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Golfdom sits down with seven veteran superintendents from around the country to discuss their careers, the future of the business and advice for today's superintendent.



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Golfdom

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“I think about the challenges the game has today and how some courses are rerouting players so they can play a five-hole round, etc.... Trust me, get on the Southard pace of play bandwagon now.”

SETH JONES, *Editor-in-Chief*

Thought blasts from around the *Golfdom*

A lot has been going on these last few weeks, so instead of one theme, I'm going to blast out a few thoughts in bullet form:

- I'm thrilled with the way this month's cover story turned out. You might remember in the April issue we had a cover story titled "Early to Rise," written by senior editor Beth Geraci, where we highlighted superintendents under the age of 30. This month, we go the opposite direction and talk about the business with superintendents who have been in the industry for longer than those young guys have been alive. All of these former superintendents have seen a lot of change in the industry. I think you'll find it interesting reading. Though they all worked in the same business for a long time, they all walked away from it with different perspectives.
- Speaking of Beth, I should mention that Ms. Geraci has left *Golfdom* to pursue

other career opportunities. We all wish her the best, and we're sad to see her go. She felt her muse wanted to take her elsewhere, and luckily for her she can follow that muse. We'll miss seeing her byline in the magazine, and are in the process of finding her replacement.

- My old friend **Steve Southard, CGCS** for the city of Loveland, Colo., called me with the news that he's released his second book on pace of play, titled "Golf — The Complete Guide to Mastering Pace of Play." Steve is quickly becoming the foremost authority on pace of play, now teaching classes for the GCSAA and the Canadian GSA as well as consulting with the USGA. His first book was great (I should know, I read it three times! OK, I had

to... I was Steve's editor.) His new book offers even more on this hot-button issue. The first 52 pages are available for free download at paceandproduction.com. I think about what the USGA is doing with their "While we're young!" campaign, I think about the challenges the game has today and how some courses are rerouting players so they can play a five-hole round, etc.... Trust me, get on the Southard pace of play bandwagon now. If time is an issue, who wouldn't want to help get their golfers around the course in the most efficient manner possible?

- The North Coast Media team (which includes *Golfdom*, *Landscape Management* and *Pest Management Professional* magazines, among others) checked out the **Responsible Industry**

for a Sound Environment meeting out in Half Moon Bay, Calif. It was a great meeting, check out a few photos from the event in our *Golfdom* Gallery section on page 12. While I was out there our friends from GenNext Biotech set me up with **Dean Kinney**, sales and marketing director for Sierra Pacific Turf Supply. I learned about the GenNext line, which Kinney described as "unlike anything I've ever seen before." I'll look into it more on my end, in the meantime, if you have any stories on the product, I'm an easy guy to reach, when I want to be...

- *Golfdom* has formed a strategic partnership with **The BoardRoom** magazine. *The BoardRoom* is the official publication for the Association of Private Club Directors and was voted the No. 1 magazine in the private club industry. It doesn't mean much for you the reader, unless you're a subscriber of *The BoardRoom*, then you can expect to see some of our content over there (and occasionally, their content over here in some form.) But this is good news for *Golfdom* to get exposed to even more professionals in our industry. We're making more friends and getting noticed in more places, which is a good thing.
 - The Chiefs are 1-0. One more W and we match last season's total!
- Email Jones at: sjones@northcoastmedia.net.

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NEWS, NOTES AND QUOTES



//GROWTH



TORO EXPANDING BLOOMINGTON, MINN. HQ

➔ It will be quite a celebration next summer at The Toro Co.'s headquarters.

Not only will the company be celebrating its 100th year in business, but they'll also be toasting a new \$25 million expansion to its headquarters in Bloomington, Minn. The three-story addition will be 75,000 square feet when complete, and be utilized as office space and additional room for testing and new product development.

"We are investing in our Bloomington facility to enable our businesses to continue to meet the needs of our customers," said Michael J. Hoffman,

Toro's chairman and chief executive officer. "With the anticipated growth of our businesses, through ongoing product development and the addition of recent acquisitions taking us into new markets, this investment will help to expand our technical capacity and further the innovation our customers expect.

Toro's office is 400,000 square feet and houses almost 950 employees, research and development and manufacturing space. It has been located in its current location since 1962.

Ryan Company will lead the project, utilizing Toro's line of construction and utility digging equipment.

"Considering our Bloomington roots go back to 1952, our decision to continue to grow here is a natural choice."

MICHAEL J. HOFFMAN // *Toro Chairman and CEO*

//HONORS

BAYER UNVEILS FIRST PLANT HEALTH CLASS

Bayer Environmental Science announced its inaugural Healthy Turf, Healthy Tomorrow plant health academy. Attendees will be:

Chad B. Corp, CGCS

Crystal Mountain Resort, Thompsonville, Mich.

Anthony M. Girardi, CGCS

Rockrimmon CC, Stamford, Conn.

Jeffrey E. Holliday, CGCS

Salisbury CC, Midlothian, Va.

Ralph J. Kepple, CGCS

East Lake GC, Atlanta

Andy Klein

Falcon Lakes GC, Basehor, Kan.

Joseph A. Lasher, CGCS

The Resort at the Mountain, Welches, Ore.

Eric R. McPherson, CGCS

Omaha (Neb.) CC

Matthew H. Miller

Carey Park GC, Hutchinson, Kan.

Jeffrey L. Seaman

Calverton (N.Y.) Links

Brian J. Stiehler, CGCS

Highlands (N.C.) CC

Douglas A. Vogel

Packanack GC, Wayne, N.J.

W. Craig Weyandt

The Moorings Yacht & CC, Vero Beach, Fla.

//PEOPLE NEWS

FMC ADDS SLATTER

FMC Professional Solutions recently announced the appointment of Robin Slatter as director of product development. In this position, Slatter will oversee the development of new products for the U.S. non-crop markets, which include the pest, turf management and nursery/greenhouse industries, both professional and consumer segments. He will also serve on the division's leadership team. Slatter has 35 years experience in product development, technical service, sales, marketing and strategy. Prior to joining FMC, he was Managing Director of the Environmental Science Division at Valent BioSciences.



PHOTOS COURTESY: THE TORO CO.; FMC; BASF



BASF gets patriotic

➔ There was a lot of red, white and blue waving at golf courses around the country this summer. And that added up to \$20,000 for the Wounded Warrior Project, courtesy of BASF.

BASF pledged a \$100 donation for every photo they received of Old Glory waving at a golf course. The chemical company asked superintendents who use or have used Honor Intrinsic brand fungicide to participate. The Wounded Warrior Project is a non-profit whose mission is to honor and empower injured service members.

Kevin Ross, CGCS at the CC of the Rockies, was one of the 254 superintendents from around the country to submit a photo.

"I didn't want to let \$100 (for the Wounded Warrior Project) to slide by," laughed the superintendent, currently immersed in a major renovation project. "We had a couple flags left over from our 4th of July tournament, so we went down to the signature hole, No. 12, and took a shot along the river."

To see all the photos, visit basfturftalk.com/honor-america/



EMAILS @ TEXTS # TWEETS

Good article [@Golfdom](#) by Matt Neff ("No Jacket Required," August 2013.) In several interviews, two I've been hired for, I didn't wear a suit. Changed attire after not landing gigs.

—*Trevor Morvay (@TrevorMorvay)*

99% of the time, I would think you're safer wearing a suit than not to an interview. Dress the part, we're not farmers.

—*Tony Nysse (@Tonynyssegcs)*

Have to know the company and who is conducting the interview. Found a suit isn't always best for all courses/clubs.

—*Trevor Morvay (@TrevorMorvay)*

Like a tuxedo T-shirt says I'm formal but ready to party.

—*Justin VanLanduit (@TurfTank)*

READER JOKE

AS TOLD BY **Ric Abernathy**, National Sales Manager, *Pest Management Professional*

A young man with a few hours to spare one afternoon figures that if he hurries and plays very fast, he can get in nine holes before he has to head home. As he is about to tee off, an old gentleman shuffles onto the tee and asks if he can join him. Although worried this will slow him up, the younger man says, "Of course."

To his surprise, the old man plays quickly. He doesn't hit the ball very far, but it goes straight. Furthermore, the old man moves along without wasting any time.

When they reach the ninth fairway, the young man is facing a tough shot. A large pine tree sits in front of his ball, directly between it and the green. After several minutes pondering how to hit the shot, the old man says, "You know, when I was your age, I'd hit the ball right over that tree."

With the challenge before him, the young man swings hard, hits the ball, watches it fly into the branches, rattle around, and land with a thud a foot from where it had started.

"Of course," says the old man, "when I was your age, that tree was only three feet tall."

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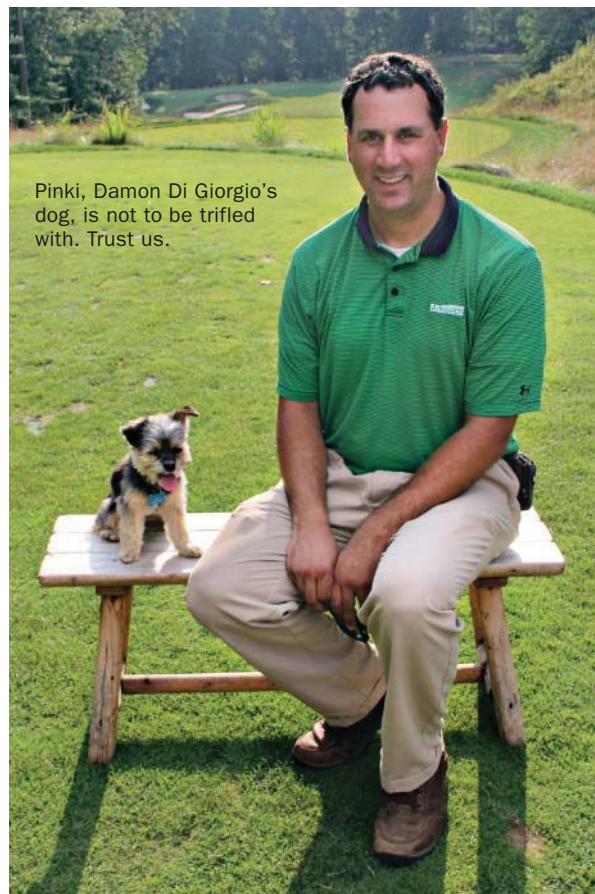
Starter

SUPERS, DOGS MAKE NY TIMES

➔ Superintendents — and their best friends — made headlines in a recent story in the *New York Times*.

In the Sept. 1st article “Chasing Off Wildlife, with Course Etiquette,” by Lisa Mickey, several superintendents from around the country were asked about their dogs and how they work on the course. Superintendents included two members of *Golfdom*’s editorial advisory board — Damon Di Giorgio, Fieldstone GC, Greenville, Del. and Bill Irving, Lawrence, CC, Lawrence, Kan. — as well as Alton Sheffield, North Ride CC, Raleigh, N.C.; Brian Peters, the Preserve at Jordan Lake GC, Chapel Hill, N.C.; Scott Gallup, Capital Hills at Albany (N.Y.) GC; and Mike Cooper, assistant superintendent at TPC Sawgrass, Ponte Vedra, Fla.

“Sometimes, he (as in Ozzie, pictured with Irving on page 14) has this look like, ‘God, I just have the best job in the world,’” Irving told the *NY Times*. For the full story visit: tinyurl.com/m6noq3g.



Pinki, Damon Di Giorgio’s dog, is not to be trifled with. Trust us.