



QUICKSILVER® HERBICIDE

**You've tried everything to kill moss.
Now, get something that actually works.**

Golf course superintendents have struggled to find an answer for silvery thread moss on bentgrass and Bermudagrass greens and tees. Due to the non-vascular nature of moss, systemic herbicides are ineffective, making moss difficult to kill.

Some turf professionals have tried commercial solutions not labeled for moss control, which can cause turf damage. Others have even resorted to using home remedies to control moss, including hydrogen peroxide, dish soaps, baking soda and lime. These treatments are often ineffective and can severely damage turf due to their non-selective properties.

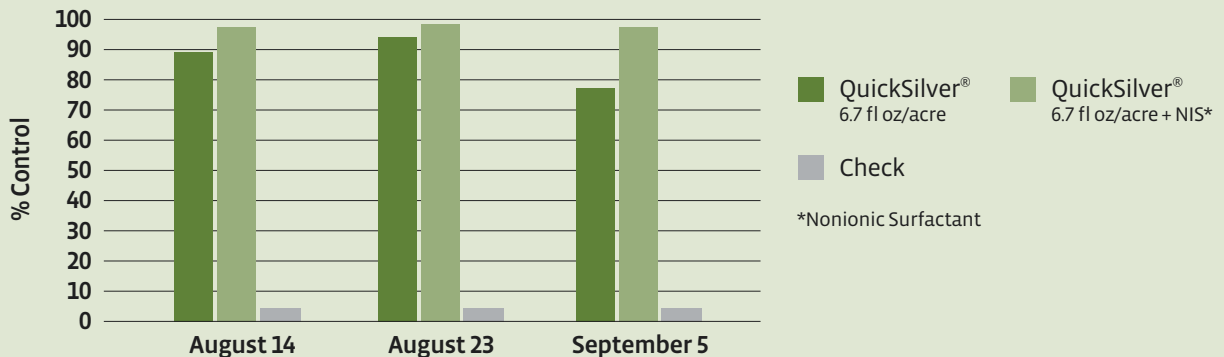


Using home remedies to fight moss can lead to even bigger problems.

The Proven Solution

QuickSilver® herbicide contains carfentrazone-ethyl, which has been thoroughly evaluated by turf researchers in several states, and works by inhibiting a key enzyme in moss chlorophyll production. It's so effective, in fact, that research has shown that QuickSilver reduces up to 90% of moss when applied twice at a 14-day interval of 6.7 oz/acre.

QuickSilver® Herbicide SILVERY THREAD MOSS CONTROL



Fred Yelverton, Ph.D., North Carolina State University



The Experts Agree: QuickSilver Works

In independent studies, turfgrass researchers found QuickSilver herbicide provides optimal control of silvery thread moss on golf course creeping bentgrass and Bermudagrass greens and tees.

“Based on our research here at North Carolina State, which spans 11 years of testing, when one considers both control of moss and turfgrass tolerance, QuickSilver appears to be the most consistent for controlling silvery thread moss over a broad range of environmental conditions.”

Fred Yelverton, Ph.D., NORTH CAROLINA STATE UNIVERSITY

“QuickSilver provided the best control with the fewest applications.”

Mike Richardson, Ph.D., UNIVERSITY OF ARKANSAS

“QuickSilver is highly effective for moss control on bentgrass greens.”

Scott McElroy, Ph.D., AUBURN UNIVERSITY



Green infested with silvery thread moss, untreated.



Green treated with two applications of QuickSilver at 6.7 oz/acre, 42 days after initial treatment.

QuickSilver Herbicide: A Real Solution

Keep your home remedies at home. When it comes to your course, you need a scientifically proven answer for eliminating silvery thread moss. Keep your tees and greens beautiful and moss-free with QuickSilver herbicide.

- Effective in reducing up to 90% of silvery thread moss
- Controls moss in just two applications when applied at a rate of 6.7 fluid ounces of product per acre (0.154 fluid ounces of product per 1,000 square feet) two weeks apart*
- Extremely gentle on turf, including most creeping bentgrass and Bermudagrass varieties
- Works in both cool and warm temperatures for year-round control as needed
- Leaves minimal soil residue, allowing for quick reseeding and fast reestablishment of turf
- Quickly and easily applied through typical spray equipment, keeping chemical, equipment and labor costs within any budget

* A third application at lower rates may be applied if needed in two or more weeks after the second application to control moss that may have reestablished. Up to four applications are permitted per year, if needed.

For more information on silvery thread moss control with QuickSilver herbicide, contact your FMC Market Specialist or your local FMC Distributor.



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Golfdom Gallery



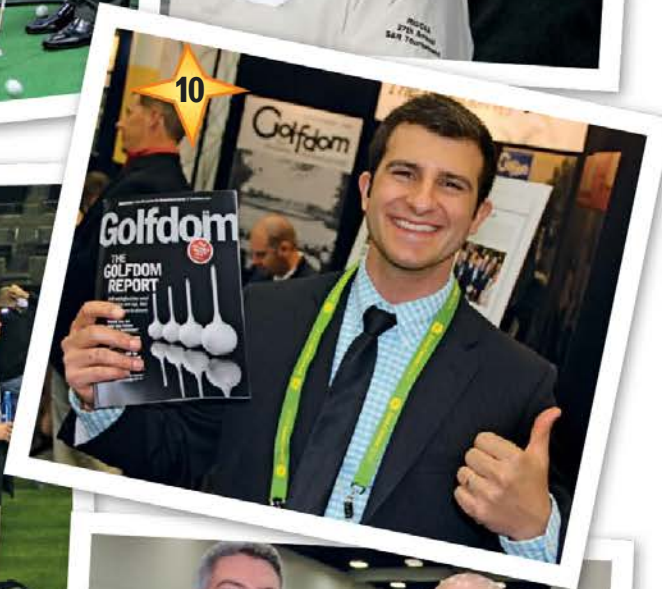
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8 **Putt for dough** We liked the read on this putt but they forgot one thing: at the convention center, everything breaks toward the bar after 4 p.m. on Thursday!

9 **A three-hour tour** On the Valent cruise of the San Diego Bay, we decided to cast a turf version of "Gilligan's Island." Let's see, Ted Ellis, CGCS at Wanumetonomy G&CC in Rhode Island... the Skipper. Mike Iacono, CGCS at Pine Brook CC in Rhode Island... the Professor. And *Golfdom* EIC Seth Jones? Gilligan.



10

10 **Every Joe Schmo loves** *Golfdom* Chase Rogan of Pure Turf Consulting and Spike TV's "Joe Schmo Show" stopped by the booth and gave the mag's new look the thumb's-up. We give his reality TV score of \$100,000 an even bigger thumb's up.

11 **The Big Unit** At the John Deere VIP event at Petco Park, home of the San Diego Padres, Seth ponders how he'd do on the mound in a big game. Hey Seth, here's a hint: to batters, the baseball would look even fatter than that Miller Lite tall boy in your hand.

12 **Pay up!** Mark Jordan, natural resource leader at Westfield CC in Westfield Center, Ohio, who was profiled in our January '19th Hole' interview, shows that he makes good on a lost bet. He hand delivered this Kansas blue Westfield golf shirt to Seth, just in time for March Madness.

13 **Orange everywhere** Jacobsen celebrated this year's GIS with a guerilla marketing campaign that boasted there was "orange everywhere." But at their packed VIP party in the Gaslamp, there were superintendents everywhere, with sitting room nowhere.



11



12



13



“Walking around the field, seeing the turf up close, grabbing a ballpark hot dog on a brisk San Diego night... where else do you get something like that?”

SETH JONES, *Editor-in-Chief*

Seth's top 5 GIS moments

I hit the ground running at the Golf Industry Show this year. I might need to start booking my flights to big events like the GIS a day earlier than I'm expected, just so I have time to unpack and take a breath before the craziness starts.

Next month I plan on opening up my reporter's notebook to you all so you can see and hear some of the things I learned in my 30-plus meetings at the GIS. For now, I'll keep it short and just give you my top five moments of the 2013 GIS:

5 BASF's 'Superintendent Pyramid' — Every year BASF hosts a game show at their booth and gives away cash to superintendents (this year they gave away a total of \$8,350 to 14 superintendents.) They also host a media version of the game, and donate money to charities of our choice. (For more on this, check out page 34.)

In all honesty, this year me and my partner fell on our faces in front of a small crowd (you could probably see the steam coming out of my ears.) But I look at the big picture and realize that the first BASF game show I played was their Jeopardy! game in 2009... so that's five straight

years, and \$5,000 (at a minimum) that BASF has donated to charities of my choice (this year's was Disabled American Veterans.) And that's just very cool.

4 Valent cruise — Remember me saying I hit the ground running? Because of a scheduling conflict, I had to add this three-hour cruise of the San Diego Bay to my schedule at the last minute (tough gig, I know.) My flight landed, a quick cab ride, throw my bags in the room, run out the door... I made it to the boat about two minutes before it left the dock. Whew!

And what a good time. Saw some old friends and colleagues on the boat, caught up with the good folks at Valent, saw some cool scenery and

saw a bunch of military helicopters up close as they flew overhead.

3 Waiting for my flight — I was tired. Hungry. Possibly a little hungover. I was three hours early for my flight. ...And I was almost as busy as I was at the show.

First it was my friends from the Carolinas, then some old colleagues from the GCSAA. Then I saw some participants in the turf bowl, then I ran into Luke Cella from the Wee One Foundation. I even saw a guy reading the new *Golfdom* as he waited for his flight.

By the time I boarded my plane I had probably shaken 15 different hands and was

invited to two events. It just goes to show that things happen at the GIS... even after it's over.

2 Petco Park tour — Hat's off to John Deere for what was easily the coolest event of GIS 2013 (see more on the Petco Park event in our GIS review story.) Walking around the Major League Baseball field, seeing the turf up close, looking up into the stands, grabbing a ballpark hot dog on a brisk San Diego night... where else do you get something like that? And Deere utilized a great spokesperson/host in Luke Yoder, director of field operations for the Padres. He was genuinely thrilled to have so many turf pros roaming the infield.

1 Redesign reaction — You never know for sure what kind of reaction you're going to get until you're getting it. The reaction to the new look of *Golfdom*, which unofficially debuted at the GIS, couldn't have been better. It's nice to know that people are reading, that they notice these things and that they care.

So thanks to everyone who came by the *Golfdom* booth, to everyone who said hello at the after-hours events, and to the GCSAA for hosting a great show. For those of you we missed, we'll see you there next year, where we'll make a new top 5 list.

Email Jones at: sjones@northcoastmedia.net.

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My Second Office

BECAUSE THE COURSE IS YOUR FIRST

About our host

With his erudite demeanor and vast knowledge of golf history, **SEAN TULLY**, superintendent at Meadow Club in Fairfax, Calif., is often called “The Professor.” And it’s an apt nickname. Tully serves on the USGA Architecture Archives Committee, and given the chance he can opine at length on everything from the

game’s past to one of his hobbies — finding vintage clubs.

Tully has been with Meadow Club since 2000, making the move a year and a half after graduating from Colorado State University. “It’s been good,” he says. “I really like it here. I like the history of it.”



1 VINTAGE SET I have two sets of clubs. One is a more modern set — modern for me, at least. They’re from the late ‘80s, early ‘90s. I have another set from the ‘20s, ‘30s and before. I try to collect clubs that are historically significant. I’m still trying to find one for Meadow Club.

2 THE TULLY LIBRARY I don’t have enough room at my house, so it’s kind of moved over to my work. I’ve got a bunch of club history books and books on noted architects. I’m also on a USGA committee with the architecture archives committee, so it’s a working library.

3 AFTERNOON READING I really enjoy *Golfdom* — the timeliness of it. I like the fact that they do a good job of reaching out to different superintendents as well. You get to know different people that way. I’ve been reading *Golfdom* — I think I’ve gone through 1927 to 1948 online with all their old magazines. Yeah, I do a lot of research.

4 THE DOG That’s Bodie. We got him at a local shelter a couple years ago. He’ll run himself into the ground, so I bring him out to the course. He drives my wife, Anie, crazy. Here, he’s got it made. He runs and runs.

5 TEST TUBES Right now we’re just trying to figure out what our bentgrass to *Poa* ratio is. We took some plugs out of our greens, so we’re also using them as a control against our seed head suppression and to monitor for when our greens start seed head production.

6 HOOK ‘EM I’ll go out with my girls, Lucy and Maisy, on the weekend. They like to come up to the course. I mentioned to them one day that there are antlers all over the place, so we go on these little nature walks. We found a couple antlers and other items, what we believe is a

coyote skull and other bones. My wife and I are going to cut [the antlers] up. You can give them to your dog as a chew toy or make buttons out of them.

7 BIRD’S EYE That’s the course. We use that as a reference for how many trees we’ve cut down. That one is from ‘99. Every 10 years we get a new picture. The new one is up in the hallway right now.

BY KATY IBSEN // PHOTO BY SETH JONES

Proud of your second office? Email us a photo of you in it at sjones@northcoastmedia.net, and we may feature you and your office in an upcoming issue of *Golfdom*.

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“It’s more efficient and cost effective to have the work done by a company that specializes in golf course renovation, rather than do it in-house.”

MARK WOODWARD, *Contributing Editor*

Makes perfect sense

Eventually, all successful clubs are faced with the decision to renovate their most important asset — the golf course. Golf courses are living entities that require more than just ongoing maintenance. As the golf course ages, things begin to change. And not all of those changes improve playability or lead to the course’s long-term success.

Tees settle, greens bind, irrigation systems wear. It’s all part of a golf course’s natural aging process. Add to that the impact of cart traffic compaction, weather issues, divots and pitch marks and it’s easy to see that for golf courses to remain competitive in their local markets and maintain their share of rounds, renovation becomes a necessary part of managing a golf facility.

Renovation requires planning and, depending on the scope of work, it should be budgeted for well in advance.

One thing I’ve learned in my short time as an owner of a golf course renovation and construction company is, in the vast majority of cases it’s more efficient and cost effective to have the work done by a company that specializes in golf course renovation, rather than do it in-house.

Many superintendents I’ve spoken with over the last couple of years have said that with recent budget and staff cuts it makes total sense to let companies that do renovation work every day get in, get the job done and get out. This allows the superintendent to have maintenance staff focus on the job it does best — maintaining the golf course.

This requires planning, budgeting wisely and many times, convincing club officials that this truly is the best way to handle renovation work. Most superintendents I know have the knowledge and expertise to complete renovation work up to a certain point. Renovating a bunker or two here and there generally doesn’t create too much of a burden on the superintendent or maintenance staff.

But if the club plans to do

more extensive renovations, often their scope conflicts with the regular maintenance of the golf course. Something has to give, considering that the regular maintenance practices don’t get done as often during a renovation project if crews have to try to accomplish both.

Therefore, the condition of the golf course suffers, golfers begin to notice things aren’t getting done and complaints begin. How many times have you heard a club official say something along the lines of “Why can’t you just do this renovation project ‘in house’ with your existing staff?”

I’ve even seen this approach work quite well on a relatively small project, such as leveling irrigation heads. Most superintendents would think that is naturally a job a maintenance staff would do,

because it’s generally considered an ongoing maintenance project.

On the flip side, if you budgeted for a project to be completed by a golf course renovation company, it would get done much more quickly. Not only that, all the irrigation heads would be leveled at about the same time. The superintendent wouldn’t have to try to fit head leveling into slower maintenance times, and the project would be completed much faster.

I recently spoke with a superintendent whose club was renovating bunkers in-house as time allowed. He told me they have been doing approximately 14 bunkers per year. That may sound pretty good, except he went on to tell me he has 140 bunkers on his course. At his current rate of in-house renovation it will take him 10 years to get through all the bunkers.

Guess what? By the time he’s done, it will be time to start over again. A golf course renovation company could come in and get this job done in a couple of months and all 140 bunkers would be on the same renovation cycle and look and play the same. Additionally, over those many years, getting bunker sand to match would be virtually impossible.

So, if you really think about it and do a cost/benefit analysis, in many cases this approach makes perfect sense.

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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“You might have to get off your duff and get involved.”

JOEL JACKSON, *Contributing Editor*

The ABCs of advocacy

If you are not an active advocate for the golf industry in general and of your own golf course as a small business and community asset, you are giving regulators, politicians and activists an open door to trample all over your livelihood.

You don't have to storm City Hall with signs and chanting mobs, but you do need to have a plan of action. The easiest way is to participate with your local superintendent chapter, so you might have to get off your duff and get involved. That is, if you think it's important to have the water, chemicals and fertilizers needed to keep your course competitive and yourself employed.

And I've got the ABCs to get you started.

A is for awareness. You have to know what's going on. On the GCSAA website you can go to the Government Relations link and find out what's hot or on the horizon in your state and local regions. Regardless of the issue,

the first step is to make your club management and members aware of the possible effects.

Next, talk to city, county or state environmental department staff; they are the fact finders and make recommendations to the politicians for legislation. Make sure they have the latest scientific research data from your land grant universities. Hopefully your chapter is already supporting turf research.

B is for best management practices. A steady growth of proactive best management or environmental monitoring and planning programs are coming along, from Florida to Oregon and up around the Chesapeake Bay area. That includes the GCSAA's Environmental Institute for Golf, another resource that will bring you up to speed on what's being done for Golf's Drive Toward Sustainability.

A toolkit of information is being developed to help all members become better advocates and environmental stewards in general.

C is for communication. Perhaps this is the most important tool of all. Communication starts with your crew, then club management, right down to members. If you are walking the talk, the talking will be easy, no matter whom your audience may be.

It would also be good to form a state alliance of golf associations (PGA, CMAA, GCSAA members) to unite and advocate for golf on all issues facing the industry. A lot of chapters are beginning to have "Golf Days" in state capitals, like the national We Are Golf effort.

Conduct an annual maintenance facility tour for

members so they get what you're doing and why. Also lead several member tours of the course. Point out the wildlife and show hands-on examples of what and why you do things that are environmentally responsible and beneficial to your turf, the course's physical and financial health and your watershed's viability. You can also host school tours and Audubon bird counts.

In conjunction with your local or state chapter, host regulator tours as well to show them what you are doing. We do this annually in Florida every March, partnering with the Florida Fruit and Vegetable Association's weeklong spring regulator tour for EPA, state and local DEPs, and state water management district personnel. The Old Collier GC is the first stop on their tour. They want to know about pesticide use, safety, storage and water quality protection.

Tours provide regulators and other groups a real-world view of what's going on and how careful and professional you are. Folks get to see the areas you treat are not as vast as imagined when they see your green, tee, fairway and naturalized areas. You often get to showcase the wildlife on the course during these outings.

Won't you personally resolve to communicate, educate and advocate for golf — and therefore yourself?

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



*Take a good look.
You may never see them again.*



{fig. w-42}
Digitaria sanguinalis



{fig. w-76}
Eleusine indica



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“Like those who work in every other facet of the business, mechanics are being asked to do more with less. In many cases, they are maintaining aging fleets on dwindling budgets.”

MATT NEFF, *assistant superintendent, Wedgewood G&CC, Powell, Ohio*

Getting technical

Hell hath no fury like an equipment technician the week after topdressing. Of course, I’m totally joking. Well, maybe not totally. I might be a little bit serious (If emoticons weren’t ridiculous I’d drop the always adorable colon/parenthesis thing here.) But can you really blame them? If there’s one thing mechanics obsess over, it’s quality of cut. And we all know how much running sand through the reels helps with that (semi-colon/parenthesis).

In all seriousness, there are many other things that also demand mechanics’ attention and expertise. Like those who work in every other facet of the business, mechanics are being asked to do more with less. In many cases, due to several years of reduced or non-existent capital expenditures, they are maintaining aging fleets on dwindling budgets with little or no help from an assistant technician. Many are also asked to assist on the course to varying degrees, be it through training equipment operators or actual course maintenance tasks.

Good equipment technicians have at least a fundamental knowledge of the agronomic aspects of golf

course maintenance and understand the need for the more invasive practices that can, at times, wear down equipment. Those who do not yet possess some basic agronomic knowledge should be willing to obtain it, and we should help educate them.

Likewise, it’s important that we have at least a fundamental understanding of a mechanic’s side. Understanding each other’s work will lead to the effective communication essential to running an efficient operation.

I’ve heard mechanics mention challenges such as not being informed of mechanical issues when they arise or being given inadequate descriptions of a problem. Informing the mechanic of

a minor problem in a timely manner can save considerable time and money when it comes to the repair. More importantly, the repair can then be scheduled, instead of becoming a roadblock that ruins everybody’s day.

A proper diagnosis (or at least a competent description) may allow the technician to make a quick repair in the field instead of having to do it in the shop. Using terms like “the plastic thingy,” or “it’s just really jacked-up” aren’t helpful.

Take advantage of opportunities to assist the equipment technician, and ask questions whenever you can. Even if you’re just providing an extra set of hands or grabbing wrenches, you’ll prob-

ably learn something you can use down the road. And he’ll probably appreciate the help.

Assisting him may also enable you to eventually handle some repairs yourself when he is tied up with more serious or difficult issues. Equipment maintenance and repair is a large part of any golf course budget, so the importance of at least being mechanically conversant is pretty obvious.

The International Golf Course Equipment Managers Association (IGCEMA) is another great resource for learning more about the mechanical side of things. Membership is free for all four classifications, and it grants access to webcasts, an online forum, a quarterly newsletter, free job postings and discounts in the IGCEMA Pro Shop. Superintendents and assistant superintendents qualify for the Class D membership.

Maintaining a golf course to current expectations is impossible without reliable and precisely functioning equipment. Making an effort to educate one another and keep each other in the proverbial loop as to what’s going on in our respective areas will go a long way in helping us reach the conditioning standards that we strive for each day. And who knows? Maybe it’ll keep the mechanic’s fury in check the week after topdressing (colon/parenthesis).

Matt Neff (mneff4@yahoo.com) is assistant superintendent at Wedgewood G&CC in Powell, Ohio.