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20 TOURNEY TRIUMPH

Hosting a tournament can be an adventure. To succeed, it takes a lot of planning, and even the right attitude. *By Stacie Zinn Roberts*



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Online Exclusive

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27 Pinpoint Accuracy

GPS technology helps superintendents manage golf courses more efficiently, economically and ecologically.

By Steven Tingle



About the cover

No. 16 of the Stadium Course at TPC Scottsdale, where Jeff Plotts is the superintendent, shows off in this photo taken by *Golfdom's* Seth Jones.

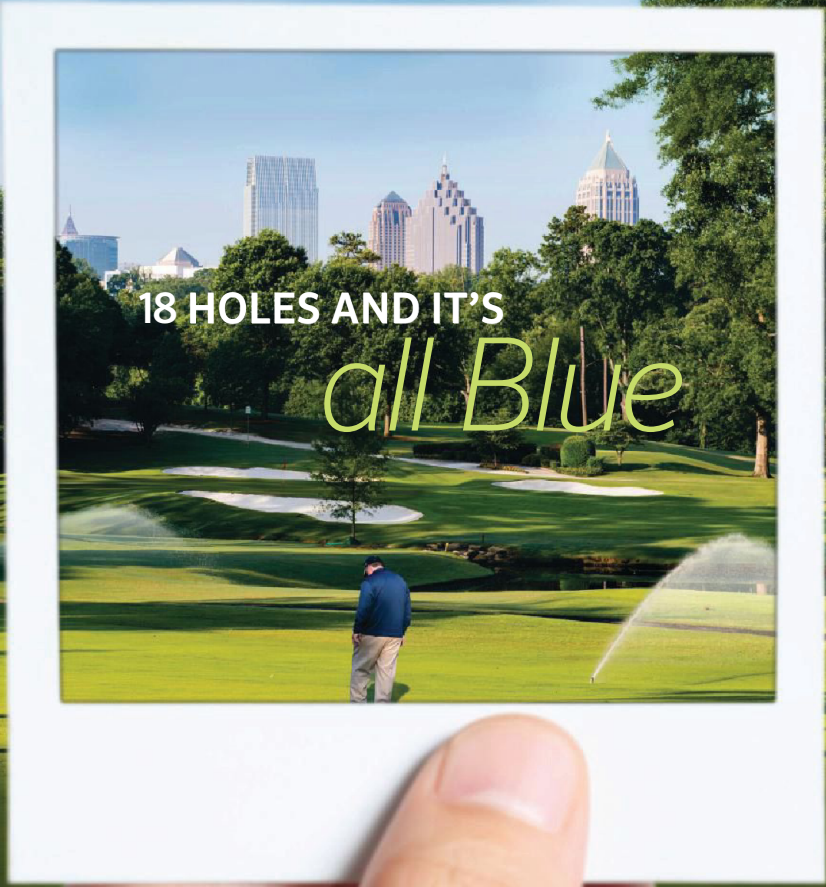
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Make an Offer They Can't Refuse

The keys to asking for a new equipment budget.

By Steve Vincent



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Off The Fringe



(Below) Deere's Mike Buccheit and Jim Roach observed as superintendents tested equipment; (Left) Superintendents socialize over dinner at the Washington Duke Inn.

event," said Mark Ford, marketing manager, John Deere Golf. "This event offers superintendents an inside look at how we think, how we work, and gives a glimpse into our product plans for the coming years."

Mike Buchheit, a John Deere dealer from Fuquay Varina, N.C., is in his 14th year with Deere, and he's been to every Feedback event held during that time.

Feedback "plays a very big role in our product development," he said. "The machines we're building now are going to be impacted by the feedback we receive, and

the machines we'll build in the future will be impacted."

Dudley Nation, equipment manager at Maidstone Club in East Hampton, N.Y., called the event "eye-opening."

"It's good that John Deere has the end users come down and see what the engineers are doing, and that they'll actually take some of our advice and use it," he said.

While others tested Deere equipment and noted pros and cons, Jason Brownell, superintendent at Big Canoe Golf Club in Jasper, Ga., said the event gives him a clearer picture of what equipment is coming and how his course could use it.

"Coming to these events and meeting new superintendents and engineers and suppliers, it's necessary for this business," Brownell stressed. "It's necessary so you can stay abreast of new technologies and changing trends and things like that, so you don't get left behind."

As useful as Feedback was for both sides informationally, it was just as appealing from a social standpoint. On the patio of the Washington Duke Inn, the host hotel, superintendents casually talked shop over beers and dinner. "We've got guys from all over the country," said Jonathan Gruber, superintendent at Hampton Grove Golf Course in Huntsville, Ala. "We've got everything from equipment technicians to operators to superintendents.... It's been a fantastic event."



Feeding Frenzy

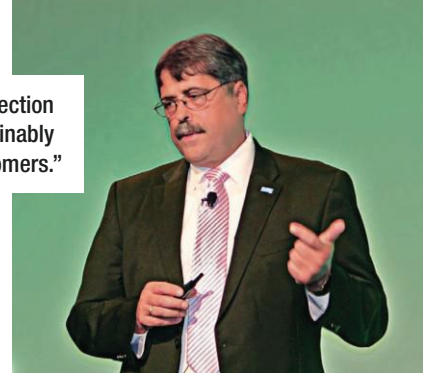
At John Deere Feedback, superintendents get their say on Deere equipment — and more. By **Beth Geraci** Senior Editor

The morning of Sept. 12 was a cool and misty one in Durham, N.C. The Duke University golf course was damp with dew, and the sun had just risen.

Superintendents and equipment managers, along with the John Deere dealers who had invited them, had gathered on the course for John Deere's Feedback event. They were there to sample Deere's full line of upcoming equipment and give their feedback on it — hence the event's name. Deere will then use that input to adapt its current and future products.

"This year marks the 25th year of John Deere being in the golf business, and the 20th time we've held a Feedback

Markus Heldt, president of BASF's Crop Protection division, says the acquisition will "...sustainably create value for our customers."



BASF to Acquire Becker Underwood for \$1 Billion

By Seth Jones Editor-in-Chief

A billion dollars can get you a lot of cheese. Or, if you're BASF, it can get you Becker Underwood.

BASF announced its intention to acquire Ames, Iowa-based Becker Underwood for the price of \$1.02 billion. Becker Underwood is one of the leading global providers of technologies for biological seed treatment and seed treatment colors and polymers, as well as products in biological crop protection, turf and horticulture and other areas.

"Becker Underwood has a strong position in North America. We will continue to expand this core business as we expand globally. Together we can sustainably create value for our customers," Markus Heldt, president of BASF's Crop Protection division, said in a statement.

BASF's Nevin McDougall, senior vice president of crop protection for North America, told *Golfdom* that the acquisition complements the company's existing portfolio, especially in the area of seed treatments, seed coat-

ings and biologicals.

"A lot of the products they've commercialized, and just recently commercialized, are of great interest because they are new to BASF," McDougall said. "I think some of (Becker Underwood's) future plans toward plant health are very interesting from the standpoint of our investment in that area and the future potential we see."

Becker Underwood employs 479 people at 10 sites around the world. McDougall said BASF will take the next three months to create a plan to integrate Becker Underwood into BASF.

Charlie Hale, Becker Underwood's marketing strategy and support lead, said that in the meantime, superintendents can expect "business as usual" for

any product needs they may have.

"The No. 1 goal of Becker Underwood and BASF is ensuring that our customers continue receiving the high quality solutions they have come to expect from Becker Underwood," Hale told *Golfdom*. "Our production facilities are producing products; these products are available for purchase by our customers. And except for a few already-planned lineup tweaks — including a couple new and/or improved products, no changes to the overall Becker Underwood product lineup is currently anticipated."

Upon receiving the necessary legal approvals, most of Becker Underwood's business will be integrated into BASF's Crop Protection division.

AS SEEN IN



<http://golfdom.blogspot.com>

In last month's issue, we ran Gallup poll numbers on the presidential election that basically showed a 50/50 split between Obama and Romney. But we decided to do our own survey at the *Golfdom Daily* and there was more of a clear leader...

58% ROMNEY



38% OBAMA



4% UNDECIDED



AT GOLFDOM, WHAT'S OLD IS NEW AGAIN. Because after months of tweaking and perfecting, *Golfdom's* electronic archive of back issues has launched! Log on to the archive home page at <http://archive.lib.msu.edu/tic/golfd/> to see what all the fuss is about.

The archive, a collaborative project between North Coast Media, LLC and Michigan State University Libraries, offers access to all but six months of *Golfdom* issues, dating back to our first one in 1927. And that's no small feat. Now, from cover to cover, superintendents can see *Golfdom's* early design and peruse nearly every story published in the magazine since it was founded as the industry's first business journal.

The original digest-sized publication, founded and published by the legendary Herb Graffis, was the "bible" for greenkeepers, club managers and golf professionals in search of relevant information.

As much as the magazine's evolved over the years, that's one thing we like to think hasn't changed.





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Around the Web

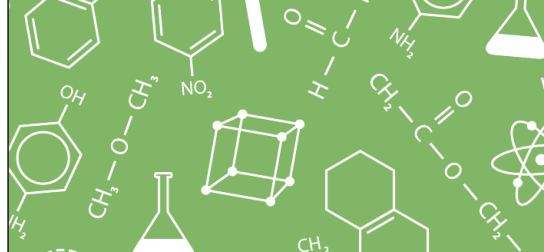
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BUCKS FOR BAGGAGE

Remember when we used to just hand over our bags to the airlines and go on our happy way? Now, airlines are reaching deeper and deeper into travelers' pockets for flying with bags. When they get you both coming and going, that really adds up. Here's what your first checked bag will cost you on each airline, according to airfarewatchdog.com:

Airtran / \$20	JetBlue / \$0 DEAL!
Alaska / \$20	Spirit / \$38
Allegiant / \$35	Southwest / \$0 DEAL!
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Delta / \$25	US Airways / \$25
Frontier / \$20	Virgin America / \$25



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TIPS FOR SMARTER, SAFER CHEMICAL APPLICATIONS

By Lauren Wilson | FMC

As an applicator, some of the most important steps you can take to protect yourself and others after working with pesticides are also some of the simplest. Maintaining good personal hygiene helps ensure that family and friends won't come into contact with the powerful materials you use on the job. Be sure to wash your hands and bathe after handling, mixing or applying pesticides. Wash and store your work clothes separately from your regular laundry. Finally, wear clean work clothes and gloves whenever you're likely to come into contact with pesticides.



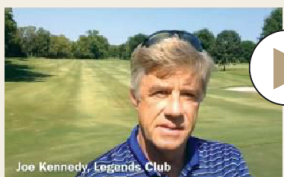
Lauren Wilson is the Technical Service Representative for FMC Professional Solutions.

MUST SEE VIDEOS



QUIJADA ON EDUCATION

Congressional Country Club assistant superintendent Ricardo Quijada talks about his inspiration to pursue a degree at the University of Maryland's Institute of Applied Agriculture. <http://tinyurl.com/c4ga5g6>



GREAT GRASS

Vanderbilt Legends Club in Tennessee converted to bermudagrass — and superintendent Joe Kennedy tells *The Tennessean* to expect a firmer, faster course. <http://tinyurl.com/98w5mpw>

TOP TWEETS

Jim Myers @jmturf

Today @hawkin74 & I taught soil science to kids on the golf course for the First Green! Good learning lab for kids.

Andy Borowitz @BorowitzReport

Poll: Romney ahead in presidential race, say replacement refs.

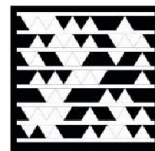
SpectrumTechnologies @SpectrumTech

Look who's meter made the September cover of @Golfdom — our TDR 300!



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There are three things in this issue I'll point out to you, and then I'm going to tell you how I think they're all loosely related.

The first is Part Three of our "Talking TurfTech" series, this installment written by former certified superintendent Steven Tingle. It focuses on GPS technologies in our industry. The second is on page 7 — the announcement of the availability of *Golfdom's* entire archive on the web, courtesy of our friends at Michigan State University Libraries. And lastly, on that same page, the news of BASF's acquisition of Becker Underwood.

BASF invited me to their media summit this summer. It was held in Chicago, one of my favorite cities, at the Trump Towers, one of the nicest hotels I've ever been in.

At the event, it quickly became clear that the executives at BASF have their eye on the bigger picture. The conference started off discussing solving a problem everyone can agree on — world hunger. They were talking higher yields in crops, stronger plants, better farming.

In this quest to feed the world comes a lot of one-off products, such as the chemicals superintendents use to keep fairways green and disease-free. It's a win-win. And it made me feel good to listen to people way smarter than me talk about the work they're doing toward feeding the planet's ever-expanding population.

Then recently news came of BASF's plans to acquire Becker Underwood. I started working the phone, calling some of those contacts I made at Trump Tower. One call was to Nevin McDougall, BASF's senior VP of crop protection, North America. I asked McDougall, utilizing his 20 years' experience in the industry, if recent acquisitions (such as Syngenta's acquisition of DuPont's insecticide portfolio, as we reported last issue) were similar to the slew of acquisitions this industry saw a decade ago.

"Some of the larger mergers/acquisitions we saw then was driven for the need to get greater cost efficiencies, to address the growing cost of research and development and gain critical mass to pay for the increasing rise of

Forest from the Trees

BY SETH JONES



"WHAT I'VE OBSERVED HERE RECENTLY ARE ACQUISITIONS MORE TO TAP INTO NEW AND EMERGING TECHNOLOGIES... THAT CAN PROVIDE GREAT VALUE IN THE FUTURE."

— NEVIN MCDUGALL

regulatory and development costs," McDougall said. "What I've observed here recently are acquisitions more to tap into new and emerging technologies. In the case of Becker Underwood, they are clearly market and global leaders in the area of biologicals, inoculants and new plant health products, so for us it's great to tap into new emerging technologies that can provide great value in the future."

I think the last part of that comment was the most valuable quote I got from McDougall. Equal parts insightful, hopeful and inspirational. Because I do want these companies to do what it takes to accomplish their goals and help create a brighter future.

At the end of the day, BASF, a big company, just got bigger. But looking to see the forest from the trees here... is it possible that we're all so busy enjoying the new iPhone that we don't appreciate this golden age of technological advancements we're living in?

I read Tingle's technology story, and saw that to my surprise, GPS technology only became readily available during the Clinton Administration. Then my friends at Michigan State called and told me every issue of *Golfdom*, dating back to the first issue in 1927, is now available online, to everyone, for free.

These are not life-saving advancements, no. But there are so many advancements happening right now, it's hard to keep up with them all. If you still pick up the daily paper, or if you have these stories zapped directly to your smart device, do you take the time to appreciate, collectively, what is going on right now?

There are no flying cars yet, I know. The world might not look like "The Jetsons." But I wonder: Is this the future, right now?

Jones can be reached at sjones@northcoastmedia.net.