

HOLE STATS

Distance: 185 yards, Par 3



THE TURF

Greens: Champion Bermuda

Tees/Rough/Fairways: 419 Bermuda



Robert Main,
Golf Course
Superintendent



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GOLFDOM'S HOLE OF THE MONTH IS MADE POSSIBLE BY:



I love all of the myriad awards given out in our industry.

The awards run the spectrum from big-shot millionaires getting one more pat-on-the-back to under-recognized mechanics getting an occasional shout-out. There are awards for superintendents, assistants, mechanics and chapters.

Heck, there's even an award for golf course dogs. Woof!

I hope you'll indulge me for wanting to add one more award to the mix.

Golfdom has a proud history of being the first magazine to cover golf as more than a game, but a business. We owe that legacy to the magazine's founder, Herb Graffis. He founded and began publishing the digest-sized magazine in 1927. If you've ever wondered where the name *Golfdom* came from, it was plucked from Mr. Graffis' imagination during the Calvin Coolidge presidency.

It is hard to quantify his impact on the business of golf. Consider that he founded three golf magazines, was co-founder of the National Golf Foundation, helped change the name from "greenkeeper" to superintendent, founded the Golf Writers Association of America and was the first writer/editor ever enshrined in the World Golf Hall of Fame (1977).

I don't want to turn this into a history lesson. Dependent on your age, there's a good chance you know more about Mr. Graffis than I do. Maybe you even knew him. Herb passed in 1989, and our paths never crossed.

Let me sum up what I know about Herb Graffis for the young guys out there: Take 'The World's Most Interesting Man' from the Dos Equis commercials ("Stay thirsty, my friends") and give him a 9-iron. That's Herb. He counted such people as Bobby Jones, Bob Hope and Ernest Hemingway friends.

So back to my talk about the need of another award in our industry. It's time for *Golfdom* to give out its own award. And I want that award to be in honor of our founder, Mr. Graffis. And the award will recognize one thing only: the keen skill of being successful in this industry.

With the economy down and golf struggling,

An Award for Good Business

BY SETH JONES



WITH THE ECONOMY
DOWN AND GOLF
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we want to recognize someone who has, through forward thinking and action, found a way to make their business more successful. This person could be anyone — a superintendent, a general manager, an assistant, a mechanic.

I certainly don't want to step on any toes by beating the drum for Herb Graffis. There are many of us in golf who would like to, and deservedly get to, claim Mr. Graffis as one of their own. But the fact that he is the father of this magazine makes me feel safe in starting an award in his name.

The name? Well, we can't call it the Herb Graffis Award because the PGA of America already gives out an award under that name to a PGA Section for extraordinary contributions in player development by supporting Play Golf America initiatives. (Herb was also the president of National Golf Day.)

Let's call it the Herb Graffis Business Person of the Year. I think Herb would approve.

What will the winner get? *Golfdom* will host the winner each year at the Golf Industry Show. I also would like to write a cover story on the winner each year, detailing what keen idea it was that earned the winner this honor. That way the idea can be shared throughout the *Golfdom* (thanks, Herb) for the benefit of anyone who can successfully apply it.

I'm calling for nominations now. Please go to www.golfdom.com/graffis and nominate someone you think is deserving of this award. Anyone who has saved your company a few thousand dollars, made your course more profitable, or increased the efficiency of your operation would be a great candidate.

And they would also be the kind of person that Mr. Graffis would love to write about.

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The Chemical Company

As golf associations come together to address issues facing the golf industry, I'm excited about the potential of "We Are Golf." I'm seeing signs of a trickle down effect, as evidenced by some state allied association activities.

This year, the Florida Club Managers Association of America's Southern Region held two meetings on Florida's southwest and southeast coasts. During their conferences they held an allied association panel discussion on golf issues. It was interesting to hear the various topics of concern, and it was refreshing when some of those issues shared common ground with golf course maintenance.

The Hotel and Restaurant Association panelist discussed the H-2B workers visa issue, which the GCSAA has been tracking, along with the National Pollutant Discharge Elimination System (NPDES) and Numeric Nutrient Criteria. I commented on the fact that golf maintenance has other water, fertilizer and pesticide issues that clubs should also call to the attention of their memberships. Members may then be motivated to write and call their senators, congressional representatives and local commissioners. Members certainly have a vested interest in course conditions, and they could be important advocates, building support among their social and business contacts.

I also attended two public meetings hosted by the Florida Department of Environmental Protection in August. One meeting was on nutrient standards as Florida deals with EPA's Numeric Nutrient Criteria edict; the other was a peer review committee meeting on dissolved oxygen (DO) as an indicator of water body impairment. They had quite a panel of Ph.D.s around the table, including various experts on fresh and marine waters in disciplines like ecology and chemistry.

What impressed me the most was the Department of Environmental Protection's use of realistic scientific principles to identify and correct any impaired waters. One interesting fact was that Florida's and many other states'

Meetings of the Minds

BY JOEL JACKSON



IT WAS INTERESTING TO HEAR THE VARIOUS TOPICS OF CONCERN, AND REFRESHING WHEN SOME OF THOSE ISSUES SHARED COMMON GROUND WITH GOLF COURSE MAINTENANCE.

current DO standard of 5.0 mg/liter of DO was based on a study done in Canada in the 1970s. The numerical standard was based on the study of salmonoid species in Canadian waters. Where's the salmon in the Sunbelt?

Florida's Department of Environmental Protection spent the last 10 to 12 years sampling pristine water bodies and waters near population centers. As a result, the department has found that Florida's lakes and streams have thriving populations of flora and fauna at average levels of 2.1 to 2.8 mg/liter of DO. The level fluctuates with the seasonal leaf litter, sunlight intensity and animal disturbances.

Some city and county officials and members of the Sierra Club in attendance were frustrated by the amount of time it takes to study and classify the various water bodies. It takes money to monitor, sample, test and compare results while state budgets suffer, but we don't need to rush to judgment either.

Back to golf associations and future collaboration. I took the opportunity to congratulate the attendees at the CMAA function for their aggressive 5-step career education program and remind them that superintendents also have continuing education requirements to be Class A and certified golf course superintendents. I said they need to encourage and support their superintendents' dues and education expenses and participate at all levels — including local, state and national levels.

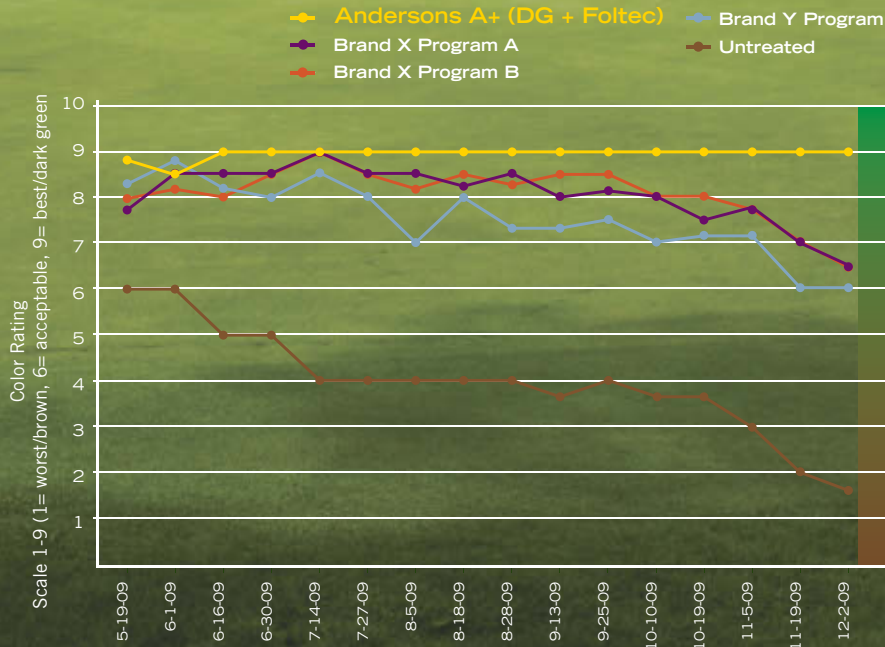
Positive, productive meetings of the minds take place whenever superintendents and other professionals gather and network at meetings and events. I look forward to networking with you in Las Vegas at the 2012 Golf Industry Show.

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

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It was in the midst of the Civil War (1862) when President Abraham Lincoln signed the Morrill Act. The act provided federal land for sale to establish and finance public universities. With the enactment of the Morrill Act, higher education — which at the time consisted of private colleges and universities for the elite — changed to a system where the general population had university access to education, research and something radical at the time that we call extension or outreach. The land grant mission established within the act is fundamentally about democracy, equality and access.

Established in this country's most perilous time (consider two World Wars, the Great Depression, the campus unrest of the 1960s and now the global market), the mission or *what* land grant universities do — research, education and extension — has not changed. Through its existence universities have provided a stabilizing influence against the latest buzzword, fad or slogan — an anchor in a world full of change. This stabilizing effect is often reflected in the loyalty people have, almost like a religious loyalty, toward an institution. We see this loyalty within turfgrass programs among golf course superintendents and staff toward their alma mater.

Although what we do essentially remains the same, how we accomplish our mission of teaching, research and outreach undergoes constant challenge and change both from within and outside the institution. From an educational perspective the students and their families are assuming a greater burden of the educational cost, which is probably no surprise to those currently paying tuition and housing costs. To provide a perspective, in 1985 a student attending The Ohio State University contributed roughly 35 percent of the total educational cost, while the government, both state and federal, provided 65 percent. In 2005, those percentages flip-flopped. The burden no doubt will continue to shift more to the student, raising the question of affordable access.

With regard to turfgrass students, rising costs along with a downturn in the golf industry is reflected in many turfgrass program enrollments declining or remaining flat. The availability of

The Challenges of Land Grant Schools

BY KARL DANNEBERGER



**TURFGRASS
PROGRAMS NEED
TO STAY ENGAGED
IN DETERMINING
THE NEEDS
AND MEANS
BY HOW WE CAN
PROVIDE A BETTER
GOLF WORLD.**

employment and starting salaries, like most majors, is a regulating force on student numbers.

The majority of turfgrass research is conducted at land grant institutions. We have seen a steady erosion in state and federal funding for science. With the decline in the monies provided by state and regional turfgrass foundations, along with reductions in golf related funding agencies like the USGA, the type of applied and basic turfgrass research that has been influenced by the turf industry will be guided more by government-directed competitive funding sources, which may or may not relate to industry needs.

The greatest change and challenge in the land grant mission is occurring with extension or outreach. The dissemination of information to the industry and the public has resulted in a better quality of life in general, and specifically a higher and environmentally sound quality of turf. That this information is “free” is difficult to sustain in a current world where everything we do must pay for itself.

For turfgrass programs at land grant institutions and the golf industry, we need to stay engaged in determining the needs and means by how we can provide a better golf world.

Whatever the challenges, land grant institutions will play an important role in the golf industry due to our inherent comprehensive nature. Dr. Roger Geiger, distinguished professor of higher education at Penn State, stated in a recent conference, “I think the distinctive mission of land-grant universities is to provide access to expertise, which they have developed and cultivated.”

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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Under Pressure

With dwindling support from the outside, state turf schools are forced to rethink how they operate.

BY JOHN WALSH

As state governments throughout the country slash spending to solve huge budget shortfalls, some entities, such as school districts, are experiencing sudden, drastic cuts. They're being shocked to the core. Everything states support financially is being scrutinized.

Much like school districts, state universities haven't been able to avoid the knife. For example, Pennsylvania Governor Tom Corbett proposed to cut Penn State University's funding by more than 50 percent. When the dust settled, the school took a hit of 19 percent, to the tune of about \$68 million. Penn State was forced to cut expenses, including a significant reduction in staff, and raised tuition by 3 to 5 percent. In the past 10 years, tuition at the school has increased by 110 percent.

However, the school's robust turfgrass program has been funded steadily, although there have been no increases in the past 10 years, says Peter Landschoot, Ph.D., a professor in the department of crop and soil sciences. The university has been able to grow because of an increase in enrollment and a better record of obtaining grants and private donations, Landschoot says. Reducing funding for higher education has been going on for more than six years in New Jersey, says





Rutgers University's funding, as a whole, has been cut about 8 percent each year. And the total dollar amount for turfgrass research from the state this year is the same as it was in 1994.

Bruce Clarke, Ph.D., vice-chair of the department of plant biology and pathology at Rutgers University. The university's funding, as a whole, has been cut about 8 percent each year. And the total dollar amount for turfgrass research from the state this year is the same as it was in 1994.

"This year is the first year we're getting the same as we did the previous year," Clarke says. "The bleeding has stopped."

Rutgers also is receiving less grant money from the GCSAA and USGA.

"The GCSAA hasn't had funding for research in two years," Clarke says. "It isn't entertaining new proposals because the economy in New Jersey isn't all that great."

At its high-water mark in 2008, the GCSAA funded (via the Environmental Institute for Golf) \$270,000 to turfgrass research. This year, the GCSAA can only provide \$40,000 to invest in research.

Closing time

An even more extreme example is the closing of the Turf Pathology Diagnostic Laboratory at University of California-River-



State universities are a vital component to the success of many golf courses throughout the nation. Pictured clockwise from top, field days at such schools as Iowa State, North Carolina State, Kansas State and Ohio State help superintendents learn of regional problems and solutions.



side in March after years of state cuts.

"The state is \$30 to \$40 million in debt — we knew we were in bad shape," says Frank Wong, Ph.D., who used to manage the lab. "We'd been suffering for the past few years. The

new governor, Jerry Brown, cut education. The numbers are funny because they change every month. But at the end of the day, there's less state funding for applied turfgrass research."

There's been a steady degradation of state funding in California during the past several years. When Wong first arrived at UC-Riverside, he hired a research technician, which was budgeted at \$50,000. Then the state cut that amount bit by bit, and over nine years, the various cuts equaled the cost of a person.

"That makes it difficult to quantify in the operating budget because it's not immediate," he says.

Wong, who has since taken a position with Bayer Environmental Science (see sidebar, page 22), used various funds for the lab in addition to the state's, and when one particular

Continued on page 20



Reduced Funding

At its high-water mark in 2008, the GCSAA funded (via the Environmental Institute for Golf) \$270,000 in turfgrass research. This year, the GCSAA has \$40,000 to invest in research.



Continued from page 19

source fell apart, everything crumbled. Wong needed at least \$80,000 to keep the program operating. He was receiving \$25,000 from the state and \$40,000 from businesses in the industry, but he still needed to fill a \$40,000 gap.

“You don’t have any flexibility with funding with that kind

of service,” he says. “The market in California for diagnostics differs from the East Coast because disease pressure is less. I’d get 400 to 500 requests a year — and the true cost per sample is \$250.”

Wong says universities need to restructure revenue streams and operate like businesses, which is different than the old days when labs acted as a public service because of state and federal support.

Superintendents in California aren’t happy about not having a local diagnostics resource, Wong says, adding there were large numbers of superintendents who said they’d give him anything he needed to keep the lab open because it represented more than just diagnostics, and there were other superintendents who asked,

“OK, who do I send my samples to now?”

Sending samples out of state to be diagnosed can be done, but it’s not the best option because out-of-state labs don’t know local climates as well as the locals, Wong says.

Wong says, historically, California has been a state that doesn’t have a history of funding comparable to New Jersey,

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