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ATTRACTING WOMEN



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“one more factor that we look into when we make decisions.”

Once entirely implemented, the changes to the facility will cost about \$5,000, Brill estimates, and says the club plans to measure how many women players come through the facility on a daily basis versus before the changes were made. Already, the club’s Ladies League has been “very receptive to the changes,” he says.

Sandy Cross is the Director of Women’s and New Market Initiatives for the PGA of America. The organization’s four courses and learning center at PGA Village in Port St. Lucie, Fla., are in the midst of evaluations under the NWGA program.

“As the PGA of America, representing 27,000 PGA Pro-



Sandy Cross

professionals managing 10,000 golf facilities around America, we know it’s important for us to set this example at our owned and operated properties,” Cross says. “We all know the economic purchasing power of women. If we are going to legitimately attract and retain women players in our sport, we have to have the facilities and the course setups that respond to her value set.”

Deep pockets

Statistics provided by the Executive Women’s Golf Association show just under 6 million women are golfers. New women golfers spend, on average, \$2,000 per year at golf facilities on greens fees, lessons and food and beverage. More experienced women golfers will spend more than \$4,000 on golf and golf travel. Swensen says EWGA members contribute \$70 million in revenue to the US golf industry, with the average local EWGA chapter (there are 125 chapters around the country) spending about \$500,000 per year on golf-related purchases in their community.



Pam Swensen

In an industry that has experienced a decrease in golf rounds and revenue, it makes sense to court the female golfer customer. The NWGA certification program offers a methodology to do just that.

“It’s been a great experience. I found the NWGA evaluators to be professional, to provide very thorough results. It’s a really authentic, legitimate process to go through. It’s been very insightful and it leaves you with results in hand that provide a road map for going forward, a list of things you can do to improve your score and take it to the next level,” Cross says. “I’m confident every golf facility would benefit from going through the process.”

Stacie Zinn Roberts is a winner of multiple TOCA awards and is a frequent contributor to *Golfdom*. She lives in Mount Vernon, Wash.

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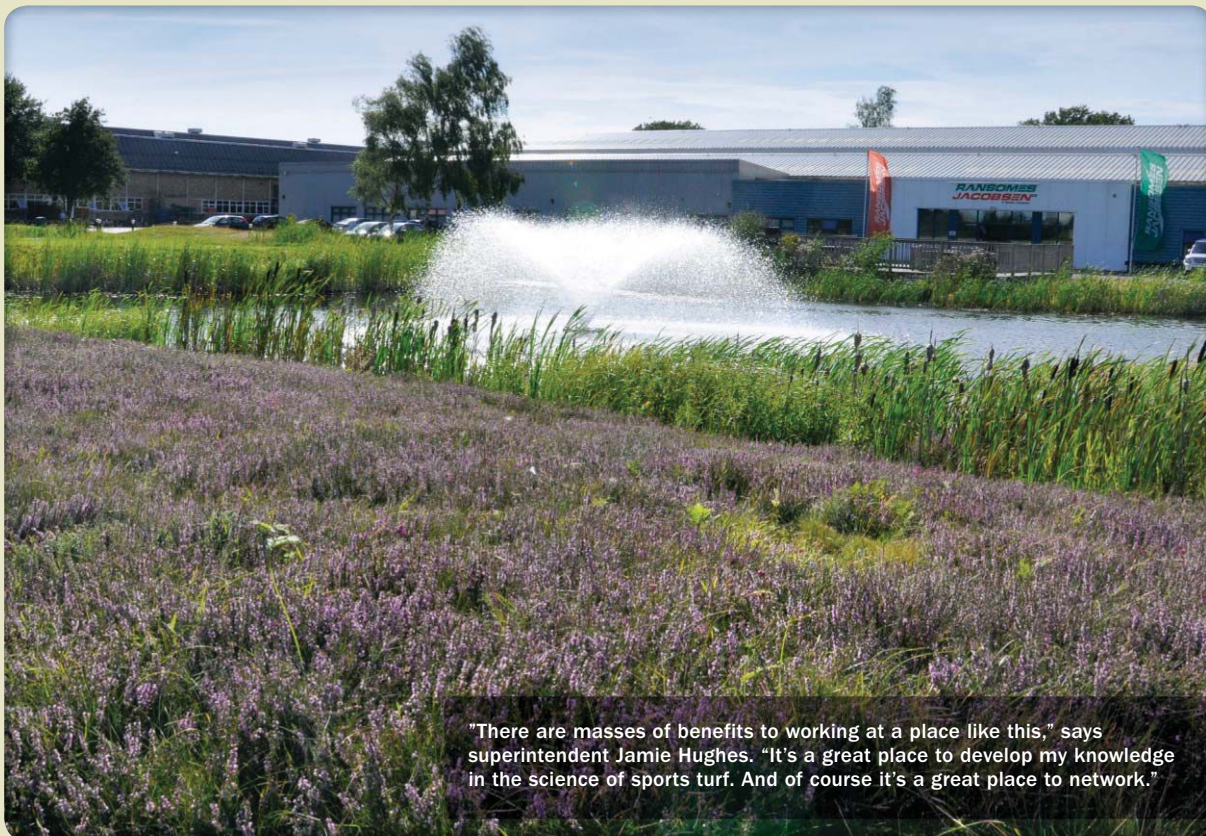
A DAY AT THE R.J.

By taking a wasteland and turning it into a three-hole golf course, equipment manufacturer Ransomes Jacobsen spreads the word about golf's environmental benefits.

BY SETH JONES

Ransomes Jacobsen — or simply Jacobsen as it's known in the U.S. — welcomes about 1,000 visitors to its manufacturing headquarters in Ipswich, England, every year. In the last six years, those visitors have also had the pleasure of being invited to play the first GEO certified golf course in Europe — the three-hole R.J. National.

Continued on page 26



"There are masses of benefits to working at a place like this," says superintendent Jamie Hughes. "It's a great place to develop my knowledge in the science of sports turf. And of course it's a great place to network."

PHOTO COURTESY: JACOBSEN / ISTOCKPHOTO



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Ransomes Jacobsen product trainer Ian “Mitch” Mitchell (left) and R.J. National superintendent Jamie Hughes, pictured this summer. Hughes says his Eclipse 1 walking greensmower is his favorite piece of equipment. “I’m a fan of hand-cutting greens, and when it’s quiet and peaceful out, it’s brilliant.”

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In the 1970s the area outside the main office at Ransomes Jacobsen was a driving range. That driving range eventually closed, leading the land to become a simple wasteland in an industrial area. David Withers, president of Jacobsen, wanted to see it turned back into something beautiful. So in 2007, architect Howard Swan was called in to create a three-hole, par nine golf course.

We wanted to show people in this area who aren’t familiar with golf that some of their preconceived notions are incorrect.”

For young superintendent Jamie Hughes, the environmental aspect of the course is what he finds most compelling about his new job.

“We’re a very environmentally aware company, as our GEO certification and our ISO 14001 accreditation shows,” he says. “This means I get to manage the heather

for what’s next,” Hughes says. “I dream of courses like Wentworth and St. George’s, but if an opportunity arose with Jacobsen, I’d find it hard to resist.”

Hughes is also responsible for maintaining the soccer field that adjoins the golf course. The field is used for sound and vibration tests, but it also sees regular action as the host field for Jacobsen’s intracompany soccer matches. “The blue collar guys in the factory actually get to kick management in the shins,” laughs Ian Mitchell, product trainer for Jacobsen.

The course is short but tough. Withers says he once shot a 7, then turned right around to play it again and shot a 14. Only one hole-in-one has happened at the course, and it was on No. 3, a tricky 60-yard carry to an island green.

But the difficulty of the course isn’t important to Withers. What is important is the positive reactions hosting customers on the course has brought the company.

“I know a lot of people visit us and they also visit our competitors. They all get a tour of the factory, and that’s nice. But let’s be honest, you see one factory, you’ve seen them all,” Withers says. “When they come here and see the R.J. National, that’s something that sets us apart. That’s something they’re going to remember.” **G**

“WHEN THEY COME HERE AND SEE THE R.J. NATIONAL, THAT’S SOMETHING THAT SETS US APART. THAT’S SOMETHING THEY’RE GOING TO REMEMBER.”

Withers is proud of the fact that the course was the first in Europe to be GEO (Golf Environment Organization — www.golfenvironment.org) certified.

“We decided from day one, even before we knew we were going to make it a golf course, we knew we wanted to make it sustainable,” Withers says. “When we decided it would be a golf course, we wanted to market that golf isn’t a green desert.

areas, the bug piles and the lake. I’m also adding wildflowers to the course, and those areas need to be maintained as well.”

Jacobsen hires young up-and-comers to a two-year contract to be the superintendent at R.J. National. Hughes, 25, has experience working on golf courses, but this is his first time calling the shots.

“I want to learn as much as possible in all aspects of the industry to prepare me

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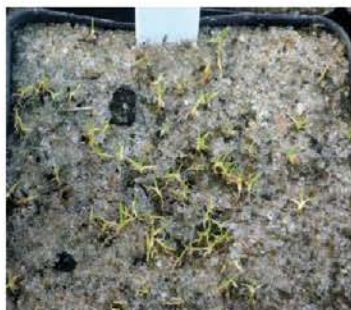
// HERBICIDE RESISTANCE

CONTROLLING DINITROANILINE RESISTANT GOOSEGRASS IN TURF

Patrick McCullough, Ph.D.

Prodiamine is a dinitroaniline (DNA) herbicide that is widely used in turfgrass management for preemergence weed control. However, overuse of prodiamine has increased the spread and establishment of weeds resistant to DNA herbicides. Goosegrass is a particularly problematic weed that has developed resistance to prodiamine and other DNA herbicides in the southern U. S., and turf managers may need to rotate herbicides with different modes of action in order to control these DNA-resistant biotypes.

Research was conducted at the University of Georgia to evaluate resistance levels to prodiamine for a susceptible goosegrass compared to a suspected resistant biotype from Griffin, Ga. Field experiments were also conducted to evaluate efficacy of preemergence herbicides with different modes of action for control. In greenhouse experiments, prodiamine rates required for 50% control of DNA-resistant goosegrass was >32x greater than susceptible biotypes.



Initial germination of DNA-resistant and susceptible goosegrass biotypes following an application of Barricade (prodiamine) at 1.5 lbs. a.i./acre in a greenhouse experiment at the University of Georgia.

while Ronstar (oxadiazon) provided >85% control. Single and sequential Dismiss (sulfentrazone) applications controlled goosegrass <60% in 2011, but averaged 94% control in 2012.

If resistance to DNA herbicides is suspected in goosegrass populations, indaziflam and Ronstar may be good choices to consider for preemergence control. Dimethenamid and sulfentrazone may also control DNA resistant goosegrass, but efficacy may be inconsistent.

Patrick McCullough, Ph.D., is a turfgrass weed specialist at the University of Georgia and Diego Gómez de Barreda, Ph.D., is an associate professor at the Polytechnic University of Valencia, Spain; and Jialin Yu is a graduate assistant at the University of Georgia. Patrick McCullough can be reached at pmccull@uga.edu for more information.

NEWS UPDATES

CIVITAS ONE GETS OMRI LISTING

Civitas One, the latest advancement from the makers of Civitas, is now listed by the Organic Materials Review Institute (OMRI) for organic golf course maintenance practices. New OMRI listed Civitas One provides an effective solution for today's progressive superintendents, the company says.

"We all have a social responsibility to work towards innovative solutions that will provide product efficacy and help



build a sustainable future," explains Oriana Persechini, Lawncare Category Portfolio Manager, Petro-Canada Lubricants Inc., a Suncor Energy business. "Acquiring OMRI listing for Civitas One is just one more way that we're going beyond today's standards to transform plant protection for more

resourceful growth and continuing to help superintendents do more with less."

Civitas One is a premix of the Civitas mineral oil — synthetic Isoparaffin and Civitas Harmonizer in one 2.5-gallon jug, which superintendents can expect to protect about 18,800 to 37,600 square feet of turf when used at label rates.

44
ADDING 2 TO 6 OZ/ACRE (OF DIMISS) AS A SPRAY TANK ADDITIVE PROVIDES QUICKER HERBICIDE ACTIVITY, BUT ALSO 'HEATS UP' THE TANK-MIXTURES IN TERMS OF WIDER AND MORE COMPLETE WEED CONTROL."

Bert McCarty, Ph.D.

(see full story on page 30)

// **SPRAY MIX**

Heat up the tank

Looking for a spray addition for broader weed control and faster action? Dr. McCarty has the answer.

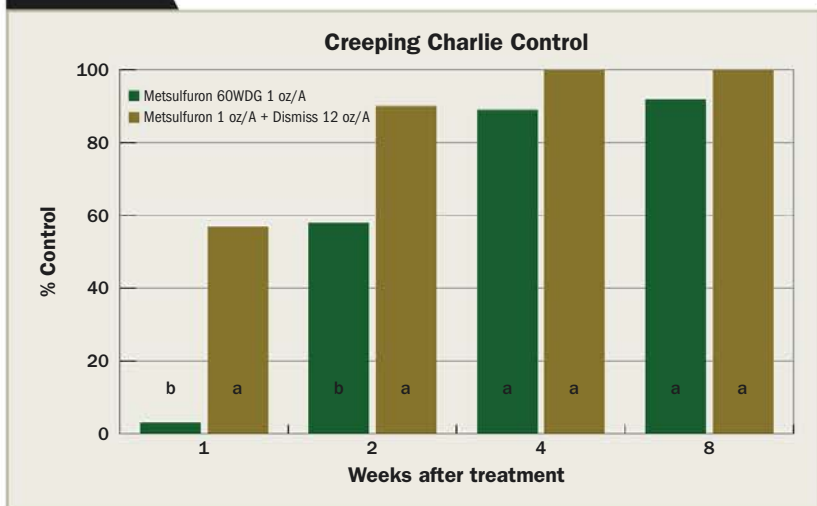
By Bert McCarty, Ph.D.

As a university researcher and one who frequently makes agronomic recommendations, I'm often asked, "Dr. McCarty, what can I add to my spray mix to heat things up?" This can be translated to mean, "What can I add to my tank-mixture to provide quicker and better weed control?"

Over the years, many products have been promoted to provide this added control, including various wetting agents, adjuvants, stickers, emulsifiers, soaps, seed oils, vegetable oils, humectants, humic acids, ammonium sulfate/nitrate, urea and others. Although these products do sometimes improve the performance by being synergistic or additive, they can also become antagonistic and/or cause the spray formulation to be incompatible, meaning the spray tank components separate out (will not stay in suspension) or worse, cause turf burn.

However, one potentially positive additive to most postemergence herbicide spray mixtures is Dismiss 4L from the FMC Corporation. Dismiss contains sulfentrazone, a member of the aryl triazinone herbicide family. It has both pre- and post-emergence activity. The majority of preemergence activity is on small seeded broadleaf weeds plus some grass and sedge weeds while postemergence activity is greatest on sedges and kyllinga. When used as a preemergence herbicide, Dismiss is absorbed by roots of germinating weeds. Postemergence activity is by

FIGURE 1



Creeping Charlie (also known as ground ivy) control is hastened when Dismiss 4L (12 oz/acre) is added to metsulfuron (1 oz/acre). Dissimilar letters at a particular rating date indicate statistical difference at the 0.05 level of probability as determined by Fisher's protected LSD.

foliar absorption, which causes rapid desiccation and necrosis of treated tissue. Dismiss controls plants by inhibiting an enzyme (called protox or PPO) of chlorophyll biosynthesis in chloroplasts, eventually causing cell membrane disruption.

Since its introduction to the turfgrass market, Dismiss has carved out a niche, especially for postemergence yellow nutsedge and kyllinga control. However, from my research and experiences, it can be added to just about any postemergence weed control application. Some reasons for adding Dismiss would be to provide more rapid weed control, improve

weed control at lower air temperatures and increase the range of weed species that are controlled. In our what-have-you-done-for-me-lately society, people become impatient when they hire someone to control weeds or use herbicides and don't see almost immediate results. How many times have you heard the accusation that only water was applied since results are not almost instantaneous?

Though numerous wonderful herbicides exist in the turfgrass market, many of these are slow acting. Some herbicides may take two to four weeks to show activity, as these often disrupt normal food production/accumulation in