



BECKER UNDERWOOD

NEW PRODUCT: **Transition HC**

Transition HC formulation colorant gives turfgrass professionals the application flexibility to achieve a custom turf look in the winter. Transition HC enhances course playability and aesthetics of pre-dormant and dormant turf, the company says.

“Transition HC colorant is for turfgrass professionals who want to economically manage the onset of dormancy and produce a natural transition of turf color,” says Dr. Mark Howieson, technical team leader at Becker Underwood. “This is an effective tool to help

reduce or remove altogether the competitive pressure of cool season turfgrasses in the following spring. Ideally, this promotes better warm season turf emergence and growth.”

The company says Transition HC dark turf colorant with ColorLock technology is ideal for applications on all types of turf grasses in all growing regions.

GIS BOOTH: 1919

Transition™ HC



SYNGENTA

IMPROVED PRODUCT: **Daconil Action fungicide**

IMPROVEMENTS: The pathogen-fighting science remains the same but there is now the addition of nutrients designed to increase plant health.

According to the company, Daconil Action is the same as DaconilR but has a protein boost from acibenzolar-S-methyl (also known as acibenzolar).

“Daconil Action achieves complete plant coverage quickly,” said Bob Goglia, brand manager, Syngenta. “Acibenzolar’s systemic properties result in uniform distribution throughout the plant and ensure that natural defense mechanisms are activated in new plant growth as well.”

According to the company, when acibenzolar is absorbed by plants, it stimulates the natural defense response or the Systemic Acquired Resistance (SAR) of the turfgrass by activating the production of PR proteins.

Syngenta said the effectiveness of Daconil Action against anthracnose and dollar spot in varied weather conditions was substantiated by trials at Rutgers University and Penn State.

GIS BOOTH: 1634



SMITHCO

NEW PRODUCT: **Star Command Spray System**

According to the company, Star Command is the result of a collaboration between Smithco and SharpShooter by Capstan Ag Systems, Inc. that will allow superintendents to solve difficult spraying problems that have long plagued them.

According to the Capstan website, “SharpShooter is... an automatic, instantaneous ‘tip changer’ that advances spray technology to keep pace with modern sprayer performance capabilities. Its key differentiating feature is the unique capability to control pressure independent of speed or rate.”

One problem that will no longer confront spray techs, according to Smithco, is having to maintain a certain speed during applications. The Star Command is effective at between two and 10 miles per hour, as it maintains a constant rate, constant pressure and consistent droplet size and patterns.

According to Smithco, Star Command can reduce spraying time by 40 percent and reduce chemical costs by 30 percent.

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Check It Out

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SUBARU

NEW PRODUCT: EX13 Greens Mower Engine

Subaru's new EX13 Greens Mower Engine is a specially designed version of the popular overhead cam (OHC) EX13 engine, intended exclusively for use on greens mowers. Featuring the power, easy starting and low noise hallmarks of Subaru's EX engine line, the 4.3-horsepower EX13 Greens Mower Engine also incorporates a unique design to suit the needs of golf course superintendents.

Initially custom-designed for the Toro Greenmaster Flex mower line, the EX13 Greens Mower Engine features a specially designed longneck fuel tank, offering ease during refueling, while also preventing fuel spills. Toro also requested eliminating the reduction on the engine to change the rotation direction of the crankshaft. This alteration is crucial for the application, as it allows a slower operation speed for greater precision on delicate, expensive greens.

Fast, easy starting, even in cold weather operation is another advantage of the EX13 Greens Mower Engine. An automatic decompression system reduces the required recoil pulling force by 30 to 40 percent when compared with overhead valve (OHV) engine designs. The engine starts easily, even in temperatures as low as 15 degrees F, without any perceptible kickback.

The EX13 Greens Mower Engine meets EPA and CARB emissions regulations, and is backed by Subaru's 3-year warranty.

GIS BOOTH: 2938



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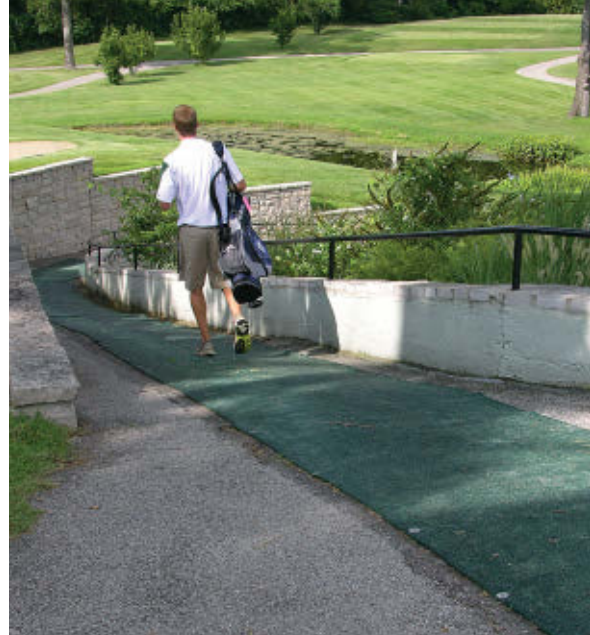


PROTEIN HELPS TURF DEAL WITH IT.

Turf leads a pretty stressed life. It has to withstand daily attacks by machines, UV rays, wildlife and extreme weather conditions. And if all that wasn't enough, there's always the constant threat of pathogens. New Daconil Action™ fungicide combines the power of Daconil® fungicide with a revolutionary Turf Protein Booster that helps activate its own natural production of PR proteins. The result is turf that is stronger, healthier and better able to defend itself against fungus and environmental stress like drought. Learn more at DaconilAction.com.



™



PEM SURFACE CREATIONS

NEW PRODUCT: Slip-resistant matting

Golf course superintendents face unique challenges, which include steep slopes, wet paths and fast-paced walk areas on golf courses. PEM Surface Creations has developed a high friction matting solution specifically designed for these areas. This first-of-its-kind matting features an aluminum oxide "grit" material bonded to the company's high traffic golf matting, creating a skid-resistant matting capable of reducing slips and falls in especially challenging areas.

"Our high friction matting is designed for the most extreme environments around golf courses," said Rob Amelung, vice-president of PEM. "The unique material bonded with our high traffic PEM matting allows us to offer golf course managers and superintendents the highest level of slip-resistance."

The high friction construction is composed of poly extruded matting (PEM) made from virgin raw thermal plastics. The material contains an antimicrobial biocide that guards against the growth of mildew, fungi and bacteria. The porous construction allows moisture to flow through or evaporate to eliminate standing water.

GIS BOOTH: 1574

Be sure to check out our April issue, where we'll spotlight all the great new tools we saw at the Golf Industry Show. If you'd like to make sure your product makes the showcase, email us at sjones@questex.com with product information.



Price WAR

Symposium on Affordable Golf puts costs in spotlight

BY STEVEN TINGLE

Johnny Depp balances on the yardarm of a towering ship as a pirate with a beard of slithering snakes rushes toward him. Swords drawn, they battle high above an angry ocean, the water swirling in a massive storm. The music rises as the camera pulls back, revealing a whirlpool threatening to swallow the ship. Oh the irony.

The scene is from the third installment of the “Pirates of the Caribbean” film franchise, which, with a budget of \$300 million, is the most expensive film ever made. Every year action films up the ante with more CGI, more explosions, more action, more everything. It’s a clear case of the “more equals better” syndrome.

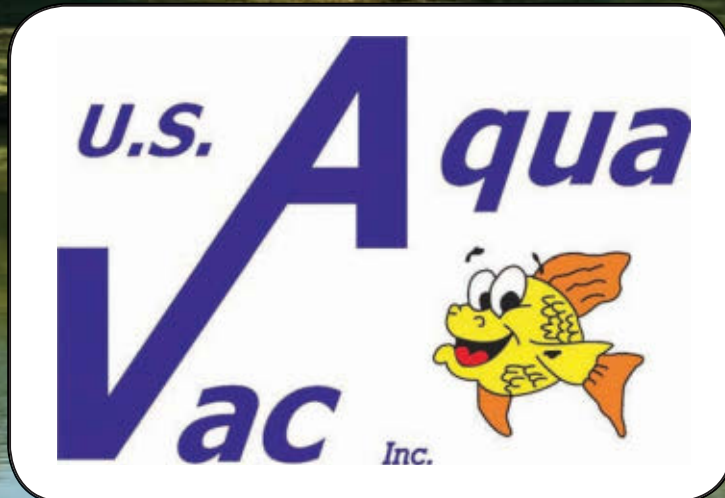
Like the movie business, golf has been in a “keeping up with the Joneses” war for the past two decades. But instead of bigger action sequences and expensive digital effects, golf has been chasing success with longer layouts and wall to wall manicuring. And just like the movie business, it has watched sales decline.

But at the end of a winding two-lane road at an Elks Lodge in the sleepy town of Southern Pines, N.C., a grassroots movement is taking hold. It is here that local golf course

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At What Cost?



Returning 30 acres of non-play area to native grasses at Pasatiempo has saved the course \$150,000 annually.



The second annual Symposium on Affordable Golf, hosted by architect Richard Mandell, encouraged attendees to rethink excessive layouts and wall-to-wall manicuring.

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architect Richard Mandell recently hosted his second annual Symposium on Affordable Golf. “It’s really a symposium of excess in golf,” says Mandell. “We need to get back to where we were, smart and sustainable.”

Mandell, whose numerous renovations include the Army Navy Country Club in Fairfax, Va. and The Reserve Golf Club in Pawleys Island, S.C., is concerned by the current trends in golf course design that lead to high maintenance costs. “I think golf needs to be more affordable,” says Mandell. “It’s about cutting expenses and looking at things in a different way. We’re not asking anyone to lower their prices, but lowering costs can lead to that.”

Symposium presenters included Golfdom’s 2012 Herb Graffis Business Person of the Year Paul Chojnacky, superintendent at Pasatiempo Golf Club in Santa Cruz, Calif., who spoke of returning 30 acres of non-play area to native grasses, saving over \$150,000 a year in maintenance and irrigation costs while also restoring the original design.

Master Greenskeeper Gordon Irvine discussed the significant differences between “management” in the U.K. and “maintenance” in the U.S.; and Barney Adams, founder of Adams Golf, spoke of his support of the Tee It Forward program and the radical concept of growing the game by making

it fun. “If the definition of a round of golf is five lost balls, five and half hours and a high score, then hell, you can’t make it cheap enough,” he said.

Other presenters included Rob Waldon, Business Development Manager at Billy Casper Golf; Ran Morrisett, founder of Golf-ClubAtlas.com; Terry Laurent, CGCS, owner of Cross Creek Golf Club in Decatur, Ind.; and others.

Attendee Nick Green of MacDuff Consulting found the symposium enlightening. “I attended last year as well,” Green said. “The consensus seems to be that change in golf is like fighting City Hall, but it has to start somewhere.” Mandell is ready to lead the charge and is already planning next year’s symposium.

Whether it starts at an Elks Club Lodge in Southern Pines or in a studio lot in Hollywood, change is possible and can bring surprising results. Breaking the trend by downsizing the expensive action sequences and digital effects, the fourth and most recent “Pirates of the Caribbean” movie was made for less than half of the third film yet earned over \$80 million more at the box office. Going against the grain is either viewed as brilliance or madness. But as Captain Jack Sparrow pointed out, “It’s remarkable how often those two traits collide.” ■

Steven Tingle is a writer, speaker and consultant based in Asheville, N.C. Contact him at tingle@steventingle.com

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GUARDING GREENS

A superintendent goes underground to justify purchasing fans.

BY MATT HENDREN

For superintendents, nothing is more frustrating or stressful than having a problem with greens that cannot seem to get under control.

But imagine that scenario with a twist: You have a problem with your greens and you have a solution to the problem. But you can't execute the solution due to circumstances that are out of your control. This is exactly the situation that Alan FitzGerald, superintendent at LedgeRock Golf Club near Reading, Pa., found himself in.

Needed air movement

LedgeRock Golf Club, a Rees Jones-designed course, was built in 2006 in a

beautiful part of Pennsylvania known for its densely populated hardwood forests. The course was expertly designed to intermingle among the trees, but this design caused a problem that wasn't foreseen during the design.

"A couple of our pocketed greens really started thinning out from lack of air movement," FitzGerald explains. "We took as many trees out as we could and did as much culturally as we possibly could within the constraints of the property." FitzGerald knew one way or another he needed to get air movement across his problem greens. He needed to add fans.

"We wanted to add fans but that was going to be a major capital outlay," he says. In order to convince the golf board the fans were necessary FitzGerald looked underground, to a technology that was first introduced to him during construction.

Soil monitoring

The Toro Turf Guard is a wireless soil monitoring system that is buried below greens or fairways and measures levels of soil moisture, salinity and temperature.

"I just like the concept of knowing what was going on without having to go and check everything all the time," he says. Strategically placed sensors allow superintendents to create and map irrigation zones, which



FitzGerald uses the sensors primarily for root zone temperature.



LedgeRock Golf Club was designed by Rees Jones and built in 2006.

enables superintendents to make better decisions about watering.

The use of sensors such as Turf Guard ensures each part of the course gets the right amount of water. But the systems can do different things for different courses, says David Angier, Sr. Marketing Manager for Toro. "This product is not just one thing to every golf course. It measures moisture, it measures salinity and it measures temperature," Angier says. "There are customers that use it for all three and there are customers that might only use it for one of those elements." While the Turf Guard system has several uses, Angier says the primary use is moisture sensing.

Proof positive

With the help of Toro, FitzGerald was able to show the board quantifiable proof

that adding fans to his worst greens was not just a concept to solve the problem, but the real answer.

"I talked Toro into giving me the sensors for six months so I was able to show their capabilities to the board," he says. If everything went as planned the sensors would show proof that the fans were working. They did just that. The demo of the sensors was so successful that LedgeRock now has 18 of them. "Basically we have nine greens covered with two in each green," explains FitzGerald. "The main thing I use the sensors for is temperature to see what sort of temperature we are looking at in the root zone."

Thanks to a useful technology, FitzGerald can sleep at night without fretting over his greens. ■

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

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POWWE



Women superintendents know they must bring their “A” game if they want respect.

BY BETH GERACI

Of the thousands of golf course superintendents in the U.S., only a handful are women. They are so few in fact that they rarely — or never — meet. We talked to a few of them about life on the job, why they love it and what it’s like to be female in this business.

Tracey Holliday

As a youth, Tracey Holliday didn’t do much mowing. Her brother took care of that.

Regardless, today Holliday, 51, is living her dream as superintendent at Sterling Farms Golf Course in Stamford, Conn.

“I always wanted this,” she says. “When I got the head job at Sterling Farms, I felt extreme excitement and fear at the same time. It was both emotions at the same time. It re-

ally was. To me it was like achieving a goal. It was a goal I had in mind, and I never took my eye off of it.”

The fear set in the minute she was hired, says Holliday, Sterling Farms’ superintendent since 1988. She had to grapple with a crippled irrigation system and install a new one her first year, which happened to be a drought year.

She conquered that challenge and has relished every one since, even cutting, rolling and applying amendments to greens as golfers tee off on the 1st and 10th holes.

“We literally do things under conditions that are a joke to people who work on a private course,” says Holliday.

Holliday is proud of her role in making Sterling Farms the number one public course in Fairfield County. And she beams that she was among the first to use border collies in geese control.

The passion and pride she feels for her job can be heard in her voice. She loves what she does, and there’s no place she would rather work than Sterling Farms. As for the realities of being a female superintendent, she is as candid as she is unfazed. Raised by her dad and her brother, and the lone girl in her class at UMass Stockbridge School of Agriculture, Holliday was used to being the only female. But she acknowledges it’s a lonely profession.

Having worked as a superintendent for 23 years, Holliday has seen “how men act in their little world at conventions and stuff. I’ve been kicked out of clubs because the association meeting would be held at an all-male club. And I’d get in my car and leave.”

Interviews have been enlightening, too,