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Golfdom

SEPTEMBER 2012 • VOLUME 68 • NO. 9

Moisture Meter

16 MANIA

Soil moisture technology is being used from tees to greens at some courses — how about yours?

BY BETH GERACI
SENIOR EDITOR

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Online Exclusive



Golfdom's new Turfgrass Trends monthly e-newsletter is up and running, with original content and a one-question turf quiz. To make sure it goes to your inbox, sign up at www.golfdom.com.

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By Steven Tingle



READY PLAY

The Grand Golf Club, San Diego, CA (David Yanez, Superintendent)

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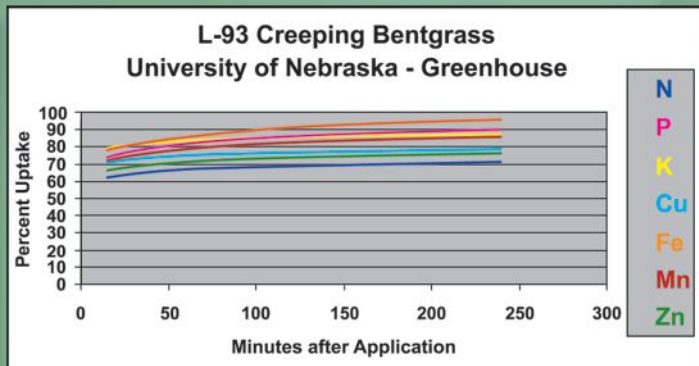
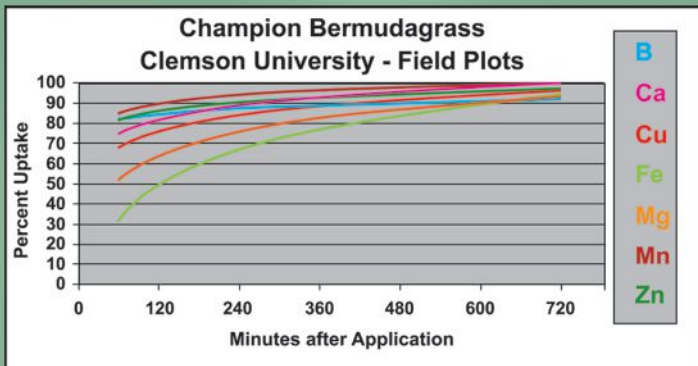
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OFFICIAL PUBLICATION OF

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GOLFDOM (ISSN 1526-4270) is published monthly by North Coast Media LLC, IMG Center, 1360 East 9th Street, 10th Floor, Cleveland, OH 44114. **Subscription rates:** One year \$48, two years \$69 (U.S. and possessions), one year \$70, two years \$101 (Canada and Mexico) and one year \$105, two years \$152 (all other countries). Air expedited service is available in countries outside the U.S. and Canada for an additional \$75 per year. Current issue single copies (prepaid only) \$5 (U.S. and possessions) \$7 (Canada and Mexico) and \$8 (all other countries). Back issues (if available, prepaid only) \$10 (U.S. and possessions), \$14 (Canada and Mexico) and \$16 (all other countries) add \$6.50 per order shipping and handling for both current and back issue purchases. **Periodicals postage paid** at Cleveland OH 44101-9603 and additional mailing offices.

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Off The Fringe

Syngenta Takes (No.) 2

EXECS AND MEDIA HIT PINEHURST FOR A MAINTENANCE LESSON — AND SOME FUN.

By **Beth Geraci** Senior Editor

It was early in the morning Aug. 21, and Pinehurst Resort Director of Golf Courses and Grounds Bob Farren had just finished giving a tour of the maintenance facility and discussing Pinehurst's practice area, currently in the midst of an upgrade.

"We're looking for ways to introduce people to the game, make it fun," Farren said, adding with a laugh, "or make it at least appear to be fun."

Farren said his job is both challenging and rewarding. "A lot of times you feel like you're on top of the world and an hour later you feel like you fell off a cliff," he said.

While Farren was discussing work at Pinehurst, Syngenta execs were getting their hands dirty working with the grounds crew on fabled Pinehurst No. 2. They were getting an inside look at what it's like to be a greenkeeper, and they plan to use their experiences as inspiration in product development.

It was all part of a day noting not only Pinehurst's grandeur, but also Syngenta's approach to business and the release of its two new fungicides, Briskway and Secure. The two products come not far behind Daconil Action, and Syngenta anticipates releasing 15 new



products during the next two years.

"About four years ago, we reorganized lawn and garden," said Tim Kroenke, head, Lawn and Garden North America, with bunker rake in hand. "We looked at the market globally, and when we reorganized that way... we put more attention on a product development pipeline and



(Left): Lane Tredway gets a lesson in bunker raking; (Above): Syngenta execs (L to R) Bert Wagemans, Tim Kroenke, Lane Tredway and Scott Reasons

really started thinking about how we grow in this market."

Syngenta Technical Representative Lane Tredway left North Carolina State to join Syngenta in February. Over at the 14th green, he was about to roll up his sleeves to rake bunkers himself.

BREAKING NEWS // BREAKING NEWS // BREAKING NEWS // BREAKING NEWS // BREAKING NEWS // BRE

Syngenta to Acquire DuPont's Insecticide Business

Shortly before press time it was announced that Syngenta will acquire DuPont Professional Products' insecticide business for \$125 million. The acquisition, still subject to regulatory approval, is expected to close in the fourth quarter of 2012. It includes many of DuPont's registered trademark brands, including Advion, Arilon, Acelepryn and Altriset.

Syngenta says the acquisition will further strengthen its Lawn and Garden division and

broaden its portfolio of brands in professional pest management. "The insecticide business really represents the next step in scaling the turf and landscape business," says Scott Reasons, head, Syngenta Turf and Landscape North America.

"These insecticides that will come to Syngenta at the closing will really help our portfolio," he continued. "They give us the opportunity to grow in the lawn and garden space." Reasons added that Syn-

"With the products we're bringing to the market now, you're seeing a shift in our focus toward helping golf course superintendents manage not just diseases, but environmental pressures as well," said Tredway.

"You look at issues like water quality and the availability of quality irrigation water," he continued. "That's a definite challenge, so if we can develop products that will help improve the turf's efficiency with which it uses water, that would be a great thing for the industry."

As footprints were evident on the greens from the morning mist, Shawn Potter, head of marketing, Lawn and Garden, was inside talking to me about Briskway and Secure, two brand new products to emerge from Syngenta R&D onto the market.

Briskway, which received registration a month ago, is a DMI-containing fungicide intended to be used in hotter climates. It's effective on summer diseases and has plant health benefits such as water use efficiency, shade tolerance and improved color.

Secure, on the other hand, is a multi-site contact fungicide in a new chemical class. Containing the new active ingredient fluazinam, it has no known resistance.

In addition to all of this was a ton of North Carolina barbecue (which we're still craving), and, of course, a round of golf. It was a great day from beginning to end.

MAKING NEWS // BREAKING NEWS // BREAKING NEWS

genta is excited "about what we can do with these products and active ingredients in the future."

Tim Kroenke, head, Syngenta Lawn and Garden North America, reiterated that sentiment. "This acquisition will help Syngenta gain leadership in the professional pest management market and increase our presence in turf," he said in a statement.

The acquisition, if approved, would enable Syngenta to pursue opportunities in the ornamental horticulture and consumer markets. —BG

Like a President Passing

By Karl Danneberger, Ph.D.

Stan Zontek passed away recently due to a massive heart attack. I knew Stan since the early 1980s, when he would come to Columbus to speak to my turf classes. Stan always behaved the same, whether speaking publicly or to me privately as a friend. His comments, ranging from golf to turf to wine, were always insightful.

Many people knew Stan better than I did and will no doubt have a much better eulogy than me, but hearing the news of his passing was like hearing of a former president passing... and in some ways, Stan was the President of Golf Turf.

Now reminiscing and thinking of Stan, all I can do is smile. You just liked being around him. You never knew what he might say or do. He loved to hold court among those willing to listen, and he spoke in the same tenor no matter the crowd.

Stan enjoyed speaking and traveling, oftentimes on his own time and expense. Stan especially loved traveling through the United Kingdom — "The Home of Golf" — and the rest of Europe. I will always cherish my memories of Stan, such as sitting across from him at a farmhouse table in Slovenia, drinking homemade "wine" at 9:30 a.m. and talking turf, world events, and his newly purchased Shelby Cobra Mustang.

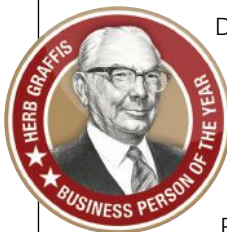
Stan was like a kid when he looked ahead to the 2013 U.S. Open at Merion, where in many ways it all started for him. And the fact that Merion will be next to host the U.S. Open might be a fitting end to Stan's USGA career.

I miss him... but can't stop smiling. Stan, I raise my glass to you.



USGA's Stan Zontek was beloved by many.

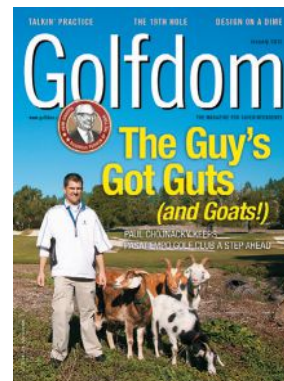
Golfdom Accepting Graffis Award Nominations



Do you know someone who, through outside-the-box thinking, is making a positive impact on a course's bottom line? Drop us a note and tell us why he or she is deserving of our Herb Graffis Businessperson of the Year Award.

The winner not only gets a trip to the GIS on *Golfdom*, he or she will be the subject of a cover story in the magazine.

Paul Chojnacky was the inaugural winner of the award (Read about him in our January 2012 issue). With his innovative and sustainable approach to golf maintenance, the superintendent at Pasatiempo Golf Club in Santa Cruz, Calif., embodied the pioneering spirit and business savvy of golf industry legend and *Golfdom*'s founder, Herb Graffis, for whom the award is named. Graffis left an indelible mark on the golf industry. If you know someone who's doing the same, email Editor-in-Chief Seth Jones at sjones@northcoastmedia.net.



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Around the Web

ALL JUST A CLICK AWAY

YEAH OR NAY?

Based on a recent Gallup poll, it looks like the election's going to be a toss up. Survey says...

OBAMA APPROVAL RATING

44%

Obama's great!

47%

Obama stinks!

WHO'LL WIN THE ELECTION

47%

Obama, hands down

46%

Romney, hands down

VOTER DEMOGRAPHIC



69%

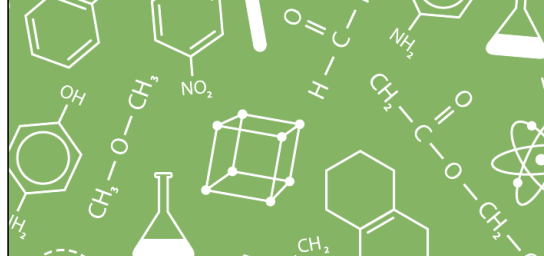
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Underemployed

8%

Unemployed



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By Mike Kellum | FMC

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Mike Kellum is the Market Specialist for FMC Professional Solutions in Alabama, Arkansas, Georgia, Louisiana, Mississippi and Tennessee.

MUST SEE VIDEOS



FOUR!

Some golf clubs take a ride on a runaway golf cart as their owner watches helplessly. <http://tinyurl.com/9oqor74>



THAT'S SO BUNK

Steve Kealy, CGCS at Glendale CC, shows how to rake a bunker and where to place that rake. <http://tinyurl.com/8tvraao>

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TOP TWEETS

Darren Reddekopp
@Greywolfsuper

Congrats to the crew and staff @FHSresort. Amazing job of recovering from mudslides and getting Mountside GC open before 2013. Amazing.

Gary Czynski (@GaryCinChicago)

#Chicago is on track to get its 45th 90-degree day of the summer

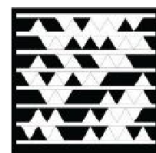


David Brandenburg
@Trapking9

Dewpoint of 71 is bad for the greens verticut process and my hair!

Jeff Johnson
@MinikahdaTurf

Is there an unwritten rule among golfers to not fix ball marks since the grns already have holes in them?



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I tend to make confessions on this page, so here's another one: I'm a comic book collector.

That statement might not get me thrown in a locker like it did back in 1986. These days, comic books are the inspiration for blockbuster movies, raking in millions of dollars in theaters worldwide. Just this year I've seen Spider-Man, Batman and the Avengers — all personal favorites — on the silver screen. And these are first-class movies, too, something I would have never imagined possible of a comic book movie 20 years ago.

Knowing that I'm a comic geek, it won't surprise you that at 3:30 this morning I had this most comic-booky of thoughts: Man, I wish I had a clone.

Yes, a clone, a mainstay of comic book fiction and science fiction. I want one.

I was brushing my teeth, bleary-eyed from only two hours of sleep, hastily getting ready to catch a flight to Milwaukee. And I wondered what life would be like if there were two of me.

I've given up collecting new comics recently. It was partly the price of comics (a new issue regularly retails for more than \$4), and partly the quality of comics coming out. But mostly it was a lack of time that killed my hobby. I just don't have the time to keep up with Spider-Man's monthly exploits anymore.

I'm not totally out of the hobby — I'll still fork out some decent coin for an old 1960s issue of *Amazing Spider-Man* on occasion. But when it comes to the new stuff, I wouldn't know if Spidey is fighting the Green Goblin or the flu these days.

If I had a clone — like Spider-Man did — I could keep up on comics. If I had a clone I wouldn't be dictating this column into my iPhone at 4:30 in the morning, driving down I-70 at 85 mph on the way to the airport. In fact... I'd be sending the clone on this trip to Milwaukee.

If I had a clone, my fantasy football draft would have gone much better, and Jay Cutler wouldn't be my starting quarterback.

How would a clone help you battle back against time? Would it take on fall aeration?

The Clone Saga

BY SETH JONES



**"BLEARY-EYED
FROM ONLY TWO
HOURS OF SLEEP,
I WONDERED WHAT
LIFE WOULD BE LIKE
IF THERE WERE
TWO OF ME."**

The board meeting? Soccer practice?

These days I'm giving up a lot of things because of a lack of time. Our generation is at odds with time. Where does our time go? If a guy like me can't afford the time to peel through a comic book, what chance does he have of teeing it up for 18 holes?

It's like *Golfdom* publisher Pat Roberts keeps telling me: We're not competing with the other industry magazines. We're competing for time.

This column comes with another confession: When I got to Milwaukee, chance had it that there was a professional wrestling event across the street from my hotel. After dinner, I checked a few emails and called home. Then I slammed the laptop shut and walked across the street and bought a ticket to see WWE's "Monday Night Raw."

Am I a WWE fan? Not since Jimmy "Superfly" Snuka retired in the '80s, no. But it was the equivalent of flipping the bird to my new enemy, time. I burned two hours of time sitting there cheering, shouting and generally enjoying life.

Enjoying life — that's the key. We might be losing time every day, but that doesn't mean we can't take the time to enjoy ourselves once in a while. We deserve it. Remind time every once in a while that we spend it, it does not spend us.

Labor Day is behind us. College football, NFL football, and even a few more comic book movies are here ("Dredd 3D," Sept. 21st, looks awesome). So hit a tailgate. Go see a movie. Heck, buy a ticket to pro wrestling and heckle the bad guys.

Sure, a clone could help... but who would want to miss out on the good time?

Email Jones (who has a comic collection that numbers into the thousands, much to his wife's chagrin) at sjones@northcoastmedia.net.