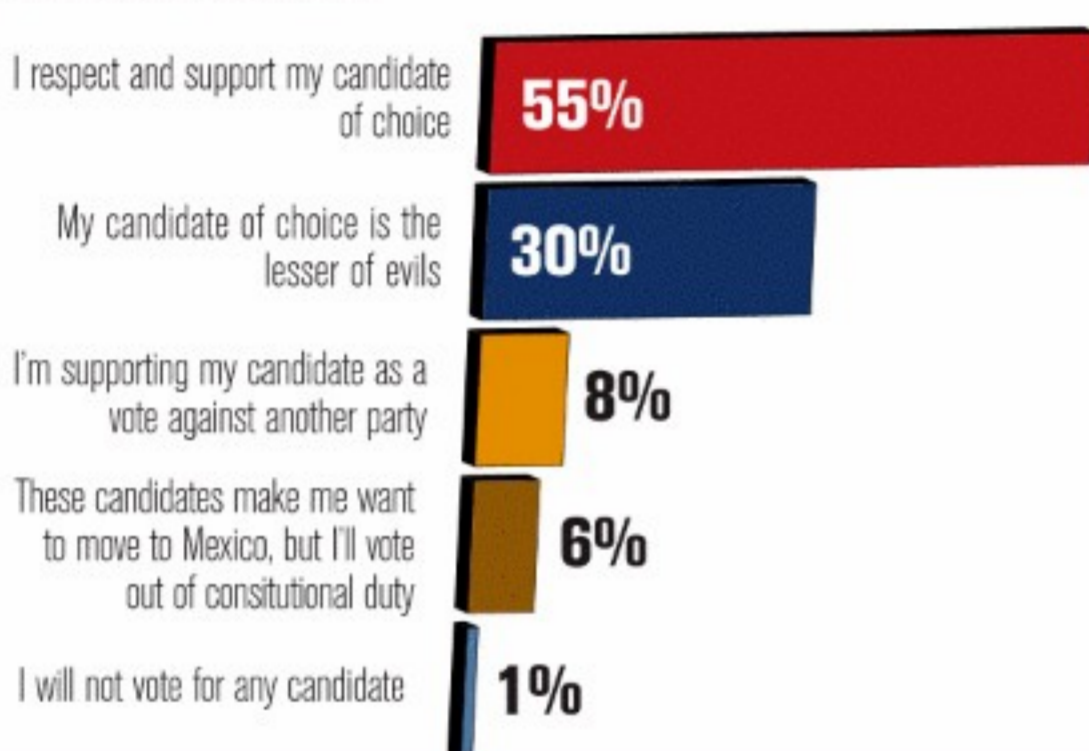
\*Trademark of SePRO Corporation. Always read and follow label directions. The synergy derived from the combination of Type IIA and Type IIB PGRs is covered under U.S. Patent No. 7,135,435. ©Copyright 2008 SePRO Corporation.

## Voting With Your Pocketbook

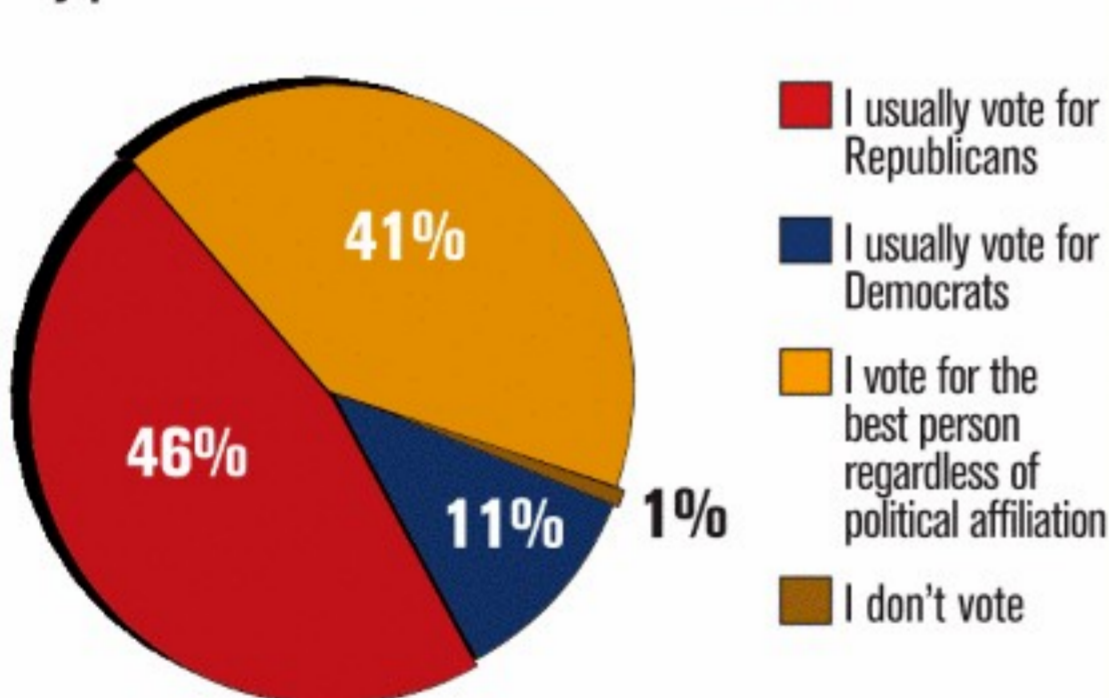
### Who will you vote for in the November U.S. Presidential Election?



### The following statement best describes your attitude about the election:



### My political habits are best described as:



*Continued from page 38*

and jobs data is taking its toll on consumer confidence and spending. At presstime, the House of Representatives rejected a \$700-billion infusion into American banks facing financial ruin. Among the casualties so far are Lehman Brothers, a 158-year-old company that survived the Civil War and the Great Depression but was unable to weather the country's current foreclosure crisis, and Washington Mutual, which has the dubious distinction of being the largest bank failure in American history.

Foreclosures hit another record high in August as 304,000 homes were in some stage of default, and 91,000 families lost their houses. More than 770,000 homes have been repossessed by lenders in the 12 months since August 2007.

Golf has taken its trickle-down lumps along with the general economy. Not only is housing hampering golf development, but golf rounds are down 1.5 percent this year through July, according to Golf Datatech, and operating budgets continue to be hampered by escalating costs in everything from lobster at the clubhouse to turfgrass seed on the golf course.

Rounds are down significantly in the upper Midwest, where local economies have been hit hardest by the housing fore-

closures and unemployment. In the East North Central region — which comprises Michigan, Ohio, Indiana, Illinois and Wisconsin — rounds are down almost 5 percent this year. And in the West North Central Region — Iowa, Missouri, Kansas, Nebraska, North Dakota, South Dakota and Minnesota — rounds fell almost 8 percent through July compared to last year.

The loss of manufacturing in many Rust Belt states helped fuel much of the country's economic downturn and job losses. And their struggling status has been a reason for concern for economists and superintendents alike.

So it's no wonder that three-quarters of respondents to *Golfdom's* 2008 Election survey say they base their voting decision on who is best for the economy. The economy was the most important federal issue for 74 percent of respondents, followed by national security (59 percent), taxes (56 percent) and military conflicts (43 percent).

Given those issues that are most important for superintendents, respondents overwhelmingly plan to vote for Sen. John McCain next month. Seventy percent of superintendents say they will vote for the Republican ticket, while 23 percent say they will vote for Sen. Barack

### Did We Miss the Mark?

Not everyone received our survey with open arms. Several superintendents were offended that *Golfdom* was encroaching on individuals' rights to a secret ballot.

We should note: A secret ballot is not guaranteed in the federal Constitution. Because elections are run by the states, the right to a private ballot is guaranteed by state law. A secret ballot protects against undue influence and manipulation in cast-

ing a vote, and retaliation because of how one voted. Journalistic ethics would forbid *Golfdom* from disclosing results of our proprietary surveys, especially when it comes to voting. We gather information for editorial purposes only.

Even so, some respondents felt that we should get back to the business and agronomic stories that make *Golfdom* a valuable tool for superintendents.

One respondent wrote: "*Golfdom* has NO

business surveying anyone in the turfgrass industry about this upcoming election and about their personal politics! Get back on track."

Of course, our sole purpose is to create content that our readers want and need, so drop us a line, and let us know what stories you like, dislike and what types of issues — turfgrass or otherwise — that you want us to cover. And we'll try not to keep the most pertinent issues in your lives a secret. [dfrabotta@questex.com](mailto:dfrabotta@questex.com)