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A little over a year ago, Seth Jones, the editor-in-chief of this magazine, did a feature article about me called “The Reinvention of Mark Woodward.” I must say I have been blessed to be involved in a variety of exciting jobs in this industry that have been very rewarding over the years.

For those of you who don’t know me or are not familiar with my background, an introduction: I worked for 31 years for the City of Mesa, Ariz., managing two golf courses, two tennis centers, two major league baseball spring training facilities, a cemetery and the Park Ranger Program. During my time in Mesa I also had the distinct honor of serving as the President of the GCSAA.

After retiring from Mesa I went on to my retirement job and that was serving as the Golf Operations Manager for the City of San Diego. The reason I did this was because I wanted to be involved in preparing Torrey Pines for three PGA Tour events (the Buick Invitational) and ultimately for the 2008 U. S. Open, which arguably ended up being one of the greatest U.S. Opens in recent memory.

Clearly I wasn’t ready for retirement, as four days after the championship, my wife, Amy, and I moved to Lawrence, Kan., where I was fortunate enough to be the CEO of the GCSAA for two years. Even though my time at GCSAA was short and extremely challenging due to the economic times our country, the golf industry and the association was going through, it was a great experience.

From the GCSAA, I took a few months off and then was offered a position working on Business Development for Landscapes Unlimited. Landscapes Unlimited is a company that renovates and constructs golf course all over the world. The exciting thing about this opportunity was it got me back to one particular part of the world — Arizona. So my wife and I have gone “full circle” and are now living in Arizona closer to our parents, siblings and grandchildren (which is the best part.)

While working for Landscapes Unlimited I also started my own golf operations consulting

From Reinvention to Reintroduction

BY MARK WOODWARD



SUFFICE IT TO
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business, Mark Woodward and Associates, LLC which has taken off. After almost 40 years in the golf business, I am now working for myself and having a great time.

As you can see, Seth was right in his article about me reinventing myself over the course of a very exciting and rewarding career. I am very proud of my accomplishments at each stop along the way. I truly have been blessed.

When I left the GCSAA, Seth and I kept in contact with each other and ultimately, he asked if I would be interested in writing a monthly column for *Golfdom*. We talked about me sharing my thoughts about the golf industry based on the variety of experiences that I have had in my career. My gut tells me that this was a nice way for Seth to say “maybe you have something to offer because you’re old and have been around a long time.”

Suffice it to say I jumped at the chance to continue to give back to the golf industry in a small way by contributing this monthly column. I’m very excited about sharing my thoughts on the many topics affecting our industry today. I’m also very excited for Seth and extremely proud of his accomplishments at becoming editor of a national magazine at such a young age. I wanted to be a part of his success as well.

But most important to me is that I truly want for these articles to be something that you are compelled to read. So with this in mind I would love to hear from you with your comments, feedback and ideas of things I should be writing about. You can email me any suggestions at markwwrd@gmail.com.

Thanks for reading, and I look forward to seeing you again “at the turn.”

Mark Woodward is Golfdom’s newest columnist. This is his first contribution.



PLANT HEALTH:
**THE ROOT
OF THE
MATTER**

A WinRhizo scan
of healthy roots
treated with BASF's
Intrinsic products.

PHOTO COURTESY: BASF

**PART THREE OF A
THREE-PART SERIES**

We're always a little sad to see the Plant Health series end. It seems like right when we're catching full steam on the project, we have to table it for the time being.

But don't worry: We'll be revisiting the topic soon. We already have plans to investigate the subject again at this month's BASF Agricultural Solutions Media Summit in Chicago, where plant health is sure to be a main topic.

In Part One of this year's Plant Health series we took a broad look at the term "plant health" and what it means to superintendents. In Part Two we focused on two superintendents who had experienced success with plant health. And now, in Part Three, *Golfdom* senior editor Beth Geraci looks at how far plant health has come in the eyes of superintendents across the country.

If you missed Part One or Part Two, check them out on www.golfdom.com. While you're there, cruise over to *Golfdom* TV and see an interview with one of last month's supers, Chris Bradford, on how plant health at his course has improved.

We'd like to thank BASF Professional Turf and Ornamentals for once again sponsoring the Plant Health Series. Both *Golfdom* and BASF hope that your roots have a strong, successful summer. If they don't, we hope you can get to the "Root of the Matter" and get them healthy soon.

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The Chemical Company

A Case for the Holiday Sprays

Your roots have an Independence Day message: Help me help you. Superintendents are well aware that surviving the heat and other stresses of the summer season can range from difficult to almost impossible. There are many tools to help your turf, and in particular the roots, remain in relatively good health throughout the year. When the heat of the summer is upon you, BASF offers chemistry with a kind of insurance policy against the stresses of the year, including heat, aerification, tournament conditions and drought.

Who wouldn't want to decrease the recovery time from a drought or reduce the canopy temperature during the summer?

As I've traveled to education seminars during this past fall and winter, plant health was a hot topic. At one meeting, four companies in a row spoke about plant health and how their products could benefit the superintendent. However, not all spray programs are created equal and you'll be able to note the differences at your favorite university trials this summer. Pay attention to not only what is happening above the soil, but the health of the roots below.

The Intrinsic brands from BASF, including Insignia SC Intrinsic brand fungicide and Honor Intrinsic brand fungicides have become part of many spray



BY RICH KALIK

programs. In fact, the entire BASF family of Insignia products recently became the number one used brand among the QoI class of chemistry for the 2011 season according to the annual U.S. professional turf and ornamental market study conducted by Specialty Products Consultants, LLC.

The reason is simple: Take away the sales and marketing spins in the marketplace and the use of Insignia SC Intrinsic results in healthier turf, especially when stress is introduced.

Keep in mind that the core of any spray program is to control the disease first, something a broad spectrum fungicide like Insignia SC Intrinsic will do. However, the peace of mind comes in the form of a response seen in the plants to applications of these fungicides. By the way, BASF has developed its plant health concept in multiple markets, including the agricultural side of the business for more than 10 years, and launched the first plant health label for the ornamentals market this past spring.

But back to this summer...One spray program for you to consider in receiving these benefits is a "holiday spray program" with the BASF Intrinsic brands. Applications during the holiday dates of Memorial Day, Independence Day and Labor Day not only provide a good match for disease control, but also tend to be times of the year when your turf is feeling the forces of other stresses. BASF and independent research have shown time and again that Intrinsic brand fungicides control disease and help the roots recover from stress quicker. The benefits are more apparent with stress, but who can really predict all the stress that may occur? So take it from the Boy Scouts and "be prepared."

Help your roots help you. Consider a Holiday Spray Program this Independence Day that includes Insignia SC Intrinsic or Honor Intrinsic. If you want to see more of the science behind the chemistry, contact your local BASF representative or visit our website at www.IntrinsicPlantHealth.com. Best wishes for a stress-free summer.

Rich Kalik is BASF Turf & Ornamentals' Regional Sales Manager – North.

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“The secret to my good green looks? Longer roots under drought stress. Research shows that **Honor® Intrinsic™ brand fungicide** has disease control and **plant health benefits** that make me more efficient and better able to withstand stresses like extreme temperatures and aeration. So I'll keep looking good—and so will you.”

Intrinsic brand fungicides don't just fight disease; they give turf the resilience to endure stress. Find out more at IntrinsicPlantHealth.com.



At North Shore CC in Glenview, Ill., superintendent Dan Dinelli strives to have a management plan that's affordable, sustainable and responsible.



PLANT PROGRESS

From fungicides to water management tools, plant health has never been better.

BY BETH GERACI

When Mike Caranci, superintendent at Candlewood Country Club in Whittier, Calif., was starting out in the golf course maintenance business, plant health wasn't on the radar.

It was the 1970s. Superintendents were using large amounts of fertilizer, DDT and other chemicals regularly on the job without a

second thought.

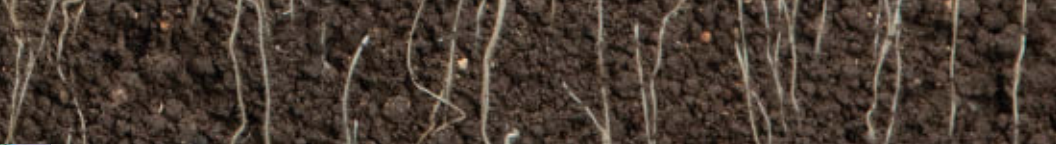
"I used to use Metasystox as termite control," Caranci recalls. "I would spray it like nothing, no mask or anything. When I was eating lunch, I could taste the smell on my mustache."

That wouldn't fly in today's golf course maintenance world — one of far more sophisticated science, mounting federal regulations and increased environmental awareness.

Huge strides have been

made in plant health since the concept firmly took hold in the mid-1980s. Today, plant health is at the center of the superintendent's universe, and superintendents never have had healthier turf nor more tools at their disposal.

"Plant health is probably the most important facet of the business," says Tom Kaplun, superintendent at North Hempstead Country Club in Port Washington, N.Y. "If I see the plant health



label on the product, I will certainly look up the product, and I want to see the actual research on the product before I use it. You make one mistake in the use of a chemical and it can result in dead grass. You have to use your best judgment, and that comes with doing your homework.”

Dan Dinelli, CGCS, superintendent at North Shore Country Club outside Chicago, says plant health actually has been a concern since

the turn of the 20th Century. “It was always a concern, but obviously as time goes on there’s more science behind what we do. The industry has responded to give us the tools we need to better ourselves.”

Those tools include everything from better genetics and cultivars to finer grasses and improved products. All of them have led to healthier turf, and thus, better playing conditions. And for superintendents, that’s the ideal combination.

Healthier plants also mean a healthier environment, says Dinelli. “They talk about how plants give off oxygen. That only happens when a plant is healthy,” he says. “When a plant’s stressed, all those other functions stop. And when those stop, the environment doesn’t benefit. Sustainable playing surfaces and environmental benefits are a very important part of plant health. It’s a fact. It’s not even a stretch.”

When Caranci, a fourth

generation superintendent, was growing up, “the best superintendent was the guy who had the greenest greens,” he recalls. “That changed with the advent of the Stimpmeter.

“It changed the entire method of the nutrition of the greens,” Caranci continues. “Now we spoon feed our greens. We put down about .2 pounds of nitrogen per week — a very low dose.”

Safer chemicals

Tom Lively, CGCS, Director of Golf Course Operations at TPC San Antonio,



I would spray it like nothing, no mask or anything. When I was eating lunch, I could taste the smell on my mustache.”

MIKE CARANCI, superintendent, Candlewood Country Club, Whittier, Calif.

has worked in the business for 30 years. “I have worked with many different products, some of which have been taken off the market since I started,” he says. “Everyone has become much more aware of environmental concerns.”

Chemicals in 2012 are much more site-specific than the broad-spectrum chemicals of the past.

And just as toxicity is lower, so are fertilizer rates. “I use the same fertilizer program my father did but with less amounts,” Caranci says. “Growing up, more fertilizer was considered better. The trend was to get a lush green. But now we know the plant can only absorb so

Continued on page 18



At Crystal Springs Golf Course, superintendent Tim Powers takes an organic approach to turf management.



Continued from page 17
much fertilizer. The rest goes into stormwater runoff. Now we just give the plant what it needs for one week.”

In the past, superintendents often made a granular application in the spring, another in the early summer, and another in the fall, timed with prime root growth, Kaplun says. “Typically now, 90 percent of the fertilization is done through a sprayer and you put down a very small amount from 7- to 14-day intervals,” he says. “There’s a pretty big difference.”

Tim Powers, CGCS, superintendent at Crystal Springs Golf Course, Burlingame, Calif., launched his golf course maintenance career in 1979. It was a summer job he never left. Back then, he was using a fertilizer that was said to contain trace metals. Today, he uses a safer product

that “greens up very quickly and helps with the rooting,” he says. “I’d say that’s the biggest advance in plant health — root development. Guys would never get roots 6 to 7 inches down in fairways back in the ‘80s.”

Improved water management

With western states stricken by drought, for supers like Lively and Caranci, water management is more crucial than ever. And thanks to the rise of smart controllers and portable soil moisture sensors, today’s superintendents can identify site-specific needs and survey entire greens in just a few minutes. Refined sprinkler heads, too, spread more uniform blankets of water today than in the past.

“My father remembered when the first quick coupling valves came out,” Caranci

says. “It had a valve in the ground that you turn on manually. And you had 200 or 300 of those on a golf course. It took all night long to do a golf course. When he saw [my modern sprinkler system], he said, ‘My God, man!’”

Being in San Antonio, Lively’s biggest challenge is water management. “Because of the severe droughts we’ve had, water is such a critical commodity that golf courses are going to be scrutinized more and more,” he says. “I think there’ll be a big swing to companies trying to create better wetting agents and a push for products that provide a more uniform water holding capacity.”

Today’s wetting agents can be very effective, says Dr. James Murphy of the Rutgers University Department of Plant Biology and Pathology. But “it still comes down to

whether you’re a good manager of water. It’s important that the water is distributed as evenly across the surface as possible.

“Wetting agents have got to be used in combination with good irrigation practices,” he continues. “Because water has a tendency to become patchy on the turf, and when you start getting very patchy it starts introducing inconsistent playing conditions.”

Fungicides

“Fungicides have advanced, advanced, advanced,” says Kaplun. “Fungicide rotation is very important because of the resistance that develops. You have to rotate them, and I think that’s becoming the trend.”

Fungicide resistance is a huge problem, Dinelli agrees, and the market needs fungicides with new chemistries



At TPC San Antonio in San Antonio, Texas, effective water management is crucial to healthy course conditions.

and modes of action. “There are some fungicides I can’t use anymore because the disease-causing organisms are resistant,” he laments. “So you try to minimize the use of them and encourage overall plant health. Sometimes disease pressure is reduced just by having a healthier plant. We try to have an integrated approach. You almost have to these days.”

In the '70s, '80s and '90s, superintendents didn't have the luxury of rotating fungicides, because there were only two or three to choose from, Caranci says.

“You had fewer choices back in the day, but you didn't know the difference,” adds Crystal Springs' Powers. Superintendents have a wider fungicide selection today, he says, and fungicides are much more environmentally friendly than they used to be.

Many fungicides that have been on the market for years are improving, agrees Lively. They also can be applied at lower rates and contain better active ingredients, he says.

On top of that, says Keith Kruger, superintendent at The Acoaxet Club in Westport, Mass., dual-product fungi-

cides and insecticides have been helpful because they save superintendents from having to mix containers.

“The label rates are a little bit lower, too,” he says, enabling superintendents to put more applications out while still staying within legal boundaries for maximum use.

“Sometimes disease pressure is reduced just by having a healthier plant. We try to have an integrated approach. You almost have to these days.”

DAN DINELLI, CGCS, superintendent, North Shore Country Club in Chicago's northern suburbs

Cultural practices

Kruger has worked as a superintendent for 13 years. When he arrived at Acoaxet eight years ago, the shadier greens had a significant anthracnose problem and the club was aerifying once a year. “It didn't seem like the greens were being prepared for the stress

of the season,” he says. “*Poa* wasn't growing. We rectified it with a very intensive aerification program.”

Unfortunately, says Powers, aerifying is a “necessary evil” for superintendents. But aerifiers also have made great strides since the 1980s, he says.

“The new aerifiers are much better than what we used to have,” he says. “They were just much slower, smaller, much less efficient.” New aerifiers brought better drainage, he says, and “with topdressing programs, it helps reduce moisture, which reduces disease pressure, which reduces your inputs of fungicide.”

Dr. Murphy is a former assistant golf course superintendent who's worked at Rutgers for 20 years. When it comes to changes in cultural practices on the golf course, the first thing that comes to his mind is the evolution of mowing heights.

“When I started out, if you were mowing at 3/16th of an inch that was considered low,” Murphy says. “Today, people often mow at an eighth of an inch.”

Murphy's Rutgers team has studied mowing frequency, and based on the

team's findings, Murphy encourages superintendents to mow more often, and at higher mowing heights.

“We found you can actually raise the height of cut but mow more often so the quality of cut is better,” he says. “When you mow too low, you're cutting off too much of the leaf tissue. So the ability of the plant to do photosynthesis is hindered. The biggest effect is that you don't have enough leaves to capture enough sunlight.”

Hopes for the future

There's no denying that plant health has come a long way since the 1970s and 1980s. But there's more work to be done. Kruger would like to see more trials performed overall, and more field tests geared toward seaside areas like his.

Lively, meanwhile, hopes to see continued advancement in water management systems. And Dinelli says he would love to be able to technically and scientifically assess plant hormones.

Whatever tomorrow brings, the bottom line then will be the same as it is today — finding the perfect balance between healthy turf and pristine playing conditions.

“Creating healthy turf requires a combination of many things. It's a combination of the cultural practices and a sound chemical, fertilizer and water management program,” says Kaplun. “They're all very intertwined. The goal is really to provide the best conditions for golfers and at the same time have the healthiest plant possible.” ■



“Bring the heat, Mother Nature.”



“I used to shrivel at the thought of disease or a dry spell. But **Insignia® SC Intrinsic™ brand fungicide** changed that. With disease control and research proven **plant health benefits** that give me a better root system, I can handle stresses like drought and moisture events, extreme temperatures, and aeration—better than ever.”

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