

# Starter

NEWS, NOTES AND QUOTES



## // RECOGNITION



Curtis Tyrrell, CGCS, Medinah CC, with Rees Jones at the 2012 Golfdom Summit.

## REES JONES NAMED 2013 ROSS AWARD WINNER

➔ Rees Jones has been selected by the American Society of Golf Course Architects as the 2013 Donald Ross Award recipient.

Jones, a past president of the ASGCA, is well known for his redesign of courses in preparation for major championships. He has applied his remodeling skills to seven U.S. Open venues, seven PGA Championship courses, four Ryder Cups, two Walker Cup sites, and a President's Cup site.

"Rees' influence in the golf industry is profound, and was most recently felt during the 2012 Ryder Cup at Medinah," said President Bob Cupp, ASGCA Fellow. "His moniker 'The Open Doctor,' taken over from his father, Trent, has allowed him to be a spokesman for our profession to those outside the business of golf development for years. And he has handled the responsibility well, doing good work and speaking in public forums about the art and science of golf course architecture."

## // REALIGNMENT

### BASF FORMS SPECIALTY PRODUCTS DEPARTMENT

BASF announced it will take its businesses within the U.S. non-crop markets and merge them into one. The primary businesses known as Professional Turf & Ornamentals (T&O) and Pest Control Solutions, and secondary businesses including Professional Vegetation Management and Market Business Development, will now collectively be known to the marketplace as the BASF Specialty Products Department (SPD). Each respective market will continue to be served, but BASF will do so as one business unit led by Jan Buberl, Director of Specialty Products.

"We reviewed the strategy, and two things came up: focus on the end-user, and focus on innovation," Buberl told *Golfdom*. "What are superintendent's biggest problems? How can we support water management better? Dollar spot control? Overall playability? We will be better suited to address all of these things."

## // ACQUISITIONS

### EAGLE ONE GOLF ACQUIRES FORE-PAR

Eagle One Golf Products (Anaheim, Calif.) announced recently that they have acquired Fore-Par (Buena Park, Calif.) In June of 2012, Eagle One Golf was acquired by Canadian company Golf Supply Warehouse.

With the acquisition, Eagle One Golf now says that they are the "largest distributors of golf course and golf range equipment, supplies and accessories in the world."

No determination has yet been made if the name Fore-Par will be kept.

"It's business as usual for a short time. Both companies have long, storied brands. I can tell you that we are ready to immediately service both sets of customers," Rod Halsall, general manager of Eagle One Golf, told *Golfdom*. "It would be foolhardy not to carefully consider the best way to integrate these two brands."

PHOTO BY: RYAN BOCKMULLER (TOP) / BETH GERACI

## GOLDOM AT THE GIS



Stop by the *Golfdom* booth at the Golf Industry Show next month for your chance to win an all-expenses paid trip to the 2013 Golfdom Summit, as well as a chance to catch up with the crew in person (hey, where was Geraci when we took this picture?) We will also be giving away free high-fives to anyone who wants one. Sorry, no hugs.

## // ON THE MOVE

### SEPRO'S STOREY TO RETIRE

Roger Storey, VP, Turf & Ornamental Business (T&O), will retire from SePRO next month. Storey is one of the original employees of SePRO Corp. When SePRO opened for business in 1994, the T&O products SePRO offered consisted of only three products (A-Rest Plant Growth Regulator, Pipron Fungicide and Rubigan E.C. Fungicide). Storey's vision was to



build a T&O business that was active in the golf, landscape and nursery businesses and that could be a substantial contributor to SePRO's success.

"Roger has not only been a dedicated SePRO employee, he has been a friend to those who have worked with him. He has been a strong example of hard work, commitment and loyalty," says Bill Culpepper, president and CEO.

With Storey's retirement, Troy Bettner has been appointed to lead and further develop the SePRO T&O business. He will take on the position of Director, Turf & Ornamental Business effective March 1, 2013.

## // GOLFDOM WISDOM

If your New Year's resolutions have already fallen by the wayside, give yourself a mulligan. #golfdomwisdom

## 'ello, Guv'nah

➔ Georgia Lt. Gov. Casey Cagle was awarded the Environmental Leader of the Year award by the Georgia Golf Environmental Foundation for his efforts ensuring the industry's efficient use of water resources in the state. "Lt. Gov. Cagle has been a strong ally as we strive to raise the environmental profile of the game and ensure that the state's laws and regulations allow superintendents to be more flexible, creative and efficient in using and caring for our natural resources," said Harold Franklin, GGEF chairman.



Georgia Lt. Gov. Casey Cagle, with trophy, is pictured with members of the Georgia Golf Environmental Foundation board of trustees, from left, Randy Nichols, CGCS-Ret.; Mike Crawford, CGCS (TPC Sugarloaf); Anthony Williams, CGCS (Stone Mountain GC); Harold Franklin (Fields Ferry GC); Brad Owen (Augusta National); Courtney Young, CGCS (Settindown Creek at Ansley GC); Ralph Kepple, CGCS (East Lake GC); and Richard Staughton, CGCS (Towne Lake Hills GC).

### READER JOKE

AS TOLD BY **Joe Stribley, Yellowstone CC, Billings, Mont.**  
Send us your jokes at [golfjokes@northcoastmedia.net](mailto:golfjokes@northcoastmedia.net).

A father is tucking his little girl into bed, and she starts praying. "God bless Mommy, God bless Daddy, God bless Grandma and goodbye Grandpa." The father thinks, 'Hmm, that's weird.' Out of nowhere, the next day... Grandpa dies.

About six months later, the father's tucking his little girl into bed again, when she starts praying. "God bless Mommy, God bless Daddy, goodbye Grandma." He asks his little girl, 'Why did you say goodbye Grandma?' "I don't know," she says, "it just felt right." The next day... Grandma dies.

It's bedtime a month later when the little girl starts praying again. "God bless Mommy, goodbye Daddy."

The next day, the guy is distraught. All day, he's waiting for something bad to happen to him. He gets so agitated he forgets to leave work on time. He ends up pacing his office all night before he finally goes home.

He walks into his house and his wife is furious. "Where have you been?" she shouts. "At work!" he shouts back. "You never work this late, I don't understand!" she cries. "Hey, leave me be, you don't know what kind of a day I've had!"

The wife glares back at him and says, "Oh, you think you've had a bad day? I was at my golf lesson today and my golf pro just fell over dead!"



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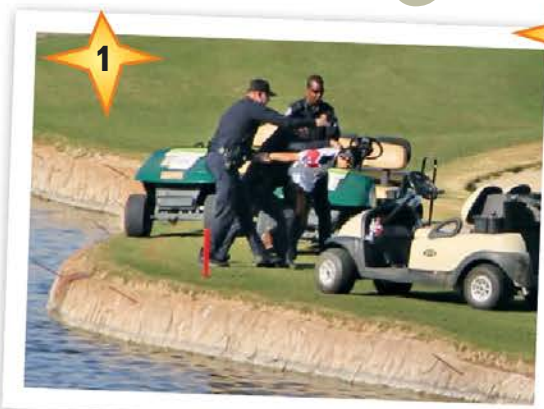
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# Golfdom Gallery

WE CAME.  
WE SAW.  
WE TOOK PICTURES.

## 2012: The Outtakes

**1 Wasted Management** At the 2012 Waste Management Phoenix Open at TPC Scottsdale, this fan — in the process of meeting Scottsdale's finest — had the dumb idea to go for a swim while the final group was on the tee.



**2 As the Worm turns** When we ran into Dennis Rodman at a Miami resort, we couldn't help but be reminded of the last time we mowed a green and looked down to see a quarter-inch spot of soil smeared right into it.



**3 Scrooged** At the 2012 AT&T at Pebble Beach, Bill Murray was in more of a Phil Connors mood than a Carl Spackler mood when Seth approached him for an interview. That's OK, something must have been *Lost in Translation*.



**4 Hit me baby** At a course in Colorado, maintenance employees are implored by none other than Hannah Montana and Britney Spears to wash their hands. Sure, their hands are clean, but their thoughts...?



**5 Mildly interesting men** Seth was happy to learn that the World's Most Interesting Man doesn't always drink beer... but he always reads *Golfdom*. "Stay thirsty my friends."



**6 Cornhuskers vs. Jayhawks** Kansas University mascots Big Jay and Baby Jay crashed our August cover shoot ("Healing Power") at Lawrence (Kan.) CC. It was all superintendent Bill Irving could do to keep his Nebraska Cornhusker dog Ozzie (named after Tom Osborne) from attacking.

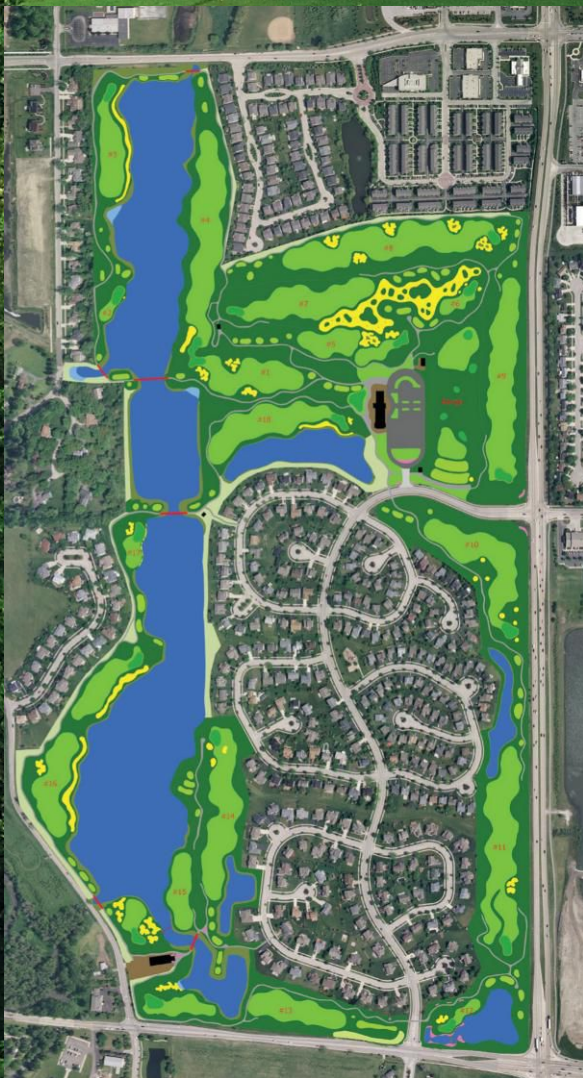


PHOTOGRAPHY BY: SETH JONES.  
ALSO: 2) BETH GERACI, 3) SEAN UPPFORD



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# My Second Office

BECAUSE THE COURSE  
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## About our host

**BOB ROGERS**, CGCS at Big Spring Country Club in Louisville, Ky., has a competitive nature. It could be from his time playing golf at North Carolina State, followed by 30 years of working in the area at golf courses, or it could be his multiple tournament

accolades and appearances in three pro-ams.

Either way, one thing is certain, Rogers' Second Office is just the backdrop needed to capture his successes and passions.



"I am a diehard golfer, started when I was 4 years old, which is what got me into the business — I figured if I couldn't play for a living, I wanted to be out here."

**1 GOOD LUCK CHARMS** The cartoons were something my wife gave me when I first got in the business. At the time I had nothing to hang in my office. Those two little cartoons I've had ever since my first job, probably 1974. I guess they're kind of good luck, so I always keep them up.

**2 HONORABLE MENTIONS** Those are for finishing top 10 in our national tournament. I won the championship flight B of the GCSAA national tournament and I have finished top 10 four times.

**3 WAVE 'EM HIGH** The white flag, we hosted the Kentucky State Amateur Championship here in 2007. The winner, Phil Hendrickson, signed the flag for me. The yellow flag is from Kenny Perry. Kenny was here for an outing and put on a little clinic and then played several of the holes and autographed a flag for me.

**4 GONE FISHING** I grew up on Lake Erie, so I started fishing when I was very young. It's my release. A lot of people think that going to play golf is a great way, or a great fringe benefit of our job — which it is — but it's like

going to the office to relax. I love to boat and fish and we have a creek that runs through the club here, and a lake, and I like to go out late in the evenings or after work hours. I have actually stocked our lakes, which we built on the course, with fish I have caught. I have fun doing it.

**5 WELCOME TO THE WOLFPACK**

I am an alumnus of NC State and I am a diehard Wolfpacker! Matter of fact the picture below that flag is the bell tower at N.C. State. There is a well-known artist in North Carolina, Gary Miller, who's done a lot of North

Carolina art like that and his son-in-law worked for me. He gave me this picture of the bell tower when I left.

I was on the golf team at N.C. State for two of my four years there. I was a superintendent in North Carolina from 1978-2004 at five golf courses in that 20-plus year span before moving to Louisville. I was very close — and still am — to the faculty and even the upper echelon at N.C. State.

BY KATY IBSEN //

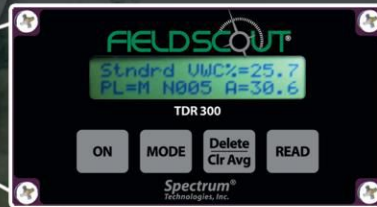
PHOTO BY SETH JONES

Proud of your second office? Email us a photo of you in it and we may feature you and your office in an upcoming issue of *Golfdom*.



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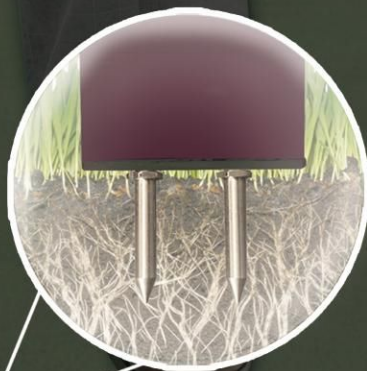


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“The request to build forward tees is coming from not only public facilities, but also resort courses and yes, even private golf courses.”

**MARK WOODWARD**, *Contributing Editor*

## No shame in playing it forward

**O**ne trend in golf that I actually think might be working and getting a foothold is the “Play it Forward” program. The premise behind this program is the idea of making golf easier and more fun. Sure, golf is a difficult game and takes time to learn, but once a person gets smitten with the golf bug, it’s hard to get it out of their system. With this in mind, however, many golfers continue to make things difficult on themselves and take the pleasure out of the game by playing the wrong teeing grounds.

Last year my partners and I started a golf course renovation and construction company (I know, insert joke here), and we often get asked to construct forward tees. In many cases, golf courses are designed for better players. The average golfer can’t truly enjoy himself or herself from 6,500 to 7,000 yards. So, why not make golf more fun by constructing tees that shorten the course to be more in line with the average player’s ability?

As good as we are as superintendents, we can’t maintain a golf course to match the average player’s ability, particularly if they think in their

minds they are better golfers than they really are. The truth is, with all the improvements to golf equipment, facilities, and the game itself, there are still plenty of golfers who can only dream of enjoying a round from the tips.

So as an industry, let’s continue to recognize this and encourage and promote the fact that golf would be a whole lot more enjoyable if golfers play the tee complexes that are more in line with their abilities. We also need to continue to educate golfers and change the mindset that “playing it forward” is not something to be ashamed of. Golfers need to understand

that if they are going to spend the time and money to play a round, they may as well enjoy themselves. Let’s face it, if you have more fun, you’ll want to come back and have some more fun. If you want to come back, rounds will go up, and if rounds go up, revenue will follow. To me, that sounds like a win-win-win for golfers, facilities and the industry overall.

The request to build forward tees for aging golfers, beginning golfers, junior golfers and golfers who just want to have more fun is coming from not only low-end public facilities; it’s also coming from resort golf courses, daily

fee golf courses and yes, even private golf courses.

We’ve recently constructed forward tees at several high end private clubs with aging memberships who have come to realize that if they are going to spend four-and-a-half hours out on a golf course, they want to enjoy the experience and not come off the 18th green feeling like they’ve been beaten up.

The great thing about the “Play it Forward” concept is that it is generally easy to implement and relatively inexpensive. Many golf courses that cannot afford to build actual forward tees just place tee markers out on the beginning of the fairway and market them as junior tees or “play it forward tees.” In some cases this simple recognition of shortening the golf course to increase the pleasure of the round works quite well.

I’ve even heard that many of the well-known golf course architects (including Jack Nicklaus) have embraced the “Play it Forward” program. Like all of us, Jack is aging and doesn’t hit the ball as far as he used to. But more importantly, he understands that in order for the golf industry to continue to recover — and even grow — golf needs to be fun.

So, I encourage all of you to promote this concept at your clubs. Because it actually works.

Mark Woodward is president of Mark Woodward and Associates, principal of DaMarCo Golf, CEO of MasterStep Golf Group and a contributing editor for *Golfdom*.



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“By participating, a whole new world opened up for me. It can for you, too.”

**JOEL JACKSON**, *Contributing Editor*

## Assistants need an assist

**I** accepted an invitation from Melanie Bonds, executive director of the Alabama GCSA, to be a speaker for a mid-November assistant superintendent boot camp event in Birmingham, Ala. I quickly discovered I had no “silver bullet” solutions for the group of 28 assistants who showed up. Since the only thing you can control are your own actions, a theme emerged for my talk — participation.

By participating and being involved, you meet people and your name is out there. The old saying “It’s who you know, not what you know” is only partially correct. Being visible and active creates a lot of “who” contacts, but you must back it up by staying on the cutting edge of knowledge. So, education is a key ingredient of success. However, don’t just pursue traditional “turf management” education. Here’s why:

In a conversation with Lyne Tumlinson, a career and teambuilding coach (also a speaker at the conference) she said that two-thirds of prospective employers these days indicated they assumed the interviewee knew turf man-

agement. They were focusing on leadership, communication and management skills that a potential department head (superintendent) brought to the table. Participating in local chapters is a great first step to getting to know the successful superintendents in the area and picking up ideas on how to improve yourself.

Many of us are not at ease being in the spotlight, but you can also get recognition by being a key supporting actor. Case in point was Mr. Lee Bailey, assistant superintendent from the Willow Point CC in Alexander City, Ala. I didn’t know Bailey’s status until the end of the first day of the conference. He had introduced each speaker that day and read a short bio on each one. What I learned later was that he was an assistant, and

had volunteered to serve on the AGCSA board for several years, until at last the AGCSA changed its bylaws to create an assistant superintendent to the Board position.

I asked Bailey about the current situation with assistants and what it takes for them to progress in the business. He said, “It starts with the superintendent. They need to be willing to provide opportunities for assistants to grow in their careers. They need to be mentors and support assistants’ attendance to chapter meetings and education and be involved in the planning and administration of the maintenance department.”

Bailey has been on a couple of interviews this past year, and he echoed Tumlinson’s

comment that most of the interviewers were more concerned about his business and leadership skills and assumed he knew how to grow grass.

Bill Davidson, CGCS at the Country Club of Naples (Fla.) told me during an interview for another story that when he hires assistants he focuses on their personalities and communications and leadership skills.

“I can teach them how to grow grass on this course,” Davidson said.

I came to this profession from a non-turf background. I learned turf management and golf business from my bosses, turf seminars, and best of all, by networking with my peers at local and national conferences. By participating, a whole new world opened up for me. It can for you, too.

While meeting and conference opportunities might be limited right now, superintendents, assistants and chapters can work out some committee service, education or networking opportunities for assistants in formal or informal gatherings.

“Participation” was my mantra all day. But I confess, I opted out of the yoga class scheduled for the end of the day. The 12 hearty souls who stayed taunted me with “Participate! Participate!” as I skulked out of the room.

**Joel Jackson, CGCS-Ret.**, is director of communications for the Florida GCSA.