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## Mining for Molecules

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Maravich says Arysta is concentrating on discovering products to “reduce the load of active ingredient applied to the ground, but not hindering the performance of the product.” Like Bayer, Arysta is focusing on herbicides in the short term, and Maravich says the company is working on a product for *Poa annua* control.

Even though Raleigh, N.C.-based Quali-Pro focuses on post-patent chemistry, Russ Mitchell says the company plans to introduce patented chemistries in the future. But Mitchell, the company’s product and marketing director, expects fewer pesticides to be introduced in the next five to 10 years than in the past. Mitchell expects fewer pesticides because “we have a pretty good arsenal of quality products to take care of about everything.” That said, Mitchell predicts superintendents could one day soon see a glyphosate-resistant bentgrass.

Bucci says BASF is researching products “outside traditional plant protection compounds or traditional pesticides.”

“We’re looking for products that are targeted and will not affect nontarget organisms,” she adds.

Welge says Bayer is also committed to traditional and nontraditional research.

“We’ll continue discovering synthetic products and bringing them to market,” Welge says. “These newer products will have lower use rates and less impact on the environment. We will also invest and focus on alternative-control solutions. This could be more biological or something that’s nonsynthetic in nature.”

Ravel says Syngenta is also considering nontraditional products.

Most all pesticide manufacturers aim to develop active ingredients that

are less toxic and have more favorable environmental profiles without sacrificing performance. DuPont has introduced two new insecticides with reduced-risk classifications by the Environmental Protection Agency. A new herbicide that exhibits the criteria for a reduced-risk product is on the way. Reduced risk not only means the pesticides are virtually nontoxic on birds, fish and aquatic life, it also means they made it to market faster.

Urbanowski says Dow is “clearly focused” on developing and releasing new products with the reduced-risk classification as it is with penoxsulam this year. “It’s a category for registering active ingredients with better environmental profiles,” says Urbanowski, noting that Dow has four such products available to the green industry.

Mitchell says the trend is toward “rifle-shot type products with narrow spectrums and low application rates of active ingredients” — with no talk of fish and bird kill potential on the products’ labels, of course.

Mitchell goes to bat for some of the veteran pesticides, saying they’re safe as long as they’re used according to label. For instance, Mitchell calls chlorothalnil the industry’s “lifeblood fungicide.”

“Everybody who has a stake in that product is trying to make sure we have it for the next 50 years,” he adds.

The industry still needs a few broad-spectrum products that aren’t as prone to resistance as some of the newer chemistries, Mitchell contends.

“We need to steward the old products to make sure they’re around as long



**Scott Welge** says Bayer is concentrating on herbicide development in the short term.

as possible,” Mitchell says. “And superintendents must do their parts and not put down more product than they need to put down.”

It’s possible for companies to discover and bring to market

more broad-spectrum control products that are environmentally safer? “Companies would relish the opportunity to do that,” Silcox says.

But he questions whether such products could be environmentally safer. “Then again, when I was a graduate student 25 years ago I don’t think we could have envisioned Acelepryn,” he says of the company’s new reduced-risk insecticide for white grub control. “So sometime in the next 25 years, there’s probably going to be a fungicide developed that fits that description.”

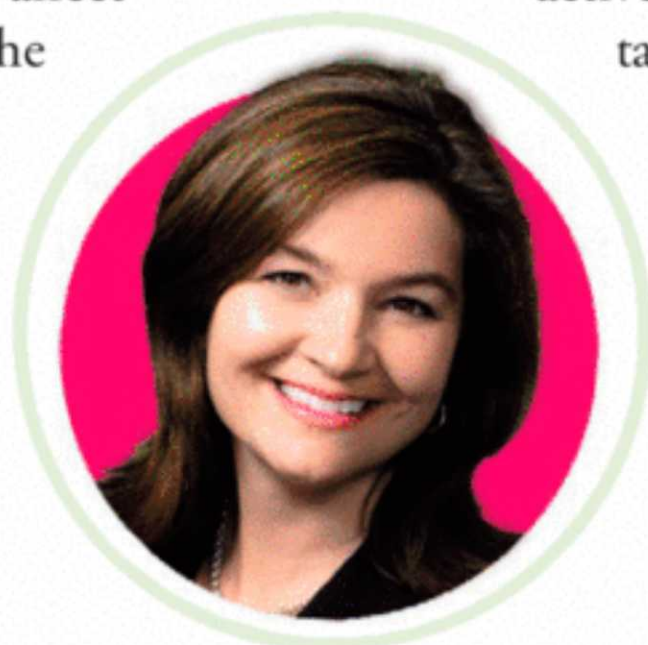
Through it all — meeting superintendents’ needs, developing new modes of action and introducing environmentally sound products — chemical companies realize they must be efficient in the process so as to not waste time and money.

Bucci says manufacturers have become efficient during the active ingredient screening process. For instance, manufacturers screen early for an active ingredient’s ecotoxicity issues.

“We do that now to make sure we don’t spend a lot of time and money on an active ingredient that may never pass through EPA later,” she says.

Silcox says DuPont takes a two-pronged approach to develop a new compound, focusing on performance and toxicology. The proficient approach enables the company to develop a compound and bring it to market faster, which means the product will have a longer shelf life under patent.

That could equal more revenue. And additional revenue allows companies to keep on keeping on, even through the most tumultuous of times. ■



**Toni Bucci** says BASF is researching products outside traditional pesticides.



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While many superintendents didn't travel to The Big Easy because "of my course's financial cutbacks,"

It Was on

# With the Show in N'AWLINS

By Larry Aylward, Curt Harler and Daniel Jacobs GOLFDOM STAFF



The most common question coming out of people's mouths during the Golf Industry Show last month in New Orleans

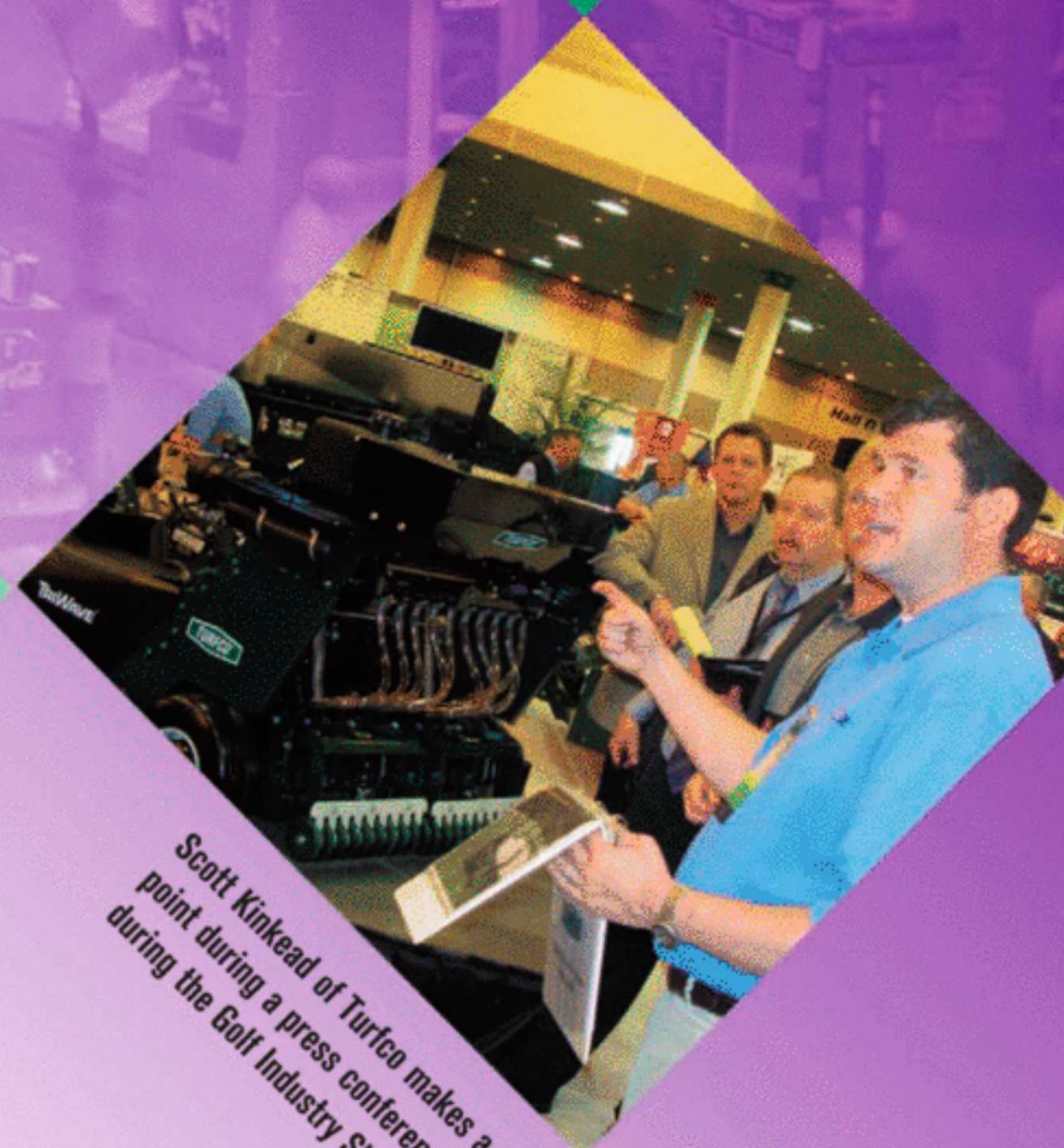
was *not*, "What exotic Cajun dish did you have for dinner last night?" (although the inquiry was a close second). The most common question *was*, "What do you think is the show's attendance?"

Everybody knew attendance was down, what with the crummy economy. And attendance is always down in host cities other than Orlando (who wants to bring the kiddies to The Big Easy?) In the end, attendance was a tad over 17,000, down from almost 26,000 the year before in Orlando. Qualified buyers were also down more than 3,000.

If there's any good news from these numbers, it's they were expected by many. A recent *Golfdom* survey reflects that. We asked about 125 superintendents: Why they did or didn't go to the Golf Industry Show this year? Fifty-six percent responded they didn't attend because "of my course's financial cutbacks." Wow!

Incidentally, 4 percent of superintendents said they paid their own way to New Orleans.

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Scott Kinkead of Turfco makes a point during a press conference during the Golf Industry Show.

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## On With the Show

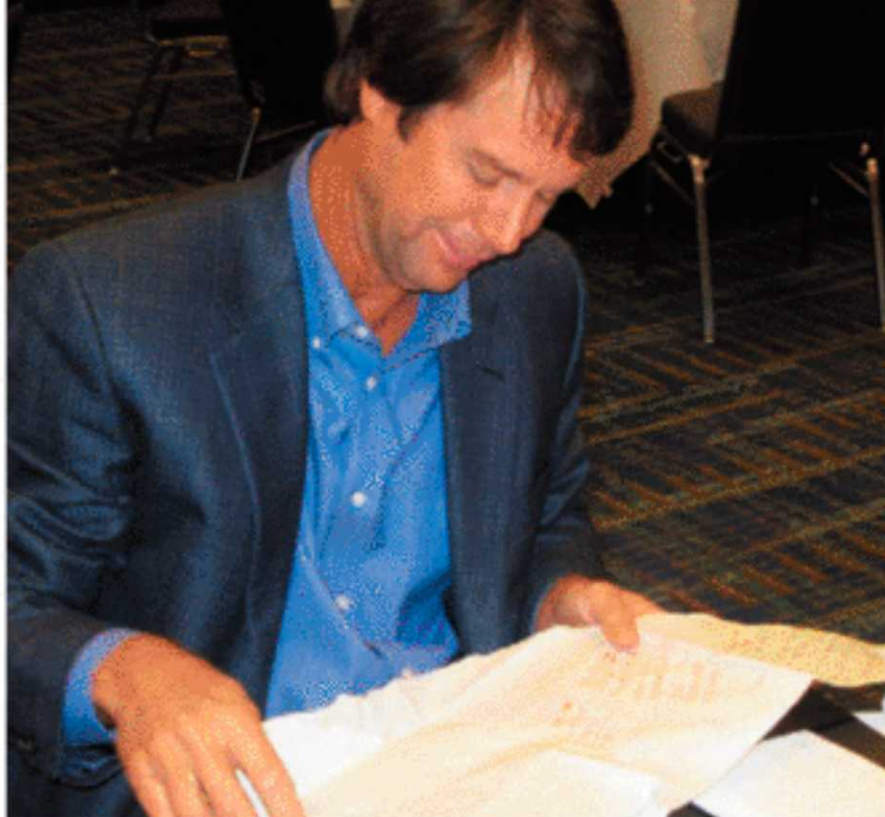
*Continued from page 26*

Attendance aside, there is plenty of news to report from the show. While we'd need a book the size of Chef Paul Prudhomme's cookbook (did you happen to eat at his restaurant K-Paul's Louisiana Kitchen?) to report it all, we'll do our best to report some of the happenings.

### A Zinger of a Story

Paul Azinger, who delivered the keynote address during the opening session, reflected on his relationship with Mark Wilson, certified superintendent of Valhalla Golf Club, where Azinger captained the U.S. Ryder Cup team to a win last fall.

"Mark and I became friends immediately," Azinger told



**Paul Azinger scribbled notes for his speech on ruffled paper.**

have set up their home courses over the years.

Then Azinger told this story in his best Wilson voice about satisfying a request from Ryder Cup team member and well-known big hitter J.B. Holmes. It all started during a practice round when Assistant Captain Olin Browne called Azinger on the radio. Here's how it went, according to Azinger:

Browne: "Zinger, I'm standing by this tree on 16. It's like 300 yards off the tee. There's a tree limb up about 30 feet in

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## Looking For Answers ... In the Moment

### Seminar speaker will never forget this education session

By Christopher S. Gray Sr.

I'm not really sure why it happened, but for the first time in many years of speaking at the Golf Industry Show, there was an uncommonly large amount of audience participation in the education session, "In the Moment ... The State of Public Golf." And to be absolutely honest, it was refreshingly wonderful to be a part of an open and honest exchange of ideas and stories.

Perhaps the economic struggles have hit home so hard that superintendents and owners alike feel the overwhelming need to share ideas and problems in order to see what others are doing simply to survive this particularly difficult recession. About 100 attendees passed on the newly opened trade show to attend this particular session in hopes of finding some practical methods and ideas in cost-saving programs as well as some interesting ways to attract new golfers while retaining the ones they already have. Or maybe they just wanted to share their problems.

In all, the session proved to be an emotional interaction, not only between the speakers and the audience, but also amongst the audience themselves.

I started the session with my presenta-

tion, "Creative and Affordable Environmental Stewardship Programs." While outlining the multiple programs that have saved my facility thousands of dollars, I was repeatedly stopped by audience members asking more detailed questions about the programs such as how to get started, what is the return on the investment and what tax credits might be available for certain programs. For me, this was a first. I had never had anyone ask questions during my presentation. Unlike years past, this audience was truly into the real applicability of these programs to their courses and wanted to learn everything they could about them — and in much more detail than I had ever anticipated for a 25-minute presentation.

I informed everyone that I would make myself available after the session to answer more specific questions. If I hadn't, I could have easily taken up the entire hour and a half.

When I finished, Brian Zimmerman from the Wisconsin Parks Department took over and spoke on a variety of successful revenue-driven programs. The audience again appeared to hang on every program Zimmerman introduced and hands shot into the air for a chance to ask specific questions on each of them. It was simply remarkable how

interested the audience was to learn of new way to attract more golfers to their facilities.

After Zimmerman's talk, the moderator opened comments and questions to the audience by asking, "What is the state of public golf right now?" The question struck a nerve. Attendees began sharing specific problems, such as dealing with shrinking budgets and reduced play, laying off assistants, and how to survive the upcoming season. The list went on and on.

To me, the feeling of the room was more of a support group than an education session. When someone finished telling a story, he actually had a look of relief on his face. It's a sensation I've never experienced before in an education session.

When the seminar reached its time limit, there was applause — not so much for Zimmerman and me, but more for everyone who participated in the open discussion and shared a small part of themselves for which we all emphasized and felt compassion. In the end, this was an education session that I, as a speaker, learned more from the audience than the audience learned from me.

*Gray, general manager and superintendent of the Marvel Golf Club in Benton, Ky., is a Golfdom contributing editor.*





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Some Heads You Want...



## On With the Show

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the tree that J.B.'s worried about giving him some trouble?"

Azinger: What!? We can't even reach that tree, and this dude is worried about a limb that's 30 feet up in that tree."

Browne: Yeah.

Azinger: All right.

(Azinger waits about 15 minutes and calls Wilson on his radio to talk about the tree.)

Wilson: Hello?

Azinger: Hey Mark, this is Zinger.

Wilson: Hey Zinger.

Azinger: Buddy, I got one more favor to ask.

Wilson: Whatcha got?

Azinger: There's a tree limb that J.B. thinks might give him problems, and ...

Wilson: Hey Zinger, I already got a guy up in that tree cutting that limb down.

Azinger: Mark you are the best! I'll talk to you later.

Wilson: Hey Zinger, don't hang up.

Azinger: What is it?

Wilson: That J.B. is spoiled, ain't he?

## Player's Passion

Walt Norley picked the right person in world-renowned golfer Gary Player to act as a spokesperson for his company. Advanced Sensor Technology (AST),



(Above right) Golf turf magazine editors (from left) Seth Jones, John Walsh and Larry Aylward played BASF's Turf Jeopardy. (Top) Shannon Martin was the teacher at Phoenix Environmental Care's booth and provided the "Head of the Grass" quiz to booth visitors.