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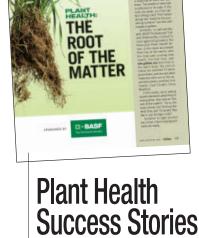
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BY SETH JONES, JOHN WALSH, JOE SELL AND GOLFDOM STAFF



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The K.C. super dishes on his favorite GIS products. **By Matt Hendren**

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38 CGC-yeS!

GCSAA changes requirements for certification, renewing interest in the program. **By Seth Jones**

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About the cover Aaron Ripplinger of the Toro Co. snapped this shot at Town & Country Club in St. Paul. Minn., where Bill Larson is the CGCS.

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Turfgrass Trends

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35 Sectioned Off

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NEWS WITH A HOOK

 Off The Function
 Image: Control of Control

mass exoduses of 2008-2009 and 2009-2010, when the game lost 1.5 million and 1 million golfers, respectively.

Equipment manufacturers also are noticing improvement. "2009 fell off the map — for everyone," said Grant Young, Toro's Director of Marketing. "Since then, things have rebounded, simply because sooner or later, people have to buy or replace equipment."

At Jacobsen, meanwhile, "more than 80 percent of our territories are reporting a year-over-year increase in sales," says Jacobsen Vice President of Sales Ric Stone. "We are cautiously optimistic about the rest of the year."

Also "cautiously optimistic" is John Deere Marketing Manager Mark Ford. "A lot of courses have been deferring maintenance well, and they now have

uperintendents and manufacturers have held their breath for an economic recovery for five long years. Now, they can begin to exhale, ever so slightly, as the industry starts to show signs of a comeback.

National Golf Foundation (NGF) Senior Vice President Greg Nathan is encouraged by the positivity he's hearing from leaders in the industry. And, thanks to the mild winter, the past four months have shown double-digit year-over-year rounds gains, he said.

Mild weather definitely has helped, said Keith A. Ihms, CGCS, the director of grounds and maintenance at Country Club of Little Rock. "But I also think people are starting to feel like they can get out there and play," he asserted.

ECONOMIC SIGNS FINALLY POINT TO A LONG-AWAITED TURNAROUND FOR THE GOLF INDUSTRY. BY BETH GERACI

Ihms, who's also secretary/treasurer of the GCSAA Board of Directors, said Country Club of Little Rock has kept records on play since he arrived in 2006. This year, he said, "we experienced the biggest January and February of any of those years. There's been more activity out on the golf course, and encouraging to me, more interest in our junior golf program for the summer."

Another positive sign, golf attrition finally is tapering off. According to the NGF, the game's losing players at a much slower rate than in the recent past. In 2011, NGF stats show, golf lost 400,000 players, a 1.5 percent drop from 2010. That's a mere shadow of the the reassurance to seriously consider purchasing," he said.

"It's a little early to draw any definite conclusions," Ford continued. "But we're encouraged. There was a positive feeling at the Golf Industry Show that everyone felt, and we don't feel that was a mirage."

NGF research "has shown that golf has emerged from previous recessions pretty quickly," Nathan said, "and there are good reasons to expect a similar pattern this time."

Whether golf is making a lasting comeback is "TBD," Young said. "The key to the future will be getting players into the game and keeping them."

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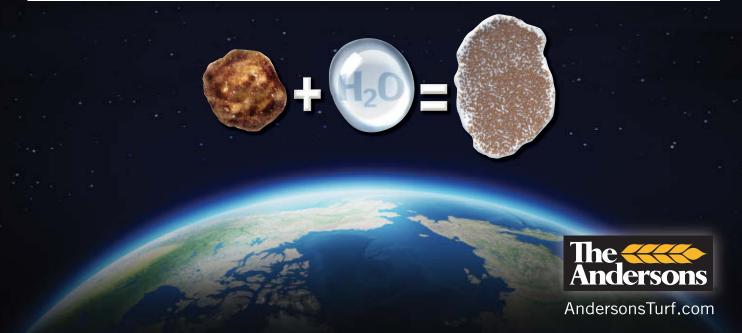


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Off The Fringe

At GCSAA, Phipps most looks forward to connecting with people.

Phipps Joins GCSAA Staff

BY BETH GERACI

avid Phipps rises every day at 4:15 a.m., as he has for years. It's hardly an unusual ritual for a golf course superintendent. The thing is, Phipps isn't a superintendent anymore.

After 20 years in golf course management, and an impressive 12-year run as Stone Creek Golf Club superintendent, Phipps has joined the GCSAA as its Northwest Region field representative.

"As I weighed my career options, I thought it would be a logical next step for me professionally," Phipps said. "It just seems to fit with what I'm so passionate about."

In his new position, Phipps takes one of his most notable passions the environment — to the doorstep of chapters throughout the region. Phipps won the GCSAA's 2011 President's Award for Environmental Stewardship and is a five-time winner of the GCSAA/*Golf Digest* Environmental Leaders in Golf Award.

Now, he advises superintendents throughout the Northwest on environmental initiatives. He's also responsible for promoting the association, reaching out to members and empowering chapters to connect with their communities.

Phipps was impressed by the GCSAA on a 2004 business trip and



in 2008 began contemplating a career with the association. "Being in Lawrence, you buy in really quick," he said. "Because you realize how strong the association is, in terms of friendliness and organization. I think our leadership at GCSAA is phenomenal right now."

But for Phipps, saying goodbye to Stone Creek wasn't easy. "Stone Creek is my baby," he said. "I built that thing."

He'll be back, often — as a guest.



A DEER IN THE HEADLIGHTS

Joe Stribley, superintendent at Yellowstone CC in Billings, Mont., recently spotted an unusual sight. "It was dark, I thought, 'what the heck is that?'" he says. "I shined my headlights on her... it's the first time I've ever seen an albino deer."

Syngenta's Bell Retires

t was a stellar run, but after 35 years at the company, Syngenta marketing communications manager Margaret Bell retired May 4.

Bell launched her Syngenta career in the Chemicals Group, switching to Ag in 1980. She'd worked in marketing communications in Syngenta's Lawn & Garden Group since 2001.

Bell "has been a trailblazer in our industry in many ways, and her business savvy, contacts and knowledge of the golf, lawn care and landscape markets will be difficult to replicate at Syngenta," said Syngenta Turf and Landscape Territory Manager Lee Bloomcamp.

"You always enjoyed working on a project with Margaret," added Walt Osborne, Syngenta's key account manager for national golf accounts. "She

has a great sense of humor, and you knew you could count on her to get the job done — and done right."

Bell was active in many Green Industry associations, especially the Turf and Ornamental Communicators Association (TOCA), of which she served as vice president for nearly 12 years.

She will savor most the camaraderie she felt in the golf industry. "A lot of times I've been the only minority and only woman in the group, and I didn't even notice

it," Bell said. "That's pretty good, to know you're around people who are all good folks. I will miss that more than anything."

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