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What Is Happening Inside The PGA? Golf 2.0 Continues

By Jeremiah Hoffmann, PGA Golf Professional, Rolling Meadows Golf Course

The PGA's Golf 2.0 is a comprehensive plan to grow the game. The ultimate goal is to drive the number of golfers to 40 million by 2020. Golf 2.0 has many different avenues to try and drive the different segments of the population into the game. The focus right now is "Connecting with Her." Is your facility women friendly? Do you have many women golfers? Can you do anything to help get more women to play your course?

These are all questions that PGA professionals are asking themselves and in many ways so are Superintendents. By in large, women are a huge market

GET GOLF READY

that golf, in general, has done a poor job marketing to. Spend a few minutes talking with your golf pro about course set up for women, signage at your facility (Pretend you know nothing about the game when evaluating) and even on course restrooms (location, cleanliness and numbers). Your PGA Professional

can access the "Connecting with Her" playbook on his PGA Links account for more information.

Here are a few other programs under the Golf 2.0 Umbrella:


Get Golf Ready (www.getgolfready.com): 5 lessons that will take you from no golf experience to ready to play. The series of lessons are in a group

format and include on course instruction. Suggested price \$99.

Tee it Forward (www.playgolffamerica.com): Playing golf from a tee box suitable to the distance a player can drive the golf ball. In most cases it means moving up a set or two of tee blocks. A shorter golf course means more fun! Some stats from 2012 on the campaign:

- 56% played faster
- 56% are likely to play golf more often
- 83% hit more lofted clubs into greens
- 85% had more fun
- 93% will TEE IT FORWARD again

PGA Junior Golf League (www.pgajrgolfleague.com): This is a chance for your course to put together a team of 8-13 year olds and play matches against other courses in your area. Matches are only 9 holes and juniors play a two person scramble. The teams will get jerseys with a number on them. The idea is to create the Little League Effect in golf.

Some of these programs may or may not work at your facility, but hopefully they will get the ball rolling to create a opportunity for new and different customers at your course. Hopefully by the time you read this we are finally into Spring! Have a great golf season! 



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2013 Golf Industry Show

By David Brandenburg, Golf Course Manager, Rolling Meadows Golf Course



Mark Kienert, CGCS at Bulls Eye CC is recognized for 25 years of certification with outgoing GCSAA President Sandy Queen and Stephanie Schwenke, Golf Market Manager, Syngenta Turf & Landscape



Colin Seaburg, CGCS at Ozaukee CC and Garret Luck CGCS at North Shore Country Club at the Certification Luncheon. Both were recognized for achieving certification in 2012.

This was my first show in San Diego and the city did not disappoint. There was plenty to see and do within walking distance of the conference center and the weather was much better than back home although cold by San Diego standards.

San Diego is the second largest city in California and borders the Pacific Ocean and Mexico. The city encompasses hundreds of canyons and hills giving it a large number of natural areas throughout the metroplex and plenty of hills to challenge bikers and walkers.

I took the time to visit the San Diego Zoo as I have long heard it is one of the best in the world. It was worth the trip despite a few key areas being under construction. Unlike your typical zoo it is more of a parkland with a number of terrain changes and healthy walks.

The conference center was at the edge of the Gaslamp District with plenty of dining and nightlife options available. The Padres Petco Field was two blocks away. During the day the field has a park behind it so fans can hang out and watch practice from the open outfield. John Deere had a well attended nighttime hospitality event on the field.

The Navy and Marines have a huge presence in San Diego and with the many shipyards and bases the Naval presence cannot be missed. The Aircraft Carrier USS Carl Vinson came into the harbor on Tuesday and the USS Midway is permanently based as a museum on Harbor Drive just down from the conference center.

The GIS has shrunk from the boom years when attendance reached 25,000 but was still large with 13,192 attendees and 517 vendors occupying 172,900 sq.ft. of trade show space. I enjoy the trade show but for me the real benefit of the show is the education and this year they offered 89 free seminars (in English) taught by educators and researchers and 105 seminars for an extra fee. Attendance from Wisconsin Superintendents was noticeably down from a combination of the distance and San Diego being an expensive destination.

Regardless if my employer pays or I pay I am a show junkie and I take every opportunity to expand my knowledge and horizons all I can. I like to have a good time in the host city like everyone else but the show and education come first. Every year I am a little surprised and a little embarrassed at the small turnout at some of the general session events. The association and our sponsors pay a lot of money to provide great programs and speakers for us. But more importantly the events are plain outstanding.

The opening session on Tuesday night featured a brief recognition of outgoing president Sandy Queen and an inspirational talk by Major Dan Rooney, founder of the Folds of Honor Foundation and Patriot Golf Day.

It is interesting to find out more about our outgoing Presidents and their careers. Queen has been the manager of golf operations for the city of Overland Park Kansas since 1984.

Major Dan Rooney gave an entertaining and inspiring talk about his 3 tours in Iraq as a F-16 Fighter Pilot for the Oklahoma Air National Guard. He started the Patriot Golf Day 6 years ago as a way to raise funds for the Fold of Honor Foundation. To date the foundation has raised 16 million



Top Left: The USS Midway Museum is docked on Harbor Drive near the conference center. The Midway was commissioned from 1943 to 1992 and was a key component in the 1991 Operation Desert Storm

Top Right: The USS Carl Vinson came into the harbor on Tuesday. Commissioned in 1982 the Nimitz-class aircraft carrier is 1,092 feet long and 252' wide.

Bottom: The harbor was full of activity the entire week.



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and given away 4000 scholarships to the children of fallen or injured soldiers.

Rooney is the only fighter pilot / golf professional and has added course owner to that list as he and his dad have opened The Patriot to continue honoring our soldiers. Each day at 13:00 Taps is played throughout the course and all play stops followed by 13 rings of the bell to symbolize the 13 folds in a properly folded US Flag.

The spark for Patriot Golf Day and the Folds Foundation came when Dan was on a commercial flight on the way home from his second tour in Iraq. The pilot came on board and said “Ladies and gentlemen, we have an American hero on board, Corporal Brock Bucklin; and his twin brother, Corporal Brad Bucklin, is accompanying him home from Iraq”. Bucklin was killed in Iraq and the pilot requested “Please remain seated while Corporal Bucklin’s family receives him in his final homecoming.” Major Rooney watched through the window as the flag-draped casket was greeted by family members, including Brock’s then 4-year-old son, Jacob.

When Dan stopped watching he realized more than half of the passengers on the flight had disregarded the pilot’s request and had deboarded. Torn by this irreverent display in the light of the agony he saw in the eyes of loved ones left behind, Major Rooney decided to do something...first, to pay tribute to American soldiers and to their families; and secondly, to live as a reminder among civilians that it is our duty to appreciate and honor the ultimate sacrifices of our heroic service members who preserve the freedoms each of us so easily take for granted.

It was an incredible opening session and I urge all of you and your clubs to participate in the 2013 Golf Patriot Day Aug. 30-Sept 2 and to read Major Rooney’s book *A Patriot Calling*.

The evening finished with great food, music and fun on the balcony overlooking the harbor.



In San Diego even the monkeys at the zoo are smiling at the year round nice weather.

Top: Major Dan Rooney inspired and entertained us.
 Middle: Outgoing GCSAA President Sandy Queen receives thanks and appreciation for a well done job.
 Bottom: GCSAA CEO Rhett Evans. He would be climbing Mt. Kilimanjaro shortly after the GIS.

Col. John Morley Distinguished Service Awards

(Top) Ken Mangum, Director of Golf Courses and Grounds at Atlanta Athletic Club since 1988, has overseen two PGA Championships, including the 2011 event. Mangum, who earned an associate's degree in golf course operations from Lake City Community College, was the 2002 Georgia Superintendent of the Year. Ken has been a member of the USGA Green Section Committee for more than two decades.

(Middle) Dr. Roch Gaussoin, Department Head for Agronomy and Horticulture at the University of Nebraska, earned his bachelor's degree in agronomy and master's in crop science at New Mexico State University. Dr. Gaussoin has published more than 80 scientific research articles and at least 250 pieces for trade journals, newsletters and Extension programs. "I just did what I thought I perceived superintendents needed in terms of research and education," says Gaussoin.

(Bottom) Dennis Lyon, GCSAA President in 1989, managed the golf program for the city of Aurora, Colo., for nearly four decades. He was president of the Colorado Golf Association and was elected to that state's golf hall of fame in 2005. A 2011 USGA Green Section Award recipient, Lyon became golf course superintendent at Aurora Hills Golf Course in 1973. He helped initiate a program in Aurora called "Keep Pace" in which golfers who did not complete nine holes in 2 hours, 15 minutes, were subject to removal with a 9-hole rain check.

(Not Pictured) Frank Lamphier, 78, is a retired 51 year member of the GCSAA. He graduated from the University of Massachusetts Stockbridge School of Agriculture and was selected as the Superintendent of The Year in 1987 by the Connecticut Association of Golf Course Superintendents.

Frank is best known for reviving the GCSAA National Championship & Golf Classic in 1968 after three years of not having an event.



Old Tom Morris Award

Dr. Michael Hurdzan, received GCSAA's highest honor, the 2013 Old Tom Morris Award. Hurdzan is respected worldwide for his course design talents and has more than 400 projects to his credit.

Hurdzan was named among the five most powerful architects by Golf Digest and Architect of the Year by Golfworld; he has received the Donald Ross Award (AS-GCA), the Donald Rossi Award (GCBAA), and the Distinguished Alumni Award (Ohio State University); and is a member of the Ohio Golf Association Hall of Fame.





Dr. Frank Rossi, Cornell University presenting “PGR’s and Green Speed: What’s The Deal?” at the Answers on The Hour Session Wednesday on the show floor.



Dr. Chris Williamson, University of Wisconsin Madison was part of a panel at Monday’s Agronomic Solutions I: Successfully Managing Insect Pests.

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The GCSAA Conference and GIS is not inexpensive but is a great value for the investment of time and money when you consider the educational benefit alone. Some of the hot topics were plant health through product applications or regular rolling along with water quality and regulations. After last years drought the common theme was “it is not if your course will see water use restrictions but when.”

I could fill a entire issue with the different talks I attended but a recap of my “take home” points are:

Technology Solutions For Your Turf – Regular soil moisture measuring will reduce overall water use and provide consistent playing conditions. Supplemental water can be applied only where needed rather than a broad area. The session covered different moisture probes and proper calibrating of each. A hand held weather station can be implemented during weather extremes to measure wind, temperature and relative humidity close to the turf canopy. This along with infrared thermometers to measure the surface temperature can alert staff when to cool the turf with a light syringing of water.

Tree Care Best Management Practices – Provided training on pruning both mature and young trees with concentration on the importance of young trees and properly eliminating competing leader branches early for long term tree health.

Successfully Managing Insect Pests – 5 Professors including our very own Dr. Williamson discussed different pests, the best time to control with insecticides based on growing degree days, cultural practices to reduce pests and identification tips for proper control.

Agronomic Solutions: To Roll or Not To Roll – 5 researchers led by Dr. Tom Nikoli, Michigan State University, the king of rolling research presented their research showing the increasing benefits of regularly rolling sand based putting greens besides smoother putting surfaces. What was the key point? Roll!

Some of the many benefits included dollar spot reduction as it promotes soil bacteria counts and increased soil moisture holding capacity. Rolling every day and mowing every other day promotes plant health by providing more leaf surface and increased photosynthesis without reducing putting green speed. Research has also shown rolling putting greens reduces moss and increases wear tolerance of turf while reducing the diseases anthracnose and brown patch.

Making Your Course Accessible to Individuals With Disabilities – Although we have not had a call for catering to disabled golfers at Rolling Meadows other states have started successful programs for quality of life promotion more than income generation. The session was taught by a John Klein, PGA Golf Professional from San Diego who has started youth and adult programs and Anthony Netto a Para-Golfer who has a specialized wheel chair to allow him to stand semi-upright. A few years ago there was a promotion for courses to offer specialized golf carts but that has shifted to allowing individually owned wheel chairs designed for upright outdoor activities.

Managing Your Online Brand – With Facebook, Twitter, websites and other social media the session covered ways to organize personal and business messages easily and quickly. It also covered ways to track what others say or post that could effect your online brand or reputation. It closed with methods of website optimization to increase your odds of being found in internet searches.



Top: David Smith, Abbey Springs Golf Course finds a friend on the show floor!

Bottom: Dustin Riley, Oconomowoc CC and Chad Harrington discuss business on the show floor.

Attracting Women to The Golf Course – Put on by the Pam Swenson CEO of the Executive Women's Golf Association this session focused on keeping women in the game. Golf has done a good job attracting them but has struggled to compete with other life and recreational activities. The speakers expressed while men want to know how a product works, women want to know what a product does for them. It is not so much about golf but the setting and how they are treated. As a general rule women are concerned with touch points and are they made to feel welcome with signage, friendliness, pictures of women playing, and clean welcoming facilities.

Many of the powerpoints from different presentations are on the GCSAA website as a refresher for attendees or to teach those who were not able to make it to the show.

The trade show floor was busy both days and the focus was on GPS guided sprayers with individual nozzle control, electric walking greensmowers and rollers for greens and fairways.


Thanks to BASF I was able to get a signed copy of Dr. Pat Vittum's book *Turfgrass Insects of the U.S. and Canada*. I had Dr. Vittum while I attended the short course at U-Mass back in 1989.

Elections we held on Friday and as expected Patrick R. Finlen, CGCS, Director of Golf Maintenance Operations at the Olympic Club in San Francisco since 2002, was chosen president. Keith A. Ihms, CGCS at Country Club of Little Rock (Ark.) was elected vice president, and John J. O'Keefe, CGCS, director of golf course management at Preakness Hills Country Club in Wayne, N.J., was elected secretary/treasurer.

Peter J. Grass, CGCS at Hilands Golf Club in Billings, Mont., and Darren J. Davis, GCSAA Class A member at Olde Florida Golf Club in Naples, Fla., were elected to two-year terms. Newly elected to the board was John R. Fulling Jr., CGCS at Kalamazoo (Mich.) Country Club.

Bill H. Maynard, CGCS, Country Club of St. Albans in St. Louis, Mo., and Rafael Barajas, CGCS, Hacienda Golf Club in La Habra Heights, Calif., remain on the board with one year remaining in their two-year director terms. Sandy G. Queen, CGCS, manager of golf operations for the city of Overland Park, Kan., will serve on the board for one year as immediate past president.

A dues increase of \$25 for Class A and Superintendent (SM) members, and \$15 for Class C members was approved.

Next year the show moves back to the well attended Orlando venue and once again the golf tournament will be held in the same location as the GIS to reduce travel costs for members. See you there! 



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Top: Chad Grimm, Blackhawk Country Club has his book signed by Major Dan Rooney.

Bottom: Anthony Netto was injured in the first Gulf War and then again when hit by a drunk driver. He is a spokesperson for paraplegic golf and activities and has shot a 68 from his chair.



The UW Madison Turf Team placed 22nd out of 68 teams competing. In the photo is (from left to right): Ryan Berezowitz, Ryan Czaplewski, Patrick Reuteman, Jens Arneson, and Adam Wepfer.

The Team from the University of Massachusetts won the 19th annual event with a score of 431 beating the University of Arkansas and The University of Maryland who had teams in third and fourth place while perennial favorite Iowa State took 5th. (photo courtesy of Jens Arneson)



The Turfgrass Talk Show was hosted by Dr. Tom Nikolai and featured Tim Hiers, (Old Collier Golf Club, FL) David Davies, (TPC Stonbrae, CA), Nick Bright, (Daufuskie Island Club, SC), Greg Lyman, (GCSAA Director of Environmental Programs) and Michael Morris, (Crystal Downs Country Club).

This fun fast moving event featured discussions on sustainability and affordable environmentally friendly maintenance practices.



Thursday's Golf Industry Show General Session featured the Golf Channels Brandel Chamblee and Tim Rosaforte.

These two experts in the game discussed the tour, rules, performance enhancement drugs and equipment. They received applause when they said we should gather up all the stimpeters and blow them all up.