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Starter

NEWS, NOTES AND QUOTES



//FIRE



The fire raged the day after Christmas, destroying the maintenance building, tools and 52 of the course's gas-powered golf carts.

BROOKSIDE BURNS DURING HOLIDAYS

BARBERTON BROOKSIDE CC (NORTON, OHIO) LOSES EQUIPMENT IN DECEMBER 26 FIRE



It was a not-so-merry Christmas in Norton, Ohio this year when the maintenance facility at Barberton Brookside Country Club burned to the ground. The fire resulted in a total loss of the building and even melted the tools together.

When local firefighters arrived at the scene, the fire already had gone through the roof, burning intensely due to the gas golf carts and a 55-gallon drum of oil. Early estimates put the damages at over half a million dollars.

The fire claimed 52 of the course's 72 gas-powered golf carts.

Club owner Joe Flogge pointed out one silver lining in the whole disaster; the fire happened in the dead of winter. The facility was also insured and

though some turf supplies had been pre-ordered, they still remained safely in the vendors' warehouses.

However, nearly every piece of equipment, from wrench sets to greens mowers, will be needed come spring.

The maintenance building was about 10,000 square feet and contained all maintenance equipment for the 18-hole course. Plans for rebuilding are currently blurry. "I just don't know at the moment," says Flogge, who also says they are now in the planning process.

Baker Vehicle Systems, a nearby dealership, brought a Cushman for staff use. Flogge is set to meet with Baker shortly after the New Year.

"At this point, there is nothing anyone can do," says Flogge.

//ACQUISITION

BRANDT ACQUIRES GRIGG BROS.

Family-owned Springfield, Ill. agricultural company, Brandt Consolidated announced recently that it had acquired Grigg Bros. Grigg Bros., a golf and sports turf fertilizer company, was founded by Mark and Gary Grigg in 1995.

Though the acquisition is not yet finalized, the chief marketing officer for Brandt, Karl Barnhart says it should happen in mid-January. These changes will not interfere with normal business at Grigg Bros. "If you know Brandt, you know we tend to let businesses go on as normal if business is going well. So this is going to be a 'business as usual' acquisition," Barnhart says.

Grigg Bros. customers will now be able to get Brandt products, but the two brands will remain separate.

"Grigg has great products, great distribution and the two guys leading the way in Gary and Mark... We've admired them, and we've run up against them, for a while now. When Mark and Gary were looking at the next phase of Grigg Bros., we're lucky they looked to us," says Barnhart.

//WINNER WINNER

GWAA PLAYERS OF THE YEAR

The votes are in and the Golf Writers Association voted Adam Scott the Male Player of the Year. His victory was a narrow one however, with Tiger Woods only five votes behind.

The Female Player of the Year went to Inbee Park, while Kenny Perry was awarded the Senior Player of the Year. Both Park and Perry took 91 percent of the 220 votes for their categories.

Woods has been honored 10 times by the GWAA in the past. However, Scott's worldwide tournament success played a part in swaying the votes in his direction. Scott is ranked second in the world behind Woods. Other than his win at the Masters, Scott was joint third at the Open Championship and joint fifth at the PGA Championship.

All winners will be honored at the GWAA Awards Dinner in Augusta, Ga., prior to the start of the Masters.

Annika relates to supers at summit

➔ The Golfdom Summit, held recently at the Reunion Resort in Orlando, had many memorable moments. One moment centered on Annika Sorenstam, a 2003 World Golf Hall of Fame Inductee and 8-time Rolex Player of the Year.

"I worked with the greenskeeper for three months on my summer break. I figured, I get up early, work till noon and then I could practice," said Sorenstam. Despite the early mornings, this experience stuck and formed an appreciation of superintendents' work.

"And it's tough. It's very tough. And I applaud you guys for the efforts that you put in. You're a big part of growth of the business," said Sorenstam.



As a professional golfer, Sorenstam found it important to relate to those tending the course. "I think from a player's standpoint, the playability of golf courses is more important than anything. So I hope that you understand that I know that you might not get credit for it, but I've been there to a little extent. I know the hard work you guys put in. So thank you for that. And thanks for sharing the passion," said Sorenstam.

THEY SAID IT

RHETT EVANS

CEO, GCSAA

On how this year's Golf Industry Show promises to be bigger than the 2011 Orlando GIS:

"I think we'll be north of 180,000 square feet this year. That's a good feeling, knowing we're still five weeks out and we've already surpassed what we projected."

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GO FIGURE

-18

DEGREES

The temperature recorded at Falls CC, International Falls, Minn., on Jan. 6th.

//SYNGENTA BUSINESS INSTITUTE

SCHOOL'S IN SESSION

Syngenta Business Institute hosted its fifth event at the Graylyn International Conference Center, near Wake Forest University.

Stephanie Schwenke, Golf Market Manager for Syngenta, spoke of the changes this year. "We are very excited about... the changes that we have made to our current curriculum to really help meet some of the changing dynamics that the golf course superintendents have shared and expressed with us as needs," says Schwenke.

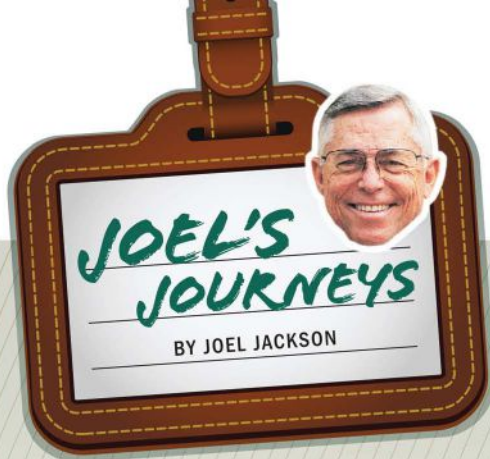
The Syngenta Business Institute teaches superintendents about the business side of the industry. This year, 25 of the 82 applicants were selected to attend. To apply for next year's Business Institute, visit greencastonline.com.

//IN COURT

ANDERSONS SUES OVER PATENT INFRINGEMENT

The Andersons has initiated a patent infringement suit against Enviro Granulation, Plant Science and Harrell's.

The Andersons introduced its dispersible granular technology in 2004 under the brand Contec DG. The Andersons say this product shares similarities to Enviro Granulation's water-dispersible pellet fertilizer. Enviro Granulation's product is sold to Plant Science, who markets it as Tru-Prill and others. Tru-Prill is distributed by Harrell's to end users.



//LOOKING BACK

View from the Summit

➔ The goal of the *Golfdom* Summit is to create intimate and friendly settings for networking, as well as scheduling one-on-one meetings with manufacturer representatives to discuss new equipment, technology and chemistry. *Golfdom* succeeded on that score in spades, according to the superintendents I spoke with at the December event at the Reunion Resort in Central Florida. They liked the organized, focused sessions, where they could ask questions in a quieter environment.

Superintendents Kasey Kauff, Jason Kubel, Erik Pinkham and Steve Moffitt also cited examples of equipment features and technology they learned about which could increase productivity, save dollars and inputs over time.

The Smithco sprayer was a big hit with it's precision GPS features of mapping and automatic spray tip off and on controls to avoid over-spraying and wasting chemicals on non-target areas when making turns on greens, tees and fairways.

The Hurricane X3, Stand On-Riding Blower garnered lots of interest. This smaller unit freed up a tractor for other jobs and was deemed great

for cart path blowing as well as those hard-to-reach spots in roughs with lots of trees. They have smooth tires for use on greens, tees and even bunkers. There were also electric mowers, rollers and improved rotary rough units from Jacobsen.

Mark Woodward, Steve Mona and Annika Sorenstam were powerful speakers at the Summit. They tackled meaningful topics arising from the



current state of the industry, including the increasing number of job losses, efforts to grow the game and goal setting.

Speaking of goal setting, Ms. Sorenstam gave an inspirational presentation on how she prepared herself to achieve the goals she set for herself in her life and career. She talked us through the history making 59 she shot and the reasoning and reactions to her decision to play in a men's PGA Tour event.

When you climb a mountain and view the surrounding countryside from the summit, you get a different perspective on the world around you. The same thing happens to the people who attend the *Golfdom* Summit.

Joel Jackson, CGCS-Ret., is senior contributing editor for *Golfdom*.

See us at GIS booth 1363

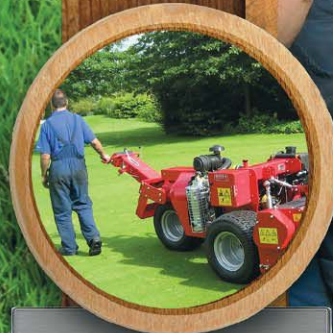
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See the Carrier in action

Golfdom Gallery



1 Bunny ears Bunny ears have made the *Golfdom* Gallery, thanks to Scott Griffith, superintendent at the University of Georgia GC. Anthony Williams, CGCS at Stone Mountain (Ga.) GC is the recipient while FMC's Jon McDowell innocently looks on.



2 Annika's awesome Just like she did on the LPGA Tour, Annika Sorenstam absolutely took over the place at the *Golfdom* Summit.

3 Kind of a big deal *Golfdom* publisher Pat Roberts looks good standing next to the greatest female golfer of all time as well as one of the most powerful people in golf, World Golf Foundation CEO Steve Mona.



4 Wave 'em high Craig MacGregor, North Coast Media; Tray Maltby, director of grounds, Reunion Resort; Joel Jackson, *Golfdom* columnist; Molly Gase, associate editor; Bill Roddy, NCM; Steve Moffitt, superintendent, Bobcat Trail GC; and Seth Jones, editor-in-chief, show off some new flags.

5 Doin' business Jeff Leuzinger, Pearl Valley Organix, chats with Rafael Martinez, superintendent, South Hills CC. Almost 500 one-on-one meetings took place at the Summit this year.



6 Drive for show The backswing of Quali-Pro's Rick Grant looks Tour ready.

7 The Bogey Boys It's been reported that Fred Gehrisch, CGCS, Highland Falls CC; Ben Pease superintendent, N.C. State University; Darin Pearson superintendent, Eagle Bend GC; and Scott McCrary, Holganix, were collectively a disaster as a scramble team... but they had a great time!



PHOTOS BY: SETH JONES (6); PETE SELTZER (1-4, 6 AND 7)



8



9

8 Let's stay together Brian A. Bossert, CGCS at Bryn Mawr CC in Lincolnwood, Ill., didn't want Smithco's Jim Block to end his presentation... because after all, December in Orlando feels like May in Chicago.

9 Birthday boy NCM's Ryan Bockmuller and Pat Roberts help Smithco's Don Smith ring in his birthday. No candles were allowed — fire marshal's orders.

10 Oh captain, my captain Well, there were at least two people who thought this was cool: Both FMC's Adam Manwarren and Jones showed up to the post-golf barbecue wearing Captain America belt buckles.

11 Beware of golfers Scott Thayer, superintendent, Legends GC; Brian Koffler, superintendent, Waverley CC; and Joe Pintar, assistant superintendent, Club of Mediterra, didn't win the golf tournament, but they did win the honor of trio you'd least like to run into in a dark alley.

12 Long ball hitters Steve Cohoon, CGCS, Heritage Hunt G&CC; Bossert; Bryan Stromme, Billy Casper Golf; and Brett Chapin, superintendent, the Redding CC, consistently had the longest drives of any group... and they all agreed that Barry Bonds deserves to be in the baseball hall of fame. *Hmm...*

13 Cigar aficionados Ken Newcomb, superintendent, Anthem G&CC; Dennis Brouillard, Cushman; and Jason Kubel superintendent, TPC Tampa Bay, took time to enjoy the freshly rolled cigars at the Summit barbecue.

14 Smokin' Some of the Golfdom Summit crew didn't necessarily want to smoke a cigar... but it was hard to say no to the cigar roller.



10



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13



14

My Second Office

BECAUSE THE COURSE IS YOUR FIRST

About our host

JASON SPRANKLE Golf Course Maintenance Director at the Boca Woods CC (Boca Raton, Fla.), is a native Floridian and as he says, “one of the only natives around.” Sprankle may be born and raised in Florida, but that doesn’t mean he hasn’t done his fair share of globetrotting. At the age of 28, Sprankle mixed it up by working at Eagle Ridge Golf and Country Club in the Philippines.

Sprankle spent eight years at Turtle Creek CC (Tequesta, Fla.) before beginning at Boca Woods. He is a graduate of Lake City Community College’s turf school. World travel is not his greatest passion — that honor belongs to his family. A proud father of three, Sprankle even assisted in the births of two of his children. According to him, his family keeps him driven each and every day.



“Working in the Philippines was probably the single best (work) experience of my life.”

1 VICTORY GLOBE That is the 2008 blue pearl championship trophy. It was a four-man scramble held up in John’s Island. I absolutely killed my tee shots. We won by one shot. It was a beautiful day, a great day of golf.

2 CIRCLE OF LIFE I reconnected with my high school sweetheart after 24 years. I found her again on her dad’s Facebook. I’m amazed at how things work out. I have always said the highlight of my life will be sitting at one end of the table while the love of my life Jill is at the other end, and we

are just watching and listening as the children grow up to be adults and then watch their children.

3 PICTURE PERFECT That’s a lithograph, number 443 of 850 of Tralee Golf Club in Ireland. That was a trip my brother James and I took. We spent 10 days there. It takes you back to what golf was supposed to be like.

4 GONE FISHING Those are bass fishing poles. During the summer when we’re renovating, we’ll close one course and fish there. When there’s heavy rain and the

waters flowing, that’s the best fishing around here. I caught 14 bass one day. Six of them were over five pounds.

5 RELATABLE READING MATERIAL I’ve gotten *Golfdom* for at least 10 years and I love that it’s a younger magazine. It relates to the superintendent. I enjoy the questions asked on the back page. It’s the first place I look. It’s real life stuff and finding out what people are really like.”

6 CATCH OF THE DAY I’m not going to lie, it’s not mine. It’s my

general manager’s. I’m storing it for him. A member of his went out fishing and [the marlin] got delivered to his house in New York. His wife said, “get that thing out of here!” He called the club and they didn’t want it hanging there. So, it got moved down to maintenance. This is the first wall it’s hung on. I love it.

BY MOLLY GASE // PHOTO BY SETH JONES

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



Ironic, isn't it?

That an abundant resource can also be so scarce. Two-thirds of the world is covered by water but the water you need to maintain your golf course is actually limited in supply, high in demand and costing more. No wonder you're under pressure to do more with less. More with fewer chemicals and fewer dollars too. **Are you up to the challenge?**

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“There it was, this watch, just ticking away and with every second that goes by I miss my hero that much more.”

MARK WOODWARD, *Contributing Editor*

A Dymond in the rough

As I'm writing this article, I'm sitting in the Marley House Hospice Center in Prescott, Ariz., where I've been for the last four days. You see, my hero was admitted after getting in a car accident the other day. Now to be clear, although it beat him up pretty badly, it wasn't just the car accident that put him in this place. However it certainly was a contributing factor and it definitely accelerated his declining health issues.

For the past two years he has been experiencing numerous changes in his overall health. Although he had a lot of little things going on, none of them individually was life threatening. But once the accident happened, things began to change very rapidly and his body just wasn't strong enough to win the battle.

My hero passed away a few days later. I personally have never been through a hospice experience, but I can honestly say it changed my life. The people that work in those places are true angels.

The funny thing about this situation was here was my hero lying there in bed during his last days and hours and yet he was still continuing to teach me the lessons of life and the reality of death, just by going through the process.

My hero was a strong worker his entire life and even though he was frail at the end, he had a huge heart that just kept right on beating strongly, even though the rest of his body was struggling.

My hero also worked at a golf course until he was 80 years old. When the club began to have financial problems, his job of outside services and marshalling was eliminated. This too took a toll on him because he just loved going to the golf course and being with people. My mom used to joke that the only reason he wanted to work on Wednesday was so he could hug the women on Ladies Day.

As you all know, our industry lost some true greats last year with the passing of a number of giants in golf. Each

and every one of us can relate to these passings because these great men of golf and turfgrass management were heroes to many of you as well. So I'm sure you can all relate to losing someone who has mentored you, nurtured you along life's journey and provided you with unconditional love and support.

It doesn't matter if your hero was a coach, a teacher, a clergyman, a friend or close relative, the passing of these individuals changes everything in your life. Every family event is different now because of the empty chair at the end of the table, the sage advice that comes with so many years of life-long experiences and the little things you now think of that woulda, coulda, shoulda been different.

As you have probably figured out, my hero was my father. Even though he was small after losing so much weight and I was taller than him, I never, ever stopped looking up to him my entire life.

The other day after Dad's passing my mom gave me his watch. I was showing it to my wife and there it was, this watch, just ticking away and with every second that goes by I miss my hero that much more.

Many things that have to do with successfully getting through life also have to do with keeping things in perspective. Really evaluating what's important and finding that elusive work/life balance that I've been preaching to the golf industry for years, but not always practicing.

As many of you know, my dad was named Dymond. Even though it's not spelled like the precious gem, he truly was a "Dymond in the Rough."

There's a Kenny Chesney song that says something like: "Don't blink, life goes faster than you think." In my case this is so true, however I do feel very blessed to have had my father for so many years; as I fully understand and appreciate the fact that other families have not.

For that I am very thankful.

Mark Woodward is a senior vice president for OB Sports, principal of Damarco Golf, president of Mark Woodward and Associates and a contributing editor for *Golfdom*. He can be reached at mwoodward@obsports.com.