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Golfdom

JULY 2011 • VOLUME 67 • NO. 7

Bite Back at Bunkers!

New, improved bunker technologies empower superintendents.

BY JOHN WALSH

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A superintendent prepares for battle in this illustration by Ontario, Canada-based artists Brad Heitmeyer and Nikola Ordic.

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Turfgrass Trends

This month, *Golfdom's* practical research digest explores how soil testing can help in adjusting fertilizer rates.

See pages 29-31.

Online Exclusive



Golfdom has been all over the country lately! Stop by the *Golfdom* Daily (www.golfdom.blogspot.com) to see our coverage of the U.S. Open, the Travelers Championship and the John Deere Classic. And we've got even more planned for the rest of July!

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Mangum's Man-Laws

Ken Mangum, CGCS, superintendent of the Atlanta Athletic Club, shares some of his golf wisdom as he gets ready to host next month's PGA Championship.

By Seth Jones



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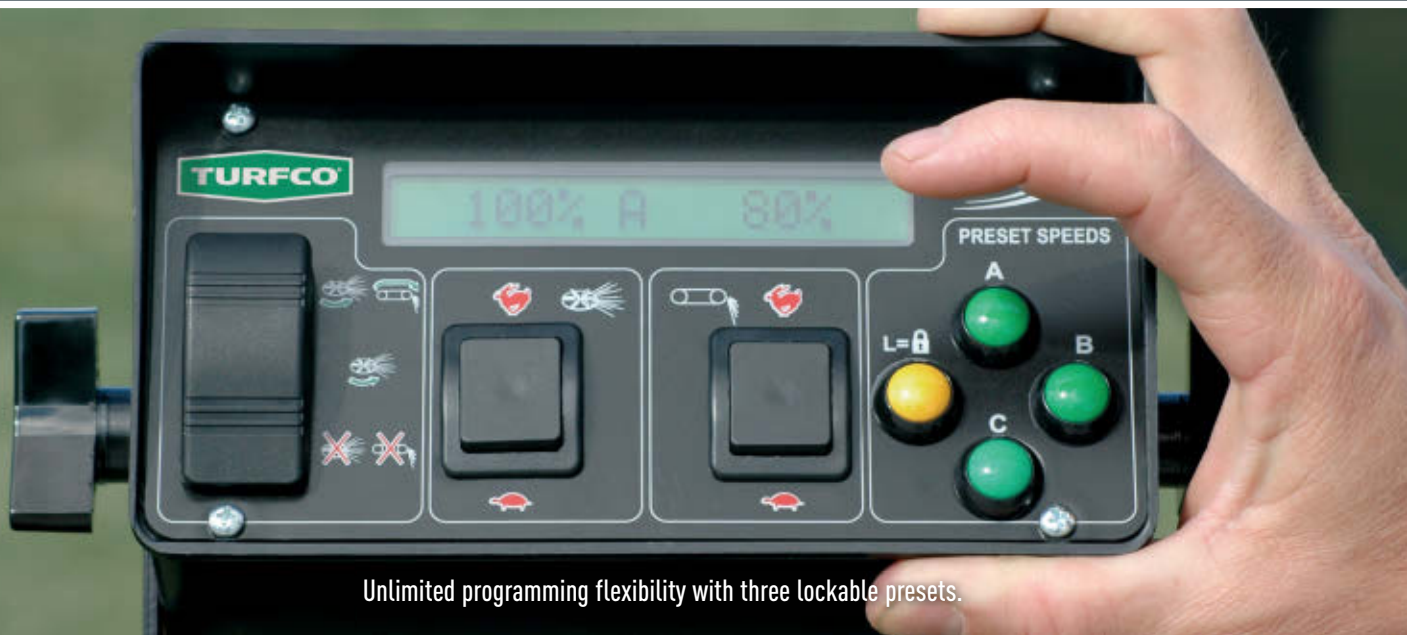
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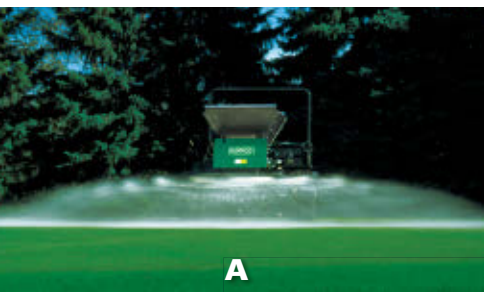
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Reading Greens

■ EDITOR'S COMMENTARY

This was an unusual 4th of July for me. No fireworks, not even a sparkler. My grill remained dormant. I didn't even get a typical 4th of July weekend sunburn. You could say it was a 4th without a bang or a boom — but it was definitely not a bust.

The reason for the change of pace this year was because the good folks at John Deere invited me to attend the John Deere Classic played in Moline, Ill., at TPC Deere Run. My time typically spent burning burgers was instead spent roaming the fairways of Deere Run, watching golf, conducting interviews and discussing this business we all love.

It was my second time at Deere Run, the first time coming some 10 years ago. It was good to return and see the course looking as great as ever. (A nice touch by superintendent Paul Grogan — every piece of equipment was adorned with a U.S. flag, a happy reminder of the holiday.)

I'm writing this column only a few hours before the magazine goes to press. I thought I'd share with you some of the highlights of this trip that included a few dozen superintendents, a few of golf's big influencers and about a dozen lost golf balls. Here are the highlights:

■ **A town hall discussion** with Rhett Evans (CEO, GCSAA); Ken Cousineau (CEO, Canadian Golf Superintendents Association); Jim Singerling (CEO, Club Managers Association of America) and Gregg Breningmeyer (global director of sales and marketing for John Deere Golf) took place at John Deere headquarters. John Kaminski, Ph.D., served as the moderator. The topics covered included discussions on the state of the industry, the effect of regional turf shows on the Golf Industry Show, and what assistant superintendents who feel like they're stalled out in their careers should do. "Until we learn how to grow jobs, we're in for a long haul," Evans said. "You look at the assistant superintendents... there are a lot of them saying, 'Where do I go from here?' There's not a lot of movement. We're looking at opportunities for our assistants right now." Look for more on this discussion in an upcoming "Chip Shots" e-newsletter.

A 4th of July Without a Bang

BY SETH JONES



MY TIME TYPICALLY
SPENT BURNING
BURGERS WAS
INSTEAD SPENT
ROAMING THE
FAIRWAYS OF DEERE
RUN, WATCHING
GOLF, CONDUCTING
INTERVIEWS AND
DISCUSSING THIS
BUSINESS WE
ALL LOVE.

■ **Driving TPC Deere Run with Grogan.** I'd interviewed Paul over the phone for a story before, so it was nice to meet him in person. Grogan told me he rarely did any interviews until these last few years... and now he can't keep track of how many he's done. It seems to me that the popularity of the superintendent as a source for information from the mainstream media has really exploded recently.

■ **GolfdomTV interviews with Breningmeyer** as well as Deb Amirault, the current CGSA president and the first woman to be elected president of, well, just about any of golf's major organizations (can you name a woman who has been president of the GCSAA or the PGA of America? Me neither.) Both interviews can be viewed right now at www.golfdom.com.

■ **The 18th green hospitality tent.** Need I say more?

■ **Meeting supers from as far and wide** as Scotland to the desert Southwest.

■ **Golf at Davenport CC.** Sure, I hit most of my drives OB (at least I was consistent) but I had fabulous playing partners and a scenic golf course. After the round was over I was in the clubhouse and I stopped to admire the trophy case. Staring back at me was a copy of *Golfdom* magazine from June 1936 with Davenport CC on the cover. It was a nice reminder that regardless of the way I played, what we're doing here at this magazine — being out there covering the industry — still matters to courses and superintendents around the country.

So thanks to John Deere for an insightful and interesting Independence Day. Not only did you keep me from blowing my hand off, you also helped me keep my finger on the pulse of the industry.

E-mail Jones at sjones@questex.com.



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Throughout our lives, we form many types of relationships. At work, we develop professional relationships with subordinates, superiors and fellow department heads. Ask yourself, how well do you get along with each? Do you go out of your way to meet, greet, support and acknowledge them?

There is no simple formula for relationships, other than common courtesy and good manners, I suppose. Every club, corporation and company has its own cast of characters. You must learn to navigate the best course for productive interaction with each of them. In some cases, strategic avoidance may be the best answer. Let's call that one a necessarily distant relationship.

Other than at your own club, you can broaden your network in any number of ways, whether it be through local superintendent chapters, the GCSAA, state and regional turf-grass and golf associations, land grant universities, state and local regulators or your network of suppliers and vendors. We meet many contacts through our group affiliations and involvement but rarely take it a step further. It would be smart and savvy to interact one-on-one with the colleagues we meet at these events and get to know them better personally.

With a little effort, some of these contacts may even become good friends. Nurturing our relationships can benefit everyone, but keep in mind, balancing the professional and social aspects of our relationships can require us to walk a fine line. Wherever you make your contacts, be sure to keep it cordial but professional at all times.

There can be many rewarding personal and professional benefits to cultivating sound working relationships, including job satisfaction and advancement.

Without a doubt, the number one benefit of a good relationship is the exchange of information. You may be the giver or receiver of that bit of information that helps someone solve a problem. Sharing raises your stature as a key team player, friend or partner. This give and take is the foundation of good relationships.

It's All About Relationships

BY JOEL JACKSON



**YOU NEVER KNOW
WHEN THE NEXT
PERSON YOU MEET
WILL BE SOMEONE
WHO WILL PLAY
A BIG PART IN
YOUR LIFE.**

Recently I attended the International Network of Golf spring conference at the Innisbrook Resort near Clearwater, Fla. The Network is a golf media-based group for golf playing and training equipment manufacturers, golf travel, lifestyle and merchandise marketers, golf architects, golf associations and golf writers. I was able to chat with the Golf Channel's Todd Lewis and NBC's Mark Rolfing, who were there along with many regional golf writers and golf talk radio hosts.

I made new contacts outside of my usual work environment and exchanged information about golf superintendents and the challenges our industry faces.

Besides the classes and presentations on business development and relationships, publication management and personal enrichment, one of the most interesting and educational experiences I had at the International Network of Golf spring conference was playing in a four-some with Pam Swenson, executive director of the Executive Women's Golf Association; George Baker, partner in Razor Golf; and John Schultz, the developer of ezLocator, a pin placement management system.

Life is an amazing adventure. You never know when the next person you meet will be someone who will play a big or small part in your life. We go about our business and carry out our responsibilities every day. It's easy to go through the motions. But look around and pay careful attention to the world and people around you. Reach out. Be as good a steward of your relationships as you are of the environment.

The quality of our lives is dependent on the nature of the relationships we cultivate.

Certified Superintendent Joel Jackson is Executive Director of the Florida GCSA.

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“**B**uy land, they’re not making it anymore.” – Mark Twain

The greatest natural resource associated with golf is the land it occupies. How we manage that land is determined by politics, economics and our own attitudes, which have been shaped by our education and experiences. Our industry is evolving, requiring us to employ more sustainable practices and better IPM or best management practices; to reduce water use and find ways of becoming more energy efficient. We will continue to become more efficient as economic and legislative pressures continue.

Environmentally, we have tried to help the public see that golf courses foster wildlife and are more than just manicured fairways and greens. Bringing eco-friendly landscapes to golf courses has increased substantially over the last 20 years. The opportunity for golf courses to be certified within the Audubon Cooperative Sanctuary Program for Golf Courses was an important catalyst.

As we continue to address the economic and environmental aspects of golf course management, we must rise to the challenge of making golf courses multifunctional. In other words, does land on or surrounding the golf course provide an opportunity for additional recreational activities?

Sports stadiums, for instance, have become multifunctional. The days when only baseball, soccer and football were played on them are long gone. Nowadays, stadiums will host anything that can be crammed into open dates and generate a dime, whether it be concerts, motocross, tractor pulls or weddings. I don’t suspect AC/DC nor the Lucas Oil AMA Motocross Championship will be coming to your local 18th fairway anytime soon, so we will have to find other activities that complement the golf course while possibly generating income.

Using golf course land for recreational activities is not new. In the 1960s, Everett Kircher established ski resorts like Boyne Highlands in Michigan, where he also built a golf course on the land. In part, the golf course was built to keep his employees working during the summer.

Making the Most Out of the Golf Course

BY KARL DANNEBERGER



WE MUST RISE
TO THE CHALLENGE
OF MAKING
GOLF COURSES
MULTIFUNCTIONAL.

Other examples of multifunctional use include cross-country skiing, and stocking lakes or ponds for fishing.

I know of a few golf courses that cater to their members or guests during fall hunting season. These courses not only open their land, but construct blinds, chauffeur hunters and their equipment, serve meals — basically giving country club service to hunters. Obviously, an activity like this would not be advisable on a golf course associated with a housing development.

Related to golf, short game facilities are a multifunctional use in that people who can’t play the regulation course can still participate in golf-associated activities. Even cart paths have been exploited as hiking trails during certain times of the year.

Fortunately, materials have been developed to aid in developing multifunctional uses. In response to European government and political pressure to maximize recreational activities on golf course lands, a publication titled “Multifunctional Golf Courses: An Underutilized Resource” produced by the Scandinavian Turfgrass and Research Foundation (STERF) has recently been released. If you are interested in more information on multifunctional facilities, you can find the publication at <http://sterf.golf.se> under articles and brochures or contact Maria Strandberg (maria.strandberg@golf.se).

As the industry discusses the future of golf and what changes need to be made, may I suggest maximizing the use of the land we already have?

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

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Hole of the Month

HOLE NO.

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The Golf Club at Fleming Island ► Orange

The beauty of golf is its perfect marriage of sport and the great outdoors. At The Golf Club at Fleming Island in Orange Park, Mother Nature offers players fantastic scenery—but also presents them with a variety of challenges.

Florida native Bobby Weed designed The Golf Club at Fleming Island to test the skill of golfers while treating them to over 6,800 yards of serene, natural beauty. Conceived with two separate playing styles in mind, Fleming Island's links-style front nine possesses an open feeling and is surrounded by wetlands, while the back nine is carved from standing timberland creating a distinct sense of solitude.

The seclusion of the back nine may seem peaceful, but it is wrought with hazards. Take Hole #15, one of five par 3's at Fleming Island. Surrounded by mounds and contours on both sides with a green flanked by several bunkers on the right and left, Hole #15 is 195 yards of beauty that can become quite a beast for golfers.

Still a young course, Fleming Island has already earned significant recognition since opening in 2000. *Golf Digest* named The Golf Club at Fleming Island "The Fifth Best New Affordable Golf Course in the U.S.," while *Golf Magazine* called it "One of the Top 50 Public Courses in the Country For Under \$50." The course even served as a qualifying site for the 2003 U.S. Open.

The landscape also presents challenges for Mike Pafford, Golf Course Superintendent at Fleming Island. That's why he's used fast-acting Dismiss® herbicides since they first arrived on the market. Dismiss and Dismiss South help pros like Pafford achieve quick postemergence control of sedges and kyllinga while reducing future weed populations. "With Dismiss, the results on sedges can be seen overnight," Pafford reports. "It's the best product I have found for sedge control."



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