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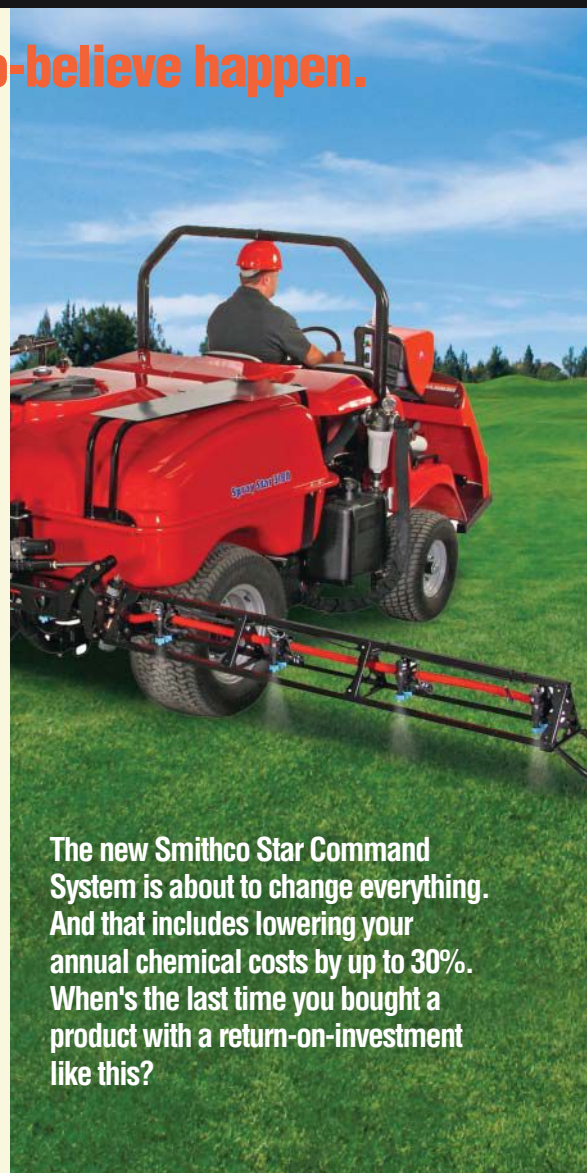
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Behind //22 THE Curtain



BILLY CASPER
GOLF

Billy Casper Golf allows us exclusive access to its annual meeting — and shows us how it's trying to change the industry.

BY SETH JONES

wee one foundation

When in need
For 10 years, the Wee One Foundation has been helping those in trying times.

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What's the next big idea at Spectrum Technologies



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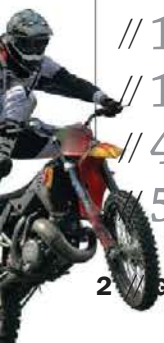
*NEW!
Product
Highlights*



//40

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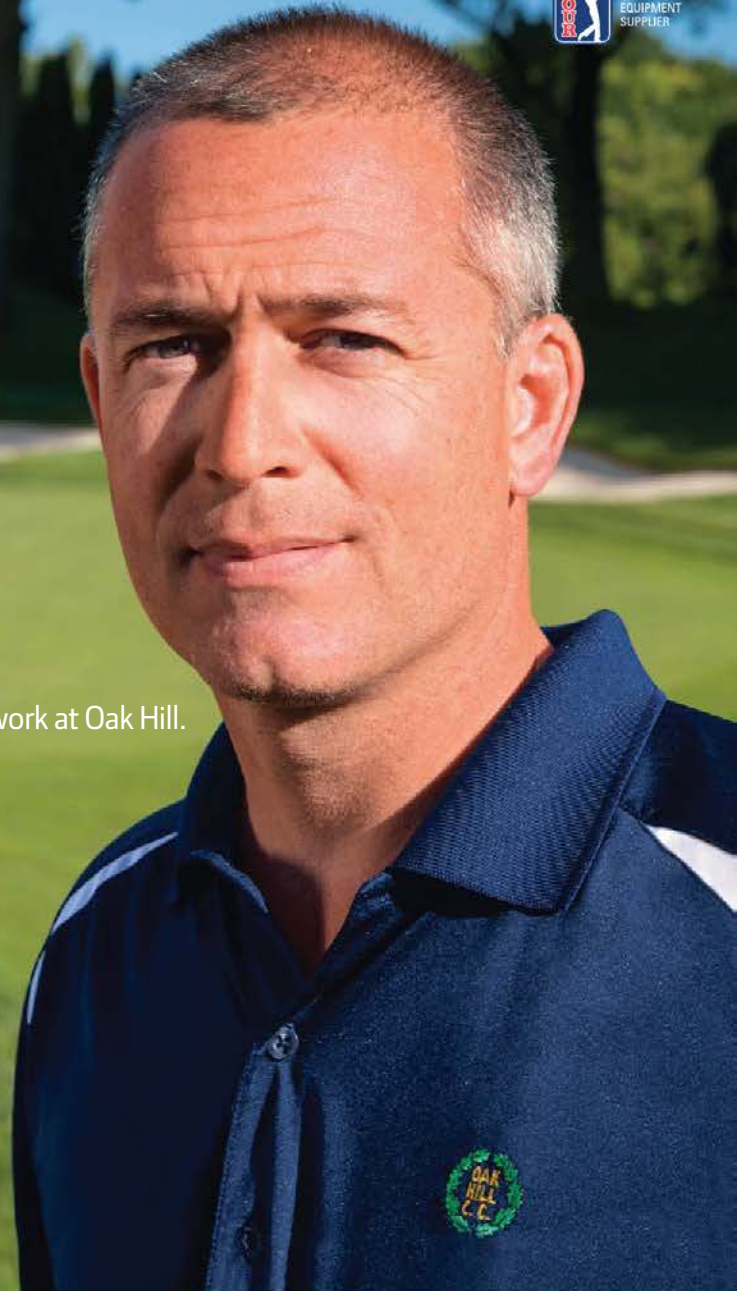
- // 36 **Secure fungicide and dollar spot control**
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BEHIND THE SCENES: STANDARD GOLF

Think Pink.

Like clockwork, the color pink flourishes in October as a universal symbol of hope and unity in the fight against breast cancer.

In fact, the folks at Standard Golf are already processing orders for pink flags, flagsticks, cups and tee markers as hundreds of courses around the country prepare for October. But does it really take the fight against breast cancer to recognize and appreciate women on the links? And, why do we wait until the end of the season?

Today, nearly 25 percent of golfers are female. The percentage is increasing. Also, just as a reminder, women drive the country's economic engine in terms of spending, and millions of them have been impacted by breast cancer one way or another. *(If breast cancer hasn't affected you, count yourself lucky. It's an awful, insidious disease. That's why Standard Golf proudly donates a portion of every "Think Pink!" sale item to fight it.)*

This year, don't let the NFL players wearing pink on the first Sunday game in October be your first reminder. Let the women in your life — and on your course — know you not only support the Susan B. Komen Foundation, but also appreciate their active support of your venue. "Think Pink." It's not only the right thing, but also the smart thing to do.

Want more information on "Think Pink"? Contact Standard Golf at www.standardgolf.com or call 866-743-9773.



Golfdom

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See the Carrier in action



“I wanted to learn about the company and specifically about this meeting that was hosting some 150 superintendents from around the country every year, yet I had never heard a thing about it.”

SETH JONES, *Editor-in-Chief*

The embedded journalist

I saw a headline recently about how dangerous the job of being an embedded journalist is. ¶ I chuckled at the thought. Well, sure, it’s dangerous. But those guys chose those jobs. Just like my friend Will, whom I wrote about a few issues ago. He knows the danger of the places he visits, just to take a photo. ¶ And then I think of my job. We’re related, you know — the embedded journalist and the editor-in-chief of *Golfdom*? We might not be brothers, but we’re cousins, twice removed.

I’ve even had to do my own kind of embedded journalism, and I’ve been doing it a lot lately. Except I don’t go to Afghanistan, I go to Augusta. I even traveled internationally last month. I know it’s a tough job, but luckily, England has a lot of pubs.

Some of you may think that I risked life and limb doing this month’s cover story on the Billy Casper Golf Annual Meeting. But the only thing I risked was a sunburn, and maybe alienating some staunch anti-management company readers.

The seeds of this story were first planted over the 4th of July weekend in 2011.

I was at the John Deere Classic, playing in a golf scramble. My cart partner was Bryan Stromme, BCG’s director of agronomy for the Midwest region (and that day, the only player from my cart to keep a drive in the fairway.)

We started talking about the travel we had done through the year, and that was when Stromme mentioned to me the BCG Annual Meeting. I wasn’t familiar with it, so I asked him for details. The more I learned, the more impressed I was with what he was describing.

By the end of the round, I asked Bryan if he could get me

on the invitation list for the meeting. “I’ll look into it,” he told me.

It took a year-and-a-half, but this February, two weeks after the Golf Industry Show in San Diego, I found myself at the BCG meeting in Tampa, Fla.

Once again, I was an embedded journalist. This time I was deep in management company territory. I knew the dangers. But hey, this is my job.

There was some hand-wringing when the idea of me coming to the meeting was proposed to the upper brass at BCG. What did I want to write about? What was I looking to find out? Could I be trusted?

I told them I was on a fact-finding mission. I wanted to learn about the company and specifically about this meeting that was hosting some 150 superintendents from around the country every year, yet I had never heard a thing about it.

Did I get to open every closed door at Billy Casper Golf? Of course not. This is a business, after all, and they have their methods they want to keep private.

Was every source completely forthcoming with me? I’ll tell you that it seemed that everyone answered my questions. Especially Bryan Bielecki, vice president of agronomy for Billy Casper Golf. I asked him some tough questions, and he shot me straight. I think that’s why he’s in the position he’s in today. I could see working for that guy. He’s a leader, and he’s not afraid to make hard decisions.

So I made it out of the BCG Annual Meeting in one piece. No blood was spilled. I even got a putting lesson from Billy Casper himself (World Golf Hall of Fame, class of 1978.) My putter has been hot ever since.

There’s no telling how many courses Billy Casper Golf, and management companies in general, will add to their portfolios in the next few years. But if you find yourself at BCG’s Annual meeting, from what I could see? It’s not such a dangerous job.

Email Jones at:
sjones@northcoastmedia.net

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Starter

NEWS, NOTES AND QUOTES



// 2013 PGA

Long days were the norm at the 2013 PGA Championship at Oak Hill CC in Rochester, N.Y. It was estimated that each crew member put in a 105-hour workweek. Despite the long hours, the guys could still manage a smile.

95TH PGA CHAMPIONSHIP PRACTICALLY PERFECT

CORCORAN AND CREW OVERCOME EARLY CRITICISM AND EARLY RAIN TO HOST A MEMORABLE MAJOR.

BY SETH JONES // Editor-in-Chief



There were plenty of magical moments at the 95th PGA Championship.

From when the tournament began with a thunderclap to when it ended with champion Jason Dufner's cheeky butt-pat on his wife, this was one heck of a tournament.

"This golf course, Oak Hill, is just a great major championship venue," Ian Baker-Finch gushed. Keegan Bradley, winner of the 2011 PGA Championship tweeted, "The PGA of America always sets up an amazing course for a major. They deserve more credit than they get."

This was a 180 from what Tiger Woods was saying a week earlier. He complained during a press conference

that the greens lacked grass, and wondered if they could be sped up in time for the PGA.

Corcoran responded to Woods' complaints, telling the Rochester, N.Y. *Democrat and Chronicle*, "That was our game plan going into advance week, have them slow. ...We will be ready for the Championship." And ready it was, despite the occasional shower.

By Sunday, Corcoran was relieved the whole thing was almost over.

"I feel like a weight has been lifted off my shoulders," Corcoran said Sunday morning. "I'm going to relax... until I have to start thinking about next week's clean-up."

CC of Orlando superintendent Kasey Kauff contributed to this story.

// HIRED!

MAGRO COMES ON BOARD AT STEVENS WATER

Carmen Magro has joined Stevens Water Monitoring Systems (Stevens Water) as the company's vice president of business development and agronomy. Magro brings with him 20 years of agronomy expertise and business leadership. "His experience with several technology companies to implement self-



designed models for stress prediction, irrigation/analysis control and overall plant health is of great value," said Stevens President Scott South.

A former superintendent, Magro directed the Golf Course Turfgrass Management Program and Turfgrass Research Facilities at Penn State University and served as the university's turfgrass media relations expert.

His past experience also includes working as the lead agronomist and director of education at Floratine Products Group and as vice president of agronomy with UgMO Technologies.

// A SUPER ADVENTURE

SUPER STARTS NEW CHARITY

Brian Peters, regional superintendent for Traditional Golf Properties in North Carolina, recently established a non-profit charity called "Adventurers for Special Needs" (AFSN).

The charity takes adventure sports (mountain climbing, kayaking, etc.) and turns them into charity benefits for children and adults with special needs.

Peters' son, Cameron, was born prematurely at 24 weeks. The premature birth left him with impairments and developmental delays.

Today Cameron is progressing well. Peters created the charity to give back to organizations like Frankie Lemmon School in Raleigh, N.C., which helped Cameron overcome his challenges. Learn more about the charity at www.adventurers4specialneeds.com.

Joe Schmo now a GCSAA field staffer

BY SETH JONES // Editor-in-Chief

➔ Chase Rogan, former owner of Pure Turf Consulting and also a former reality TV star on Spike Network's *The Joe Schmo Show* ("Joe Schmo is a turfie," February 2013) was hired last month as the GCSAA's field staffer for the Mid-Atlantic region.



Rogan was hired as GCSAA's Field Staff for the Mid-Atlantic region last month.

Rogan's territory will include Pennsylvania, Maryland, Delaware, Virginia and West Virginia. The GCSAA field staff program is designed to "help chapters utilize GCSAA programs and services to a fuller extent," according to GCSAA.org.

"I'm excited for the new position, and to work everyday to help advance this profession," Rogan tells *Golfdom*. "The GCSAA has a lot to offer its members, and I also hope to help chapters learn

from each other."

Rogan, a month into the job when we spoke to him, said someone stops him to say they enjoyed watching *The Joe Schmo Show* at about half of the meetings he's attended so far. Rogan won \$100,000 on the show for being the only non-actor (much to his surprise) on a fake reality show

about the bounty hunter business.

But did his stint chasing crooks and parole violators on TV help prepare him for his gig with GCSAA?

"Not really — I don't see how it could have," Rogan says. "At best it's a conversation-starter."

Rogan holds a bachelor's degree in turfgrass science and a master's degree in agronomy, both from Penn State University.

THEY SAID IT

MIKE THUROW, PRESIDENT AND CEO, SPECTRUM TECHNOLOGIES

On how the soil moisture meter changed his business. (See full story on page 32).

"In my 40 years in the industry, I've never seen adoption of a product such as I have with the TDR (300). It's because the guys at the USGA and the PGA believed in it. Word travels efficiently in this industry."

BY THE NUMBERS

16

PERCENT

Amount of time smartphones are used for actually making phone calls. (Source: Marketingprofs)

// CAREERS ON COURSE

FIRST TEE TOURS TPC SUGARLOAF

Georgia superintendents and John Deere recently teamed together to give youngsters from *The First Tee of Atlanta* an intimate look into potential careers in the golf industry. Georgia GCSA director Mike Crawford, CGCS at TPC Sugarloaf in Duluth, hosted 24 aspiring golfers between the ages of 12 and 17 on a day-long course and facility tour in July.

The outing was part of a new "Careers on Course" program included in John Deere's landmark \$1-million commitment to the First Tee organization, announced in February.

"Hopefully we helped open some eyes for these kids about future career paths they might follow in golf," Crawford says. "Some of the kids were very, very engaged and their questions were outstanding. They showed a genuine interest in the industry, not just the game."

// GROWING BUSINESS

ezLOCATOR EXPANDS

ezLocator is developing its nationwide sales organization with the recruitment of key industry sales professionals.

The Northeast Region adds David Clinkhammer, Andy Hyjek and Mitch Pizzetti. The Central Region adds Ted Bilan, Tom Conway and Dave Rutz. The Southern Region adds Jim Burke, Bill Ehman and Wally Geesey. The Mid-Atlantic Region adds Ed Turnage and the Western Region adds Bill Jackson. Pat Sellers will cover PGA Tour events.



// WE'VE GOTTA GO

ST. ANDREWS VOTED NO. 1

The Old Course at St. Andrews has been named the world's number one course by a unique poll of professional golf course architects from around the globe.

Almost 250 architects voted in the Architects' Choice Top 100 Golf Courses rankings ballot, carried out by *Golf Course Architecture* magazine. The Old Course was a comfortable first, followed by Alistair MacKenzie's Cypress Point Club (Pebble Beach, Calif.) and Pine Valley (N.J.) GC in third.

Euan Loudon, chief executive of St. Andrews Links, gave a nice tip of the cap to the maintenance crew. "Achieving the top spot in this poll is fitting testimony to the work of the greenkeeping team at the Links. When you see the caliber of the courses from around the world included in the Architects' Choice Top 100 you can appreciate that a great deal of hard work goes into delivering the Old Course in top condition for the thousands of people who wish to play it every year."

OOPS...

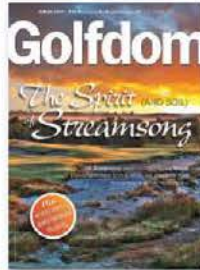
In July we stated that perennial ryegrass had a production value of \$111,000 this year ("Bye bye, rye.") We should have said it has a production value of \$111 million. We regret the error (and must have been smoking a lot of that rye, huh?)

EMAILS @ TEXTS # TWEETS

Nice cover story on **Streamsong**.

Have heard great things about it from our members who have played there. Looks incredible.

Greg Shaffer
@gtshaffer



pack," June). John Wake was truly a lovely man, to use a phrase not in common practice since the 19th century, but so appropriate.

I never write to magazines about anything, ever, until now. Two in a row. Who or what will you bring up next month that hits me between the eyes or in the heart?

Thank you for the tribute to John, it is appreciated by anyone who knew him.

Samuel R. Snyder VII
CGCS-Ret.
Shreve, Ohio

Seth,
You did it again. Another hot-button issue for my keyboard.

John Wake, always a gentleman, effusively friendly and yet professional. John was one of the remarkably genuine gentlemen I've met through my travels and time working with GCSAA.

I was shocked to learn that we lost John so early and did not realize it was 10 years ago ("No better back-

I enjoyed your article and story ("Can't see the forest for the trees," Karl Danneberger, July) in the latest *Golfdom*. True how neighborhoods can get bogged down with age and overplanting, too.

Gary Deters
@gdeters_turf

READER JOKE

AS TOLD BY **P.J. McGuire, CGCS**, American Country Club Comedians, supplier of golf entertainment. Visit accocomedy.com to learn more.

A nun rushes into Mother Superior's office and exclaims that she needs a priest to hear her confession: she had used the lord's name in vain while playing golf.

Mother Superior has the nun sit and tell her the story. "I was on 18 and I just hit the drive of the day, when a squirrel ran out of the woods and snatched my golf ball."

Mother Superior asks, "Is that when you used the lord's name in vain?"

"No," the nun replies, "then a hawk swooped down and caught the squirrel in his talons and flew off with my ball still in his mouth!"

"Oh my!" Mother Superior shouts, "is that when you used the lord's name in vain?"

"No, Mother! The hawk flew that squirrel right over the green and the ball dropped from his mouth, on the green, and the ball rolled within 3 feet of the cup!"

To which she immediately replies, "don't tell me you missed the goddamn putt?"