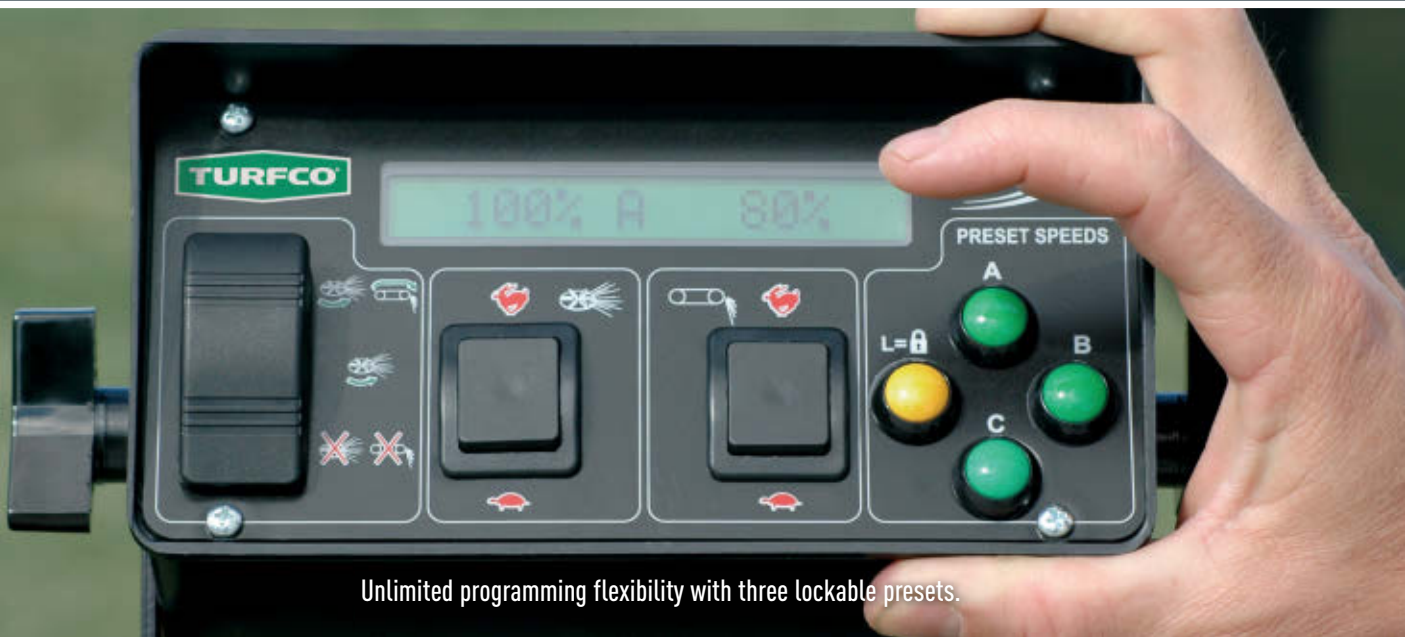


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Professor Alfred Turgeon, a teacher, researcher, administrator and Vietnam War veteran, is retiring from Pennsylvania State University at the end of the month. Dr. Turgeon's impact on turfgrass science is extensive. He wrote the textbook "Turfgrass Management," now in its 9th edition, and was instrumental in founding the World Campus online degree program at Penn State University.

Listing his accomplishments, however, does not speak to his uniqueness and the qualities that made Dr. Turgeon successful. I do not pretend to have some exceptional insight into Dr. Turgeon overall, but I would like to share what it was like for me to be around him as a graduate student. I do recognize that time makes memories a little more slanted, but I hope I can capture a period of time, which, although it was less than two years, was among the most exciting in my life.

Dr. Turgeon came to the University of Illinois in 1971 as an assistant professor of turfgrass science. In general, university turfgrass programs at the time were shifting their emphasis from an extension-applied nature to one more geared toward hard science. Dr. Turgeon embraced that move and was building a strong turfgrass research program at the University of Illinois.

In the late 1970s Dr. Turgeon had several technicians, undergraduate students and graduate students working for him. I was one of five or six graduate students who arrived during the late 1970s. The group of graduate students that I was most closely associated with included Bruce Branham (Professor, University of Illinois), David Chalmers (Professor, Texas A&M University) and William Torello (Professor Emeritus, University of Massachusetts).

Bruce, Dave, Bill and I were working in an environment that was exciting and in many ways intoxicating. It was a reflection of the energy and enthusiasm Dr. Turgeon brought to work. It was like every day was the "big game" and Al was the coach. Or some might say maybe more accurately, it was like a three-ring circus and Al was the ringmaster. Either way, Al was focused on one thing — turf research — and he expected nothing less from me or anyone else. If

Dr. Turgeon's Drive

BY KARL DANNEBERGER, PH.D.



**DR. TURGEON WAS
FOCUSED ON ONE
THING — TURF
RESEARCH —
AND HE EXPECTED
NOTHING LESS
FROM ME OR
ANYONE ELSE.**

you wanted to talk about sports you went to Dr. John Street, the extension specialist at the time.

Al would always say no one punches a clock in his lab; your time was your own. I figured out that we didn't punch a clock because we were always there. Some would say there is more to life than turf, but not at that time in that laboratory. For me, there could have been no better environment for a lowly graduate student to be motivated and inspired in, especially at the beginning of one's career.

Dr. Turgeon ran his program like any good coach would. He could motivate you with an inspirational talk when he felt you were floundering. He could also give you a swift kick if that is what it took for you to perform. Personally, Al usually motivated me with the latter. He had a unique ability to read people.

Al was goal oriented, always looking forward. He set his sights on a project, whether the project involved research, teaching or administration. And he tackled his projects with an enthusiasm and dedication found in very few. I remember him telling me once that at the end of the work day you should take a minute, relax and reflect on the day's accomplishments... And if you could not think of an accomplishment for the day? Well then, it was not quite time to go home.

As the holidays approach and the conference circuit begins, no doubt I will run into Al's colleagues and friends. We will reminisce about Al and recount stories about him. I know for sure Dr. Turgeon won't be reminiscing. He will be looking forward to planning his next project or adventure.

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

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GOLFDOM SUMMIT A SMASH

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THE GOLF MAINTENANCE industry is changing on a daily basis. Everyone in the industry — from superintendents and vendors to meeting planners and publishers — is adapting in order to survive in this industry. So *Golfdom* asked: why not change the way the industry meets to do business?

Enter the *Golfdom* Summit, a new way to bring superintendents together with vendors in a more intimate setting than the traditional trade show to discuss the newest trends in the industry.

GOLFDOM SUMMIT 2011 QUICK FACTS

LOCATION

Pinehurst Resort,
Pinehurst, N.C.

GOLF COURSE

Pinehurst No. 2

SPONSORS

FMC
Jacobsen
John Deere Golf
Redexim
Smithco
CourseVision

SPEAKERS

Rees Jones, architect
Bob Farren, CGCS, director
of golf course and grounds management,
Pinehurst Resort, Pinehurst, N.C.
Ken Mangum, CGCS, director of golf
course and grounds, Atlanta Athletic Club
Anthony Williams, CGCS, CGM, director of
grounds, Stone Mountain (Ga.) Golf Club
Seth Jones, editor in chief, *Golfdom*
Clark Throssell, Ph.D., research editor,
Golfdom

The Summit concept

The first ever *Golfdom* Summit was held last month at the Pinehurst Resort in Pinehurst, N.C. The Summit featured a unique format that combined boardroom presentations with one-on-one meetings and several unique networking opportunities, including the opportunity to tee it up on Pinehurst No. 2, site of the 2014 U.S. Men's and Women's Opens.





The format was met with appreciation by many of the superintendents in attendance. “It was nice to have the one-on-one interaction with company representatives instead of just shuffling by at a trade show,” Chris Zugel, superintendent at Whistling Straits in Kohler, Wis., said.

The Summit was a hosted event, which meant that neither the superintendents nor their clubs needed to open their wallets to cover travel, registration or even hotel rooms.

The idea of a hosted event might seem risky in a down economy. But realizing how tight maintenance budgets are all over the country, Pat Roberts, publisher of *Golfdom*, saw that adversity as an opportunity.

“The biggest advantage (of the *Golfdom* Summit), naturally, is that the club or the superintendent doesn’t have to pay for the super’s trip,” Roberts explained. “The advantage for our sponsors is that the vendor knows exactly who they are getting

Golf Course and Grounds Management at Pinehurst Resort and the host superintendent addressed attendees on the recent renovation of

Pinehurst No. 2 by Ben Crenshaw and Bill Coore and how he and his staff were preparing to host the U.S. Open and the U.S. Women’s Open in back-to-back weeks in 2014. “Trust me, we did not solicit this,” Farren said of hosting the two majors. “But we are proud of the fact that (the USGA) has faith in our abilities and faith in our community.”

Clark Throssell, Ph.D., *Golfdom*’s research editor, updated attendees on the newest research presented at this year’s C-5 turf science meetings in San Antonio. The response to Throssell’s presentation was outstanding, and he also was happy to receive positive feedback from the group on his new “Clark Talks Turf” column that runs in *Golfdom* every month.

Golfdom editor in chief Seth Jones shared his observations on what makes superintendents tick, learned after working closely

Continued on page 16

PAID ATTENDEES, EXCLUSIVE GOLF AND ONE-ON-ONE MEETINGS

AN INNOVATIVE NEW MEETING CONCEPT BY MATT HENDREN, CONTRIBUTING EDITOR

to meet with, and for how long. They don’t have to try to lure the customer into their booth, or waste their time with guys who are just sightseeing. It’s a win-win.”

Big meeting, big speakers

The Summit also featured several big name speakers including Rees Jones, Clark Throssell, Ph.D., Bob Farren, CGCS (Pinehurst Resort), Ken Mangum, CGCS (Atlanta Athletic Club), Anthony Williams, CGCS, CGM (Stone Mountain Golf Club) and *Golfdom*’s own Seth Jones.

Rees Jones’ keynote presentation, titled “The Evolution of Championship Golf,” was the highlight of the first day of the *Golfdom* Summit, closely followed by that rare opportunity of playing Pinehurst No. 2. Jones shared before- and after-photographs of such courses as Oakland Hills, Atlanta Athletic Club, Baltusrol, Brookline, Hazeltine, Winged Foot and Congressional.

For lovers of the game of golf and the history of golf — and let’s face it, who in that room wasn’t? — the Rees Jones keynote address was worth the price of admission alone... if there was a price, that is.

The following day, Bob Farren, Director of

1. Superintendents enjoyed the throwback look of Pinehurst No. 2. “The redo of it going back to the intent of the course, and the native (grasses), I thought it was perfect,” said John Anderes, CGCS, Queenstown Harbor, Queenstown, Md. “I wish American golf would go that way.”
2. Clark Throssell, Ph.D., gives a talk about current turf research at the Summit.
3. Rees Jones, keynote speaker, mentioned to the crowd that *Golfdom* founder Herb Graffis was a family friend, and that he was happy to help out the magazine today.
4. Bob Farren, CGCS, Pinehurst Resort, speaks to the group.



Summit Sized Up

6

Continued from page 15

with them over the last dozen years. Jones also shared stories of where his career covering the golf industry has taken him, opportunities like interviewing Lorena Ochoa in Guadalajara, Mexico and flying in Nick Price's private jet.

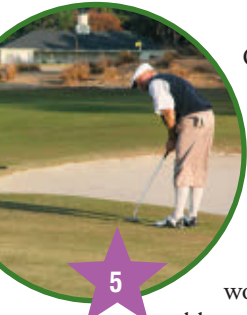
Pinehurst No.2

One of the many perks of hosting the *Golfdom* Summit at the Pinehurst Resort was having the opportunity to play the historic Pinehurst No. 2. Superintendents taking part in the Summit were like kids in a candy store.

"I don't have the words for it," Mike Osley, CGCS at Saddle Rock Golf Course in Aurora, Colo., said. "Getting a chance to play it was just awesome. The renovations, I love the simplicity of it, going back to the natural surroundings. I think that's a great thing."

John Genovesi, director of grounds at the Maidstone Club in East Hampton, N.Y., worked at Pinehurst back in 2000. He said he was blown away by the way the course has changed.

"I know where it came from to where it is now... I think they hit a home run," Genovesi said. "This was the first time



5. "I don't have the words for it," Mike Osley, CGCS at Saddle Rock Golf Course in Aurora, Colo., pictured, said of Pinehurst No. 2. "Getting a chance to play it was just awesome."

6. Emil Miller discusses a new technology from Smithco to Lawrence (Kan.) CC superintendent Bill Irving, CGCS. 7. Attendees listen to Rees Jones give his presentation. 8. *Golfdom* editor in chief Seth Jones gives a talk — part insightful, part humorous — on his perspective on the work of superintendents.

I've seen it — other than seeing it in publications — and I've got to say, as good as some of the photography is in some of the publications, it doesn't do it justice."

Rave reviews

Like any event being hosted for the first time, there were many questions about how the event would be received, not only by superintendents but vendors as well.

All questions and concerns were soon alleviated by the overwhelming positive response from all parties involved.

"It was a tremendous honor to be a part of the event and the opportunities that it provided me to speak to other influential people in the industry," Jeff Couwenhoven, superintendent with ValleyCrest Golf Course Maintenance, said in an email following the Summit. "I have already recommended the event to many people who thought it would not be a success and were surprised at my perspective of the event. I feel you have a winning recipe for an event that could offer a tremendous amount of education, fun and opportunity to help the industry grow."

Genovesi echoed those sentiments.

"When you go to a national show you feel like you're lost in the sea — it's almost too big at times," he said. "This has been a great event and the strongest aspect of this event has been the small groupings that we've had."

Like any golf industry event the feedback from attendees is important but the true judge of success comes from the vendors, the lifeblood of the Summit. After all, this event would not have been possible without the support of vendors such as Don Smith, of Smithco, who thought the first ever *Golfdom* Summit was a success.

"(The) format was unique; the format was something that I had not experienced before at this level," Smith said. "This is the kind of format I would prefer, than say a larger format with a lot of people and a lot of confusion, because you don't



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EXCLUSIVE OR ELITIST?

Dear Seth,

All this crowing about the *Golfdom* Summit and this “new way” of getting superintendents together with company reps makes me queasy. How will it help the majority of superintendents? I see the vendors benefiting immensely and good for them, but what about the rest of us? How can you brag about this “new” process when only a fraction of one percent of the courses will benefit?

— **Kathy Antaya**, CGCS, Battle Creek, Mich.

Dear Kathy,

Thanks for your note, and I'm happy to have caught you on the phone just now. To reiterate with our readers what you and I chatted about...

I hear you loud and clear. There is a thin line between exclusive and elitist. Indeed, this first *Golfdom* Summit was mostly composed of high end courses. I promise that as the Summit gains steam in the industry, we'll invite a more diverse group of supers. Also, please don't think that we're going to obsess over the Summit beyond this issue — it can only be the “first” *Golfdom* Summit once, and that's why we're so excited about it right now.

Looking forward to hosting many more of you in the future.

— **Seth Jones**, EIC

get that intimacy, that one-on-one.”

The MC of the event, Seth Jones, said the Summit surpassed his lofty expectations.

“This was a gutsy thing for *Golfdom*, just because there aren't many groups investing money into something totally new in the golf industry right now,” Jones said. “Now that we've done one, and I really believe it was a smash hit, I think it's going to catch on as the word spreads.”

Ahead of the curve

Even before the event had concluded superintendents in attendance and sponsors were asking about the 2012 Summit.

“The 2012 Summit is definitely going to happen,” Roberts said. “The location is to be determined. I would love to do it again at Pinehurst. The people here have been great. Check out golfdomsummit.com for information on the 2012 event here in the next couple of weeks.”

Golfdom takes pride in staying ahead of the curve and supplying content that will help keep superintendents aware of what is going on in the golf industry. In the *Golfdom* Summit, the hope is that the old magazine found a new trick.

“The format has been so resourceful for me,” Jim Loke, superintendent at Bent Creek Country Club in Lancaster, Pa., said. “I think this is the future of our business in how we disseminate information.” ■

Contributing editor Matt Hendren is superintendent for the city of Kansas City, Kan.



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A photograph showing a line of red fairway mowers on a green golf course. Several people in light blue shirts and caps are operating the mowers, moving away from the camera. The scene is set on a well-maintained grassy area.

A fleet of fairway mowers makes short work of a fairway at Congressional CC, site of the 2011 U.S. Open.

2011

in the **REARVIEW**

AS IF THE DREADFUL economy wasn't enough to compound golf industry misery, 2011 will long be remembered for extreme weather wreaking havoc on courses, majors and livelihoods. ■ But 2011 will be remembered for more than just the trials and tribulations of another rough golf season. Take a step back with me, and let's take a look at 2011 in the rearview...

The majors

The golf year peaked in April, when The Masters produced one of the most exciting finishes the game has ever seen. With idyllic weather and a star-studded leaderboard that included Tiger Woods and Phil Mickelson, the second largest audience of the last 10 years tuned in

to see Charl Schwartzel emerge from a tightly packed group of charging greats to birdie the final four holes.

A wet spring and strong rye overseed made the course just a bit softer, the hazard banks a little more forgiving and the fairway lies just improved enough to reduce the overall extreme nature of Masters conditions. The difference for fans was noticeable, and while Schwartzel and several others finished with those blood red double-digit under par scores, the sun has continued to rise in the East every day since the South African's birdie barrage.

Weather was not as kind to Congressional superintendent Mike Giuffre, who had the Blue Course humming along until brutal heat



The golf year peaked early when an exciting Sunday finish gave the Masters its best TV ratings in 10 years.

“We could have played 7,500 yards every day, but that’s just stupid,” USGA Executive Director Mike Davis said of scoring at the U.S. Open. “If you get fixated on scoring, you get handcuffed.”



Taking a look back at the year that brought us Hurricane Irene, the iStimp, a record-setting U.S. Open and the beginnings of a course fit for the Olympics.

BY GEOFF SHACKELFORD

weakened greens and withered up the cool-season roughs just a week before the world’s best arrived for the United States Open. Throw in a mid-week rain and Congressional’s green speeds were shockingly moderate for an Open.

Although the course played softer than most would have liked for a national championship, a dominating, for-the-ages performance by Rory McIlroy rendered any controversies meaningless as the Northern Irishman set the U.S. Open 72-hole scoring record for total score and shots under par, at 268 and -16.

The bloodbath had many questioning the kinder, gentler USGA setup phi-

losophy. As the critics were howling, the USGA announced a return to Shinnecock Hills, a course many thought would never return to the Open rotation after the course setup boondoggles of 2004.

At Congressional, the meticulous pre-tournament planning by new Executive Director Mike Davis and the new setup philosophy meant sticking with his varied-tee and hole location setup plan laid out in advance, even in the face of record scoring.

“We could have played 7,500 yards every day, but that’s just stupid,” Davis said to the delight of some. “If you get fixated on scoring, you get handcuffed.”

The USGA also praised the work of

Giuffre and his crew to remind people that low scoring is often a product of good maintenance.

PGA greens damage makes headlines

The final American-hosted major, the PGA Championship, kicked off with plenty of positive reviews for the first major championship played on Champion Ultradwarf Bermuda greens, along with the overall presentation of Atlanta Athletic Club.

And then came Wednesday evening.

Our very own Seth Jones, on the ground for *Golfdom*, first reported a freak mishap on two areas of No. 14 green as crews were making their final pre-tournament green mowing. He even got the Stevie Williams treatment as a Tour caddie shouted at him for taking photos of the damage — the only photos of the damage to be shared publicly thus far.

A putting green at the driving range was called on for the best sod to plug the problem area. That’s how The Golf Channel got tipped off to the story and the crew at AAC found themselves on live TV.

Continued on page 20

Year in Review

Continued from page 19

While unclear what had happened, operator error was quickly ruled out because the damage occurred on two different greens at nearly the same time. The PGA of America issued a statement the next morning.

“This damage is believed to be the result of a significant rise in the dew point at approximately 7:00 p.m., which caused the brushes on the mowers on those greens to stick in the grass and damage the turf,” the statement read. A poll on the *Golfdom Daily* (www.golfdom.blogspot.com) showed that readers overwhelmingly — to the tune of 95% — didn’t buy the PGA of America’s explanation.

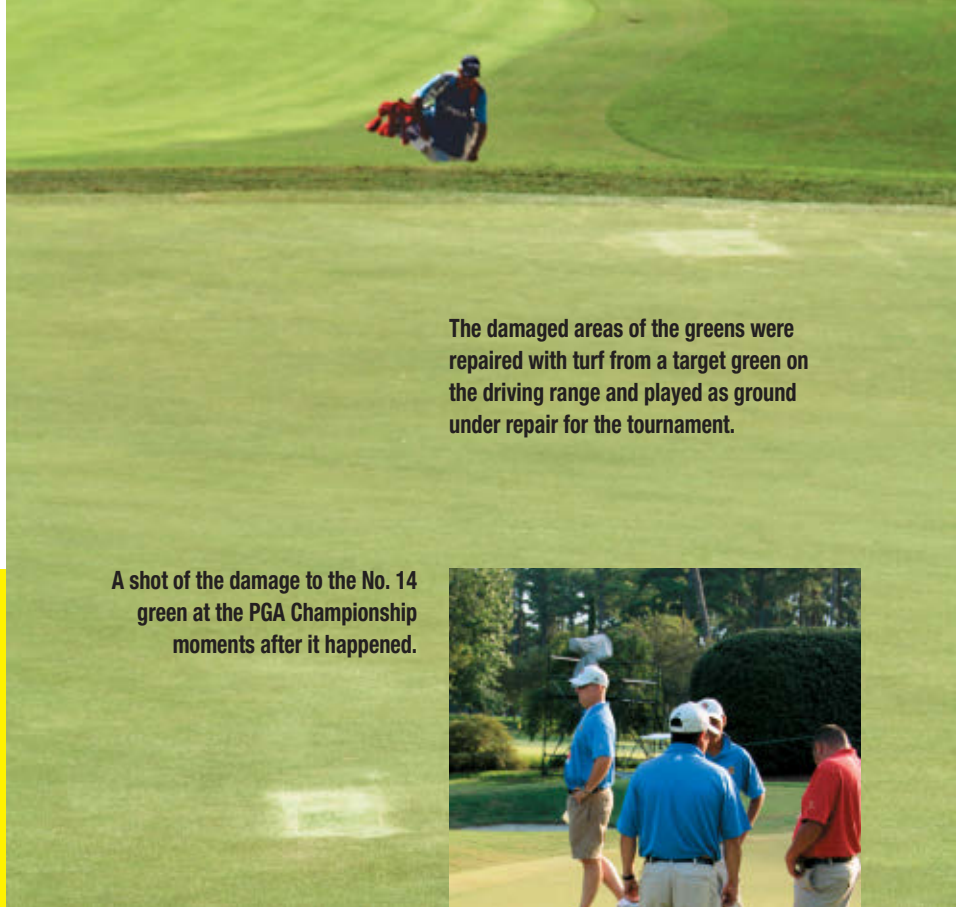
The story didn’t end there, as Greens-Perfection, makers of the brushes that were pinned with causing the damage, filed a lawsuit against Atlanta Athletic Club and Ken Mangum for defamation, citing comments and a release suggesting their brushes had stuck in the green after a dew point increase. Looks like this story might go into 2012, much to the chagrin of everyone involved.

Hurricanes and drought

Superintendents were looking for a break from Mother Nature in 2011, but instead they got another punch to the stomach.

No area was struck harder than Vermont, which bore the brunt of Hurricane Irene after the freak storm “fizzled” over the New York metropolitan area, dropping “only” nine inches of rain and forcing final round cancellation of the PGA Tour’s Barclays event, then unleashing widespread flooding, with devastating erosion decommissioning courses like Queechee and Montague for the remainder of the year.

Meanwhile, people in Texas just about dried up and blew away. Everything is bigger in Texas, including drought. According to the Lower Colorado River Authority, the 12-month span from October 2011 to September 2012 was the driest span since 1895, when the state began keeping rainfall records.



A shot of the damage to the No. 14 green at the PGA Championship moments after it happened.

The damaged areas of the greens were repaired with turf from a target green on the driving range and played as ground under repair for the tournament.



Course and club technology

On a lighter note, technology made inroads into the game. With iPhones becoming commonplace, superintendents gasped at the unveiling of “iStimp,” the first ever “App” designed to let golfers do Stimpmeter readings on their smartphones.

In the fall, Precise Path unveiled its robotic green mowers to a media gathering at Orlando’s Hawk’s Landing Golf Course.

At October’s IEEE International Conference on Intelligent Robots and Systems in San Francisco, Google revealed it’s been fine-tuning a fleet of autonomous golf carts its engineers have been using to travel between campus buildings.

As for golf club technology, several interesting comments were made by noted figures in the game, suggesting a subtle shift in the ongoing struggle between clubmakers and ruling bodies as golf courses continue to bear the brunt of golf’s distance chase.

Legend Gary Player made the strongest comments yet.

“We’ve got to stop making golf courses longer, because it means you’ve

got to use more water, more oil, more labor, more fertilizer, and these are all hurting the game,” he said.

The most shocking remarks came from Acushnet (Titleist) CEO Wally Uihlein, a steadfast opponent of any attempts to “bifurcate” the game by creating separate rules for professionals and amateurs. Speaking after his company had been sold to South Korean interests, Uihlein softened his hardline stance. He told a gathering of executives and media that he can make an argument “for or against bifurcation.”

“We still have a commercial genesis to that thought process,” he said. “We can’t argue that we have the best interest in the game. We can make that argument, but the fact is we represent the commercial landscape. And so, it doesn’t matter how noble our argument is. It’s still going to be seen as to some