

GCSAA Launches New Golf Business Publication

A new magazine has been launched to provide a single comprehensive information source for people who make golf their business. The magazine is called *Golf Business Today* (*GBT*).

Explosive growth over the last several years has made it increasingly hard to keep up with the changes in the industry. *GBT*'s goal will be to give each reader a convenient way to keep pace with all facets of the business of golf.

Started in March, *GBT* will be published monthly by the Golf Course Superintendents Association of America (GCSAA). GCSAA is an international professional association formed in 1926, with more than a half-century of publishing experience in the golf course management industry.

GCSAA's board of directors commissioned an independent research organization to explore the need within the golf industry for a single resource that could meet the demand for news from around the industry. The result of that research is *GBT*.

"*Golf Business Today* is designed to be a service to the golf industry," said Randy Nichol, CGCS, president of GCSAA. "*GBT* will fill a need as a single, concise source that will help those in industry keep tabs on the golf news that really counts."

GBT will offer information drawn from a wide range of fields, with key facts presented in fast-reading summary form. The new magazine will also include longer features that take an overview of topics and developments of interest to everyone in the golf business.

GBT's target audience will be golf course architects, builders, club managers and owners, superintendents and others who make their living from golf.

Other golf industry groups, such as the American Society of Golf Course Architects and the Golf Course Builders Association of America, have officially endorsed the publication, further confirming the need for *GBT*.

GBT will reach readers through two channels. About 25,000 copies will be delivered to persons who now receive *Golf Course Management* (*GCM*), the official magazine of GCSAA. Another 25,000 copies will be mailed to other golf business people who are not *GCM* subscribers.

The motto of *GBT* is "Around the Business World of Golf in 30 Minutes."

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Grounds & Facility Expo Set August 4-5

The Minnesota Parks Supervisors Association has announced details regarding the MPSA-sponsored Grounds and Facility Expo.

The outdoor Expo will be held Wednesday and Thursday, August 4 and 5, at the Elm Creek Park Reserve located northwest of Osseo. The show hours will be from 9:00 a.m. to 3:00 p.m. each day. Participants at the show will include turf and facility managers and their crews responsible for the maintenance of park systems, golf courses, university and school grounds, public works facilities, sports turf and recreation facilities, commercial grounds and cemeteries. In the past, the Expo has attracted over 75 exhibitors within the industry showing their products and offering on-site demonstrations. MPSA officials expect closer to 100 exhibitors registering for this summer's event.

For more information contact:

Rich Pelletier, City of Eagan at 681-4300 or

Dean Heng, Hennepin Parks at 559-6703

GCSAA Elects 1993-94 Board of Directors

Randy Nichols, CGCS, Cherokee Town & Country Club, Dunwoody, Ga., was elected president of the Golf Course Superintendents Association of America (GCSAA) during the association's 1993 annual meeting in Anaheim, Calif.

Nichols succeeds William R. Roberts, CGCS, Lochmoor Club, Grosse Pointe Woods, Mich., who as immediate past president will continue to serve on the board for a year.

Joseph G. Baidy, CGCS, Acacia Country Club, Lyndhurst, Ohio, was elected vice president.

Re-elected as a director and appointed secretary/treasurer was Gary T. Grigg, CGCS, Naples National Golf Club, Naples, Fla.

Elected as directors were David W. Fearis, CGCS, Blue Hills Country Club, Kansas City, Mo., and George E. Renault III, CGCS, Burning Tree Club, Bethesda, Md.

Appointed to the board was R. Scott Woodhead, CGCS, Valley View Golf Club, Bozeman, Mont. Woodhead will serve the remaining year on Baidy's term as director. Baidy's director position was vacated when he was elected vice president.

Paul S. McGinnis, CGCS, Union Hills Country Club, Sun City, Ariz., and Bruce R. Williams, CGCS, Bob O'Link Golf Club, Highland Park, Ill., have one year remaining on their terms and will continue serving as directors.

GCSAA officers serve one-year terms, and directors are elected to two-year terms.

Dr. Beard Outlines '10 Vital Trends'

Dr. James Beard recently outlined 10 trends he felt vital during a presentation at the Michigan Turfgrass Conference, just a few miles from Michigan State University where he taught from 1961 to 1975.

"Some of the things I say will probably be wrong, but the challenge is to think of the future," said Beard, who was visiting from Texas A&M University.

1. More computer use in turfgrass management. "You're going to come in and turn that computer on and you're going to get a series of readouts, that there is a high probability of this disease in the next four days, or the prime time for winter overseeding is coming up, or a period of root stress is approaching," he notes. Computers, networked to libraries, will provide an immediate source of information for turfgrass managers.

2. Reduced pesticide use. More corrective and fewer preventive applications. More pesticide applications will be target-specific.

3. More emphasis on pest management approaches. The key to solid turfgrass management? "Understanding and manipulating the environment in favor of the growth of the turfgrass plant, and minimizing the chances of stress," says Beard.

4. Water conservation. Expect less water available for turfgrass use, higher water costs, increased use of effluent water, government control or allocation, says Beard, noting that the industry has had a hard time convincing the public that turfgrass is actually vital in preserving and pro-

tecting groundwater.

5. More uses of controlled-release fertilizer products. The presence of nitrates in groundwater will continue to be an issue. He asks for improvements in slow-release fertilizer carriers.

6. Less energy waste. Expect steadily rising costs for petroleum-based products and internal combustion machinery, causing turfgrass managers to plan their programs with energy savings in mind.

7. Improved stress tolerance in turfgrass cultivars. Plant breeders will accelerate their efforts to develop grasses that provide quality turf while requiring less energy, water, fertilizer and pesticides.

8. Innovative rootzones for turfgrass getting lots of traffic. Beard refers to a mesh element system in place in the upper six inches of turfgrass rootzone at the 14-acre Santa Anita (Calif.) Race Track. He said it significantly reduced divoting and improved turf at the track. Systems based on similar principles might be developed for golf tees/greens and sports fields.

10. More education needed to keep abreast of technological advances. Turfgrass managers will have to be well-versed in turfgrass, and also in cost control, system organizations, personnel management, budgeting, etc.

The heart of his message? "Efficiency through better management of water use, pesticide use, energy use, equipment use, labor use and fertilizer use," says Beard.

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Trash Mates are said to deliver more mounting versatility than any other container. Unique, universal mounting brackets offer many choices and attach easily to any two-inch pipe or vertical surface. Purchased as a pair or individually, the polyethylene plastic containers have a generous holding capacity of nine gallons each, and are available in three colors.

For more information on Par Aide's Trash Mates, contact Par Aide Products Company at 3565 Hoffman Road East, St. Paul, MN 55110. For the name of the Par Aide dealer nearest you, call 612-779-9851.



Greensmix® Announces Incorporation of NorthWoods Organics

Greensmix®, a supplier of custom blended rootzone medias, announces the incorporation of its affiliate company, NorthWoods Organics.

NorthWoods Organics is located in Duluth, Minnesota and is managed by Principal Scientist Thomas Levar.

Tom is a former research scientist with the University of Minnesota and holds an honors graduate degree in both Soil Science and Horticultural Science. Tom has published several papers over his 17-year career and is recognized throughout the international peat community.

Tom's role at NorthWoods Organics includes the management of peatland resources, which encompasses resource assessment, characterization of peat materials, and peatland management for agriculture and forestry.

NorthWoods Organics now offers a wide variety of organics for rootzone media including: sphagnum, reed-sedge, hypnum and top moss. All of these organics are available from several locations throughout North America, in either bulk, seven cubic yard bulk sacks or 5 cubic foot compressed bales.

NorthWoods Organics has several plants and offices throughout North America. For further information, please call NorthWoods Organics at 715-258-8566.



Mary Burg, Brightwood Hills, and Cary Femrite, Pebble Creek, discuss the merits of leather lounging.

Now, Scott offers effective Poa control and high potassium feeding in one product

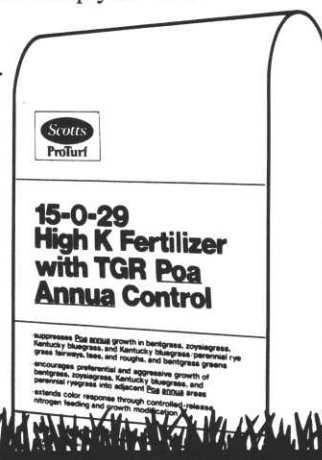
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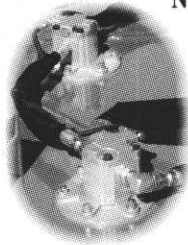
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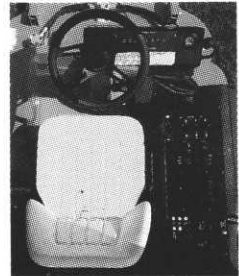


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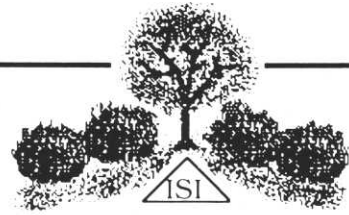
Jim Cink

Jim is the Chemical Safety Specialist with "Just Consulting." He does extensive reading and research into national and state regulations and enjoys researching viable options to make them work. He is presently looking at techniques using plant materials that will assist

in the environmental degradation of chemicals.

Greg Harding

Greg has spoken on behalf of the MDA regarding the "Incident Response Program." Greg enjoys simplifying the rules and regulations of our industry and developing workable schemes. He realizes superintendents have to deal with a wide variety of problems. Therefore "I try to break it down to the more pertinent problems that concern superintendents."



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Kansan Wins Rain-Burdened GCSAA Golf Championship

After battling the elements and a tightly bunched field, Richard Stuntz, CGCS, fired a steady final-round, 1-over-par 72 at Steele Canyon Golf Club to win the 1993 Golf Course Superintendents Association of America (GCSAA) Golf Championship.

A field of nearly 450 GCSAA members and affiliates in nine flights competed in the championship, which was played Jan. 23-24 in San Diego, Calif.

It was the first GCSAA championship victory in 13 tries for Stuntz, vice president of golf course facilities at Alvamar Country Club, Lawrence, Kans. "I played pretty solidly the whole time," Stuntz said. "It feels real good to break through after all these years."

The 43rd GCSAA championship saw record rainfall that nearly washed out the tournament before it began, and the disqualification of its first-round leader.

In the weeks prior to the Jan. 23-24 tournament, the San Diego area was inundated by record rainfall. Although the moisture went a long way to relieve a six-year-long drought, the storms had near devastating impact on the region's golf industry.

GCSAA's tournament was scheduled to be played on four San Diego courses: Steele Canyon, Carlton Oaks Country Club, Eastlake Country Club and Mount Woodson Country Club.

Flash floods caused considerable damage to many low-lying areas, including golf courses. The flooding caused erosion, making course turf too soggy to maintain. The Carlton Oaks course was one of the hardest hit, losing much of its front nine when the San Diego River and a local tributary left their banks. The course had to be abandoned as a tournament venue.

The remaining three courses pitched in to accommodate the loss of Carlton Oaks. The Four Seasons Resort Aviara Golf Club also was pressed into service for the final round.

A three-time winner of the GCSAA championship, Dave Powell—superintendent at Myers Park Country Club, Charlotte, N.C.—had distanced himself from the field with a first-round, 1-under-par 70 and was off to a strong second-round start. However, on the fourth hole it was discovered that he had been playing the wrong ball since putting out on No. 3.

Once they discovered the mistake, Powell and his playing partner—Randy Nichols, CGCS, Cherokee Town & Country Club, Dunwoody, Ga. (who began the day two shots back and tied for second place)—disqualified themselves. They had mistakenly begun playing each other's ball following blind shots to the par-3 third hole.

Stuntz did not dismiss the fact that his victory was directly related to the misfortune of Powell. "He pretty much was in control," Stuntz said. "He's an excellent player. He's won the thing three times and he's good at closing. When he gets out in front, he normally hangs right in there."

However, disqualifications like Powell's are part of the game and Stuntz did not downplay his own winning efforts, attributing his victory to getting better with age. "I think probably I'm better mentally than I used to be," he said. "I'm more patient. I understand that aspect of the game better. When you grow and mature in the mental aspect, that's a big advantage. As Ken Venturi says, "To have been there before. . . ."

Winning the Scottish Trophy for capturing the gross division of the chapter team competition was the California #1 team. The Frank Lamphier Trophy, awarded to the winner of the net division in the chapter team competition, went to the New Jersey team.

The 1994 GCSAA Golf Championship is scheduled for Jan. 31-Feb. 1 in Austin, Texas.

Here Are Some Simple Steps For A Successful Meeting Agenda

Every meeting should have an agenda, but how do you write a good agenda? By following these simple steps:

- **Do** list items in a logical sequence, building each on the one before.

- **Don't** overload the meeting with too many topics. Keep the number within reasonable limits.

- **Do** begin with easier topics, then move on to the more difficult or controversial subjects.

- **Don't** devote meeting time to topics that can be handled better by sub-groups or individuals.

- **Do** identify which agenda items are designed to exchange information, and which are meant to solve a particular problem.

- **Don't** schedule breaks to interrupt important discussions.

- **Do** set starting and finishing times.

—from "How will you manage?"

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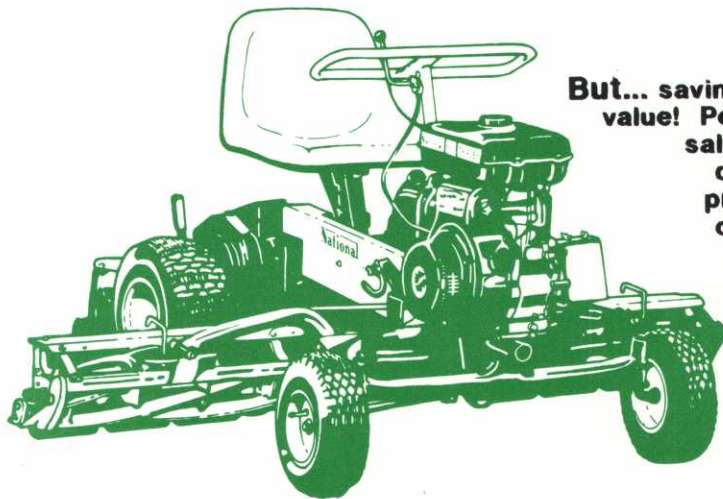
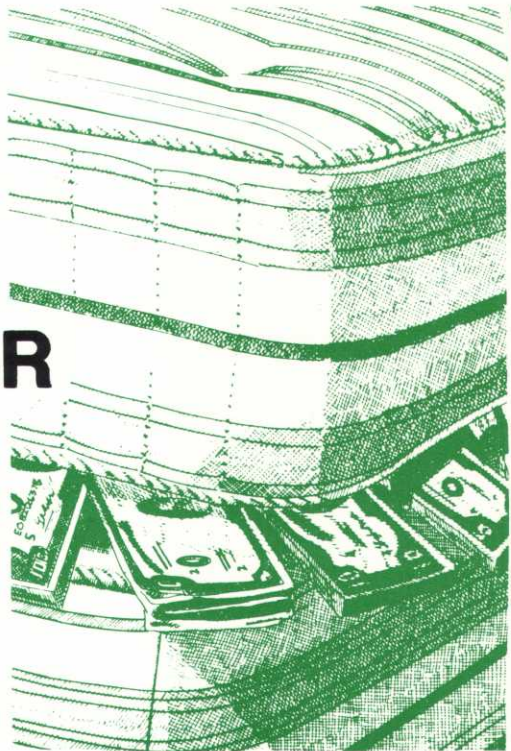
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The Greater Minnesota Golf Course Equipment Swap

In an effort to add a different twist to the April monthly meeting, there will be an equipment and accessories swap at the Mankato Golf Club from 9:00-11:00 a.m., April 19, 1993. The swap is open for all regular members to sell and buy golf course equipment such as mowers, trimmers, vehicles, saws, etc., as well as accessories such as rakes, ball washers, signs, etc. Irrigation parts and supplies are also welcome commodities. In short, anything that pertains to golf course maintenance can be sold, traded, purchased or bartered.

In addition to the regular membership attending, it is hoped that people from courses that are not members of the association will come to look over the merchandise and to interact with members. Hopefully, after learning of the benefits of MGCSA membership, they can be recruited as members. It is up to us as members to seek out one or two non-member superintendents to attend this function. The more people that we have, the greater the potential for success.

April Meeting Special Golf Course Equipment Swap

When: April 19, 9:00 - 11:00 a.m.

Where: Mankato Golf Club

What: Mowers, vehicles, rakes, ball washers, antique equipment, etc.

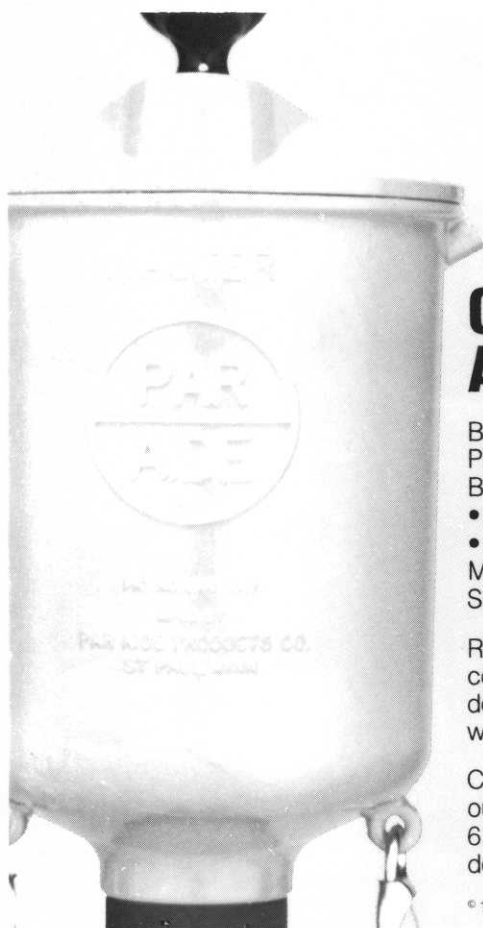
Who can sell: Any regular member or club — Please, no vendors

Who can buy: Anyone! Invite non-member superintendents or owners!

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Member Involvement Is Key

At a recent Research Committee meeting, a member of the committee had commented about the wonderful network that the Twin City metro area had communicating its practices of different areas of golf course management, especially greens covers, growth regulators and different forms of winter patch disease control.

The key to any great communication network is involvement; in this case it's membership involvement. When members interact with each other, ideas are shared, common goals are reached, solutions to problems are found. Not only can this involvement help any MGCSA member professionally, but the avenues are open for personal relationships to grow.

The information that you can receive by getting involved as a MGCSA member will provide you with the opportunity to promote the well-being of your golf facility and promote yourself professionally. With this type of involvement it is definitely a win-win type of involvement.

Several Minnesota Turfgrass Managers are very willing to share their knowledge on a variety of different subjects ranging from plant protectants to covers. The dynamic duo of Dr. Ward Stienstra and Kevin Clunis will help you ready your golf facility for the onslaught of winter, Dr. Stienstra's valuable knowledge concerning what fungicides work or what combination of fungicides work will be of great help to all members of the MGCSA now that Calo-Clor will be banned from use after July 1, 1994. Kevin Clunis will be able to offer all members of the MGCSA practical solutions to the application of these plant protectants.

Over at Minnesota Valley Country Club, Larry Mueller has used many different types of turf covers. Larry will be able to help you with "when do they (covers) go on, when do I remove them, which cover works in this location."

Growth regulators are an interesting subject. You can use them to reduce clippings, speed up your greens without lowering the height-of-cut, help suppress a specific weed grass and convert over to Creeping Bentgrass. Dale Wysocki of Faribault Golf & Country Club will be more than happy to offer advice about Growth Regulators.

— Dale Wysocki

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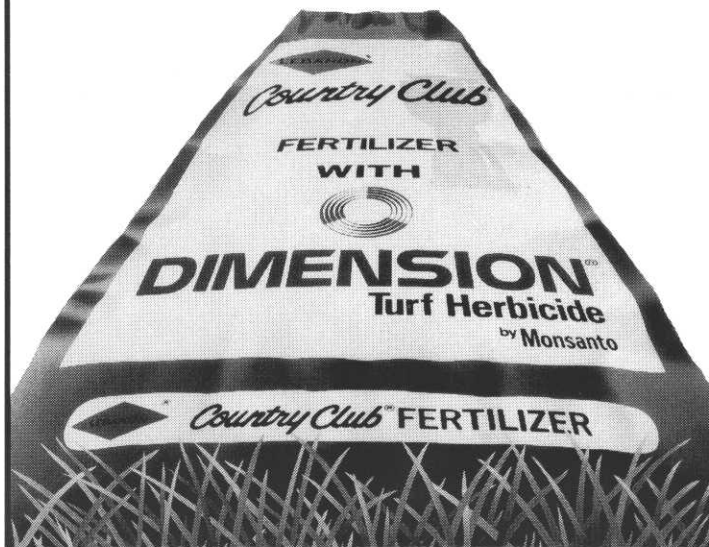
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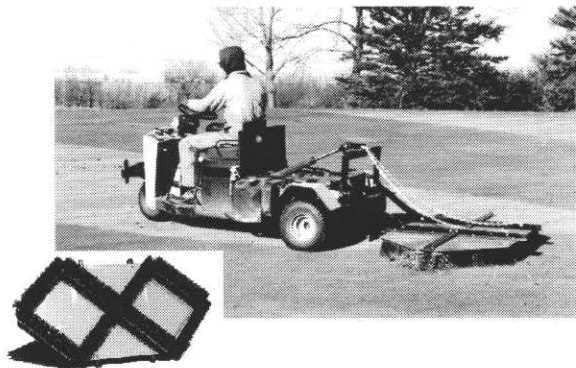
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It's the Dose That Can Harm

By DOUGLAS FENDER
Executive Director

The American Sod Producers Association

Each spring, just as millions of Americans are looking forward to a return to their outdoor lives after spending the winter as virtual shut-ins, a whole host of voices rise up in a chorus proclaiming that turfgrass pesticides are dangerous to our health. They cite wide-ranging, yet impressive statistics on the amount of these chemicals used each year.

Americans spent \$6.4 billion last year on lawn-care products, up 13% from 1989.—*Time Magazine, June 3, 1991.*

With spring in full bloom, millions of Americans are applying millions of pounds of chemicals to their lawns to kill weeds and bugs and make the grass grow thicker and greener. An estimated 51 million homeowners do the work themselves. More than 8 million hire professional lawn care companies to do the job. The sale of lawn care products and services has developed into a multi-billion-dollar business." Sen. Joseph Lieberman, May 9, 1991.

While some non-scientific commentators would lead us to believe that all of this turfgrass pesticide is killing us, the truth is that the life-threatening potential of pesticides is no greater than food coloring and preservatives, prescription antibiotics and spray cans! Less than 10 people a year are killed by any of these causes!

Although even a single death is one tragedy too many, the hype and hysteria being whipped up about turfgrass pesticides by the media, self-appointed watchdog groups and even legislators grossly overstate and misrepresent the facts. These chemical critics fail to report that since 1956, there has been a steady decline in the number of lethal pesticide-related accidents each year (from all causes, not just turfgrass chemicals). In 1956, there were 152 such deaths; however, by 1984, there were only 27 and the number continues to decline.

In fact, far more children have died from accidental overdoses of aspirin than from pesticides, by a sizable margin. Bicycle accidents, by comparison, kill 100 times more people each year and swimming accidents kill nearly 400 times more people.

As the volume of pesticide used annually has expanded and the number of pesticide-related deaths has declined, the overall lifespan of Americans has increased. Just since 1920, before the wide-spread use of any pesticides, lifespans in the U.S. have increased from 54 to 75 years. While many factors in addition to pesticide use have contributed to this increase, it should be obvious that if increased pesticide use was highly fatal, both the number of directly related deaths and the overall lifespan would not have made such significant changes to the good.

Turfgrass is a way of life to most people. If we don't have a lawn of our own, we cherish even more the public parks and playgrounds with their large grassy areas that provide us a relaxing, enjoyable and refreshing part of our lives. The Lawn Institute estimates that there are some 25 to 30 million acres of turfgrass in the U.S., with over 20 million of those acres being home lawns.

In addition to providing people with an outdoor area to enjoy life, an aesthetic benefit, grasses also provide a vast array of functional environmental benefits, many of which are not immediately considered by the public. These include:

1. Water purification
2. Pollution absorption
3. Particulate entrapment
4. Oxygen generation
5. Temperature modification
6. Erosion control
7. Noise abatement
8. Glare reduction
9. Allergy control
10. Fire retardation

11. Groundwater replenishment
12. Safe play/sport areas

While people enjoy the mere presence of a lawn, turfgrasses are better able to provide their environmental benefits when they are made stronger through the proper use of chemicals. Without the use of pesticides lawns can quickly weaken, becoming thin and unable to perform their environmental role.

Fortunately, turfgrasses and pesticide useage can be very successfully combined, to achieve a highly functional environmental advantage, while naturally providing spaces of beauty and places to play and relax.

Practicing these common sense guidelines will help assure that everyone benefits from turfgrass use, and no one is harmed:

(1) **Accurately determine the "target" pest.** In lawns, fungi can create symptoms almost identical to damage caused by insects. Know what the real problem is before you treat an area and use only the proper chemical.

(2) **Know the size of the area to be treated.** Step-off or carefully measure large areas to know how many square-feet of space require treatment. This will help you calculate the amount of chemical to purchase, mix and use.

(3) **Carefully read all label directions.** The label will instruct you on the specific use of the chemical, including the proportions to use to control a particular pest. It will also provide cautionary advice regarding the chemical's use around non-target items such as other plants, animals and people. While the print is oftentimes very small and seemingly involved, its careful reading is worth the extra minute or two it may take.

(4) **Be familiar with the operation of your sprayer or other application device.** Test the unit with plain

(Continued on Page 21)