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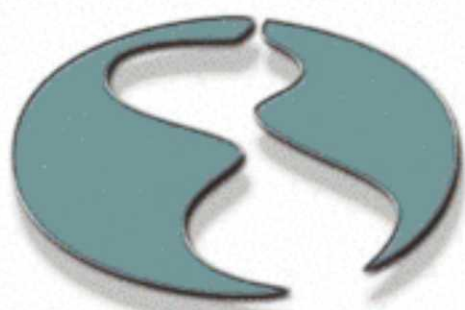
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# Golfdom

JANUARY 2009 • VOLUME 65 • NO. 1

# The Obama Order

34



golf industry show  
Preview

## How's the Job?

■ Mark Woodward talks about his first six months as CEO of the GCSAA and his plans for the association.

By Larry Aylward

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## If I Ran the Golf Industry Show ...

■ ... I'd get Bill Murray (Carl Spackler) to speak, and I'd host a laser-tag game on Saturday morning — among other things.

By Christopher S. Gray Sr.

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## Where You Staying?

■ You might try an 'alternative' hotel to save some money. But hopefully you've picked a hotel where the bed bugs don't bite.

By Ron Furlong



48

## Show Case

■ Here are some of the things companies will do and display at the big show

Compiled By Larry Aylward

## Special Report

## cover story

BY LARRY AYLWARD

Led by a liberal president, the Democrats now rule the roost in Washington. How will the party's dominance affect the golf course maintenance industry?

# 22

### About the cover

*Golfdom* Art Director Kristen Morabito took a more newsy approach in her design to illustrate our cover story. Photo by iStock International Inc.

## 51 Water Wise: Part 3

In the final segment of the series, we explore what golf course irrigation will look like in 2025.

By Larry Aylward and  
Christopher S. Gray Sr.



### A New Year Brings New Ideas

As Editor in Chief of *Golfdom*, I'd like to wish you a Happy New Year and welcome you to our 11th year of publishing. It was 10 years ago this month that we launched *Golfdom*. It has been a great and fun ride, to say the least.

With the advent of a new year, we've made a few changes. The biggest change is we've moved Geoff Shackelford's column (formerly known as "Designs on Golf") to our back page and renamed it "Shack Attack." We decided we wanted to close the magazine with a columnist who would make a statement and leave readers thinking a bit. Shackelford, as you have probably noticed over the years, does that well.

"Shack Attack" replaces "Out of Bounds." Mark Luce did a wonderful job writing this column about "something completely different" over the years, and we'd like to thank him. The good news is that Luce will continue to write some out-of-bounds-like feature stories for *Golfdom*.

Finally, we've changed the name of Joel Jackson's column to "From the Back Tees." Jackson has written the "Shades of Green" column since *Golfdom*'s debut in 1999. But we thought with the word "green" taking on a more environmental connotation, it was time to change the column's name to update ourselves and not confuse new readers. Jackson picked the new name, which better reflects the myriad topics of which he writes.

Here's to a healthy and happy 2009! — Larry Aylward

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on a Tour of 2008
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A Resolution to  
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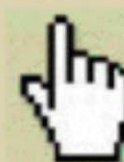
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- 10 Off the Fringe
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## Turfgrass Trends

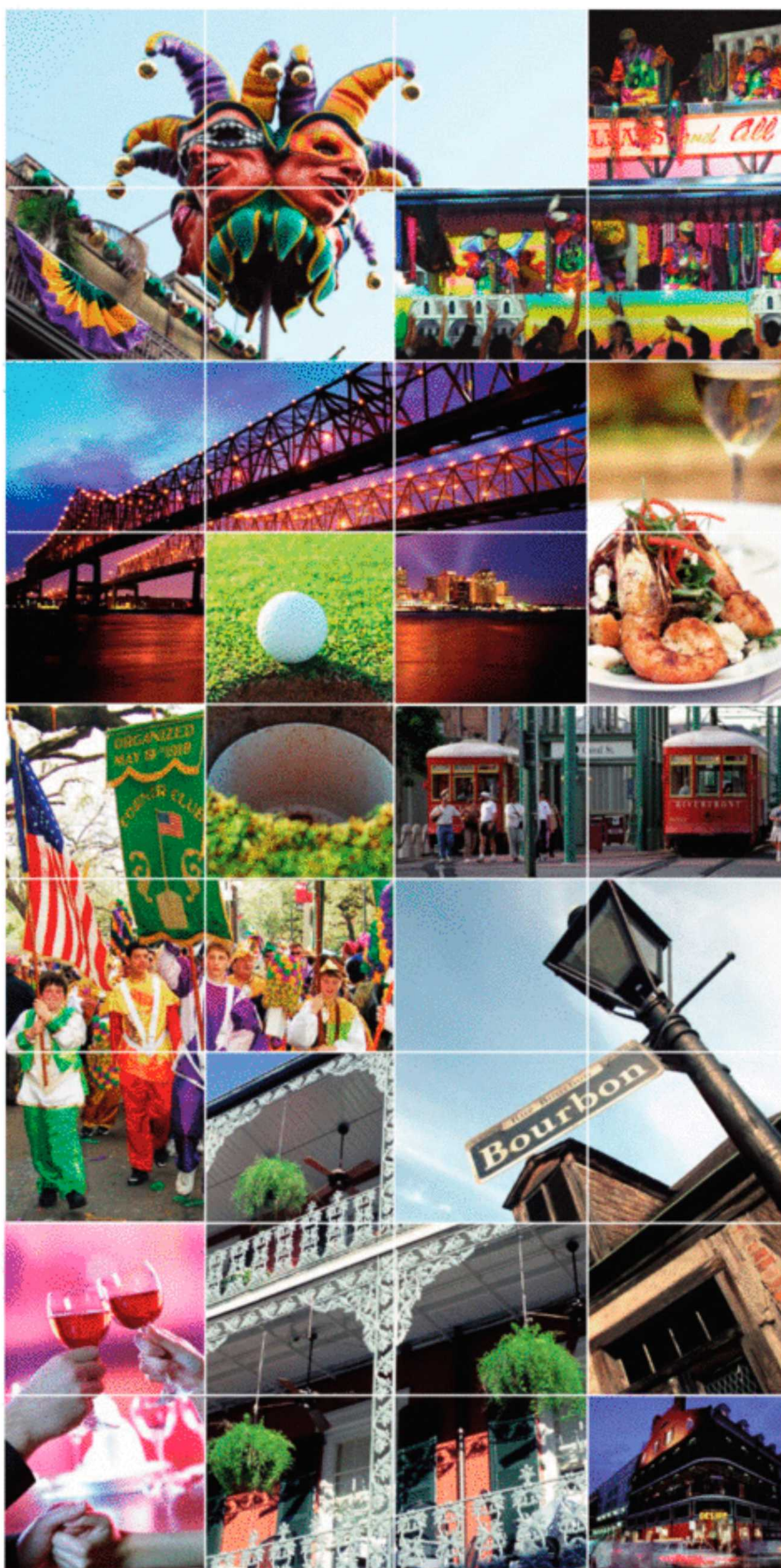
This month, *Golfdom*'s practical research digest for turf managers discusses tall fescue rooting in response to irrigation management, as well as summer decline in cool-season turfgrasses. See pages 63-70.

## Online Exclusive



Watch this video podcast  
only at [www.golfdom.com](http://www.golfdom.com):

Jim Singerling, CEO of the Club Managers Association of America (CMAA), adds some much-needed economic perspective to the struggling economy, particularly the golf industry. Singerling spoke at the Ohio Golf Summit in December.



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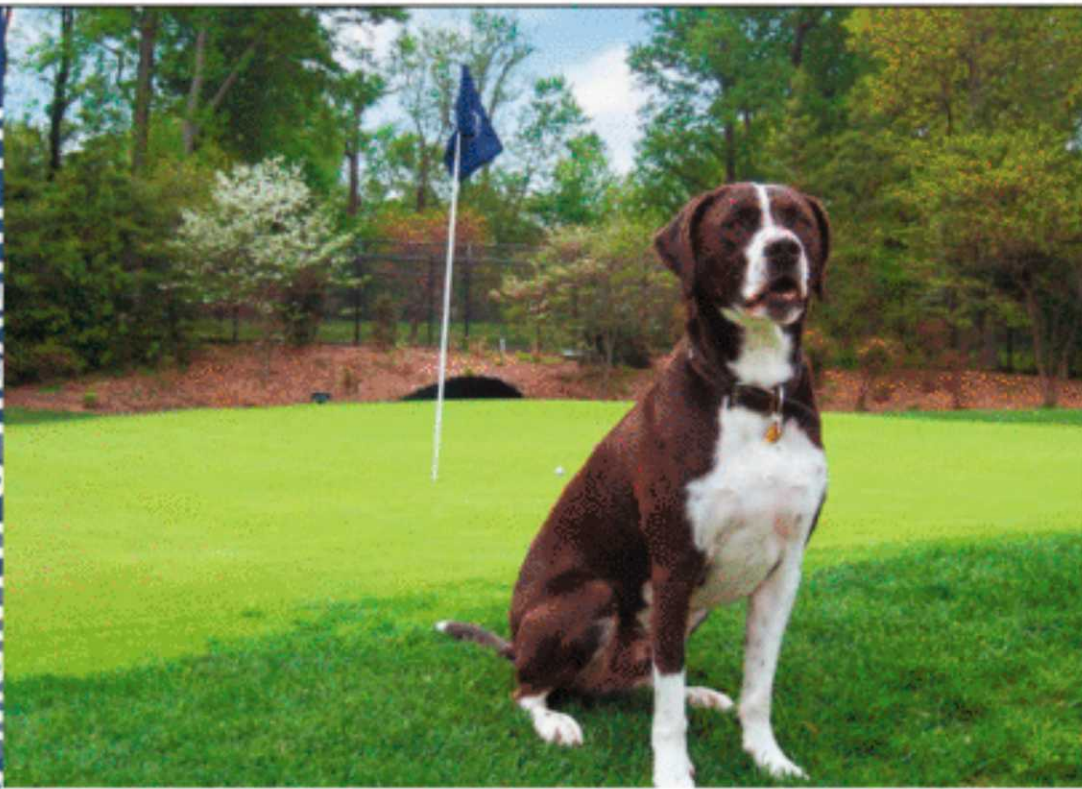
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**Willie.** His owner is Steve McCormick, the golf course superintendent at Columbia Country Club in Silver Spring, Md. (Photo by: Rachel Bloomfield)



Improving the Way Professionals Care for Turf

# Golfdom

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**S**ometimes, I think we're a nation of too many opinions. We Americans have an opinion for everything, whether we're asked for it or not.

I know, I know — our nation is founded on free speech. And I *am* a proponent of the First Amendment.

My point is that too many of us voice our opinions just because we feel like we need to be part of the conversation. And some of the stuff that comes out of our mouths is just plain wrong, or stupid or both. We're all guilty of it — from the guy at the corner bar to the politician in Washington.

And while we're on it, let's talk about politics for a minute. I can't wait for Jan. 20, the day that Barack Obama becomes president. Because that's also the day that George W. Bush leaves the White House.

I'm glad Bush is out of there because I'm sick and tired of the Bush bashing, especially in the past four years. A Jay Leno joke here and an editorial cartoon there didn't bother me. Bush, after all, was the most public of all public figures. The jokes and criticism come with the territory.

I realize that Bush made some big mistakes. Still, the bashing that went on was not constructive. It was ugly at times. Real ugly.

And this wickedness scares me.

We've become very divided in the past 10 years in this country. We're staunch and proud Republicans; we're staunch and proud Democrats. Problem is that many of us are so staunch and proud that we lose our inhibitions.

Hey, I'm all for a spirited debate between Republicans and Democrats on important issues. This is how the government should get things done. What I'm not for, however, is the extreme partisanship of both parties, which can sometimes border on the ridiculous. This is not how to act to get things done.

I'm also disturbed by political bashing that doesn't have much basis. Obama hasn't even taken office, and right-wingers are already saying the world is going to end. I've heard it from our readers, who are largely Republicans. Many of you think our country and our industry is in

## Let's Give Obama A Fair Chance

BY LARRY AYLWARD



'HE WASN'T MY  
CANDIDATE OF  
CHOICE, BUT HE IS  
MY PRESIDENT, AND  
I'M ROOTING FOR HIS  
SUCCESS,' SAYS  
SUPERINTENDENT  
MATT SHAFFER

real trouble with Obama and the Democratic-powered Congress in charge. As one superintendent put it in a reader survey we conducted about last November's election, "If Obama wins, we're in BIG TROUBLE!" Incidentally, another reader responded, "If there is a God, McCain will win."

From an industry perspective, I realize that Obama and Congress have an environmental agenda that could impact how the golf course maintenance industry operates. The reason I wrote this month's cover story was to examine those possibilities. Obama and Congress are said to be bent on passing some environmental legislation that correspond with their "green" views. But it's the golf course maintenance industry's job to educate Obama and Congress that it is an environmental friend, not a foe. You do a great job of this inside the walls of our own industry, but you need to do it on the outside.

But back to the point: political bashing. Let's not just write off Obama as a liberal fanatic who would rather let turf disease kill your course (and eventually your course's business) than treat it with fungicides. Let's give him a chance.

I'd like to leave you with some words of wisdom from a very capable golf course superintendent. Several weeks ago, I asked you for your thoughts on Obama winning the election. Here's how Matt Shaffer, superintendent of Merion (Pa.) Golf Club, responded: "He wasn't my candidate of choice, but he is my president, and I'm rooting for his success. He has a lot of problems to solve, and I pray for his success as well as his safety."

No matter our political stance, we should all feel how Shaffer feels.

---

*Aylward can be reached at [laylward@questex.com](mailto:laylward@questex.com).*

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# Off The Fringe

## Business briefs

### Lebanon Acquires Emerald Isle

Lebanon Seaboard Corp. acquired the Emerald Isle line of premium foliar and other granular fertilizer products from Milliken Chemical, a division of Milliken & Co. Terms of the agreement between the two privately held companies were not announced. Emerald Isle True Foliar products provide seaplant extract and other beneficial supplements for root growth, stress tolerance and disease resistance.

### Bonar Wins Green Section Award

The United States Golf Association named Terry Bonar, golf course superintendent at Canterbury Golf Club in Shaker Heights, Ohio, as the recipient of the 2009 USGA Green Section Award, which is presented annually by the USGA to recognize individuals who exemplify outstanding contributions and dedication to the game through their work with turfgrass. Bonar is a member of Golfdom's Editorial Advisory Staff.

"To be considered in their company, I'm very humbled by this gesture," said Bonar, who has more than 45 years of experience in golf course maintenance.

### IA Unveils New Look

The Irrigation Association recently unveiled a new logo and tagline. The redesigned brand, revealed during the 2008 Irrigation Show, is part of IA's strategic plan to become the recognized authority on irrigation.

The association says its new logo communicates the critical link between irrigation and making things grow, while the tagline, "Smart practices. Sustainable solutions," is a powerful message of IA's mission and its members' commitment to better water management.



## Future Leaders Gather at Disney to Learn

By David Frabotta

**G**rowing the game isn't a mantra; it's an ongoing commitment. That's why The First Tee partners with Walt Disney World and The Toro Co. to educate high school students about not only the game of golf, but careers in golf and hospitality as well.

The second-annual Future Leaders Forum, which took place in early November at Walt Disney in Orlando, welcomed 50 First Tee leaders from chapters around the world.

The delegates earned the trip through their exemplary participation through The First Tee, as well as essays to be part of the program. The winners won a cool, behind-the-scenes look at a PGA Tour event: The Children's Miracle Network Classic at Disney.

**ABOVE: Gary Myers, director of golf courses and grounds for Walt Disney Resorts, speaks to the Future Leaders delegates. "It's important for students to know they have career options outside of playing golf."**

Dennis Himan, group vice president of golf and landscape for Toro, read each survey, and said these students are some of the sharpest teenagers he has ever met, largely due to etiquette and life lessons learned from The First Tee. "The core of our company is built around golf," he says. "So it behooves us to participate in programs like this because there is a possibility that these kids, some of the best and brightest the sport has to offer, will come to work in the industry."

Part of the tour involved a stop with Gary Myers, director of golf courses and grounds for Walt Disney Resorts, which has 81 golf holes. He said it's imperative for superintendents to highlight golf maintenance opportunities in their respective regions. That includes speaking to student groups, technical colleges and horticulture classes.

"It's important for superintendents to talk about job opportunities, especially as we're headed into economic times like these (when there are a lot of job seekers and pressure to operate a more efficient business)." ■