

GCSAA SHOW hits on hot topics

From the growth of golf to innovative management tips, the 1998 GCSAA conference provided a wealth of helpful information and commentary.

by Ron Hall & Terry McIver

The 1998 Golf Course Superintendent's Association of America conference and show surpassed expectations for both attendance and exhibitor participation, reports the GCSAA.

Seminar attendance at the Anaheim, Calif. Convention Center, hit 5,620, a 200-plus increase over the 1997 show held in Las Vegas.

Overall registrants reached 20,500 which is about 1500 less than the record, Dr. Jeff Nus of GCSAA told LANDSCAPE MANAGEMENT. "We should really bust the records in Orlando [in 1999]," predicts Nus.

Attendance at seminars, the Gala and Environmental General Sessions hit record numbers however.

More than 700 exhibitors used 230,000 sq. ft. of show floor space to display their products to interested superintendents. GCSAA reports that 20 years ago, only 186 companies bought space at the show.

Association is 'strong'

The increased attendance is a reflection of the state of the association, which is reported as "strong" by outgoing GCSAA president Paul S. McGinnis, CGCS.

The Association boasts 18,000 members around the world.

"We're already setting new records in growth this year, with 8,400 at pre-conference seminars focused on education and timeliness," says McGinnis.

Steve Mona, CAE, who serves as the association's chief executive officer, reports the group is financially strong in terms of revenues and conference attendees. "Membership now incorporates 60 countries around the world," says Mona, who believes the association can best serve its members everywhere by adding non-agronomic information to mix.

Golf popularity grows worldwide

Golf is becoming more available to the public, and the National Golf Foundation says that bodes well for the growth of the game.

Richard L. Norton, vice president and general manager of the NGF, says the growth of total courses has gone from 13,353 in 1986 to 16,010 in 1997.

The US accounts for half of the world golf market, says Norton, with an estimated 25 million players. Asia was second with 15 million, followed by Canada, the UK, Australia/New Zealand, Europe, South/America and Africa.

Special people speak out

Gaining special recognition at this year's GCSAA show were former vice president Dan Quayle; PGA golfer Peter Jacobson; and golf commentator/professional Ken

cont. on page 12G

New GCSAA officers

GCSAA's new president is **George E. Renault III, CGCS**, superintendent at Burning Tree Club in Bethesda, Md.

Vice president for 1998 is **David W. Fearis, CGCS**, superintendent at Blue Hills CC in Kansas City, Mo.

Serving GCSAA as secretary/treasurer is **R. Scott Woodhead, CGCS**, superintendent at Valley View Golf Club in Bozeman, Mont.



LANDSCAPE MANAGEMENT's golf industry "Person of the Year" Paul Latshaw, Congressional CC, with LM Publisher John Payne, right, and Editor-in-Chief, Terry McIver.



John Hedges, right, director of Hoffco Outdoor Power Equipment, and John Schmidt, a representative for Comet, check out another fine issue of LANDSCAPE MANAGEMENT.



Greeting guests at the Kawasaki reception, from left, Mark Kelly, director of marketing, with Kathy Matyniak, Roger Howe, Vince Iorio.



Hunter International pays tribute to founder Ed Hunter, who died January 23 at the age of 81.



Bob Katula, president of Links Diagnostics, Inc., explains how the company provides digital images of golf courses, to evaluate turf conditions.



AgrEvo's George Raymond is flanked by giant insects at an afternoon press conference as he presents information about the pyrethroid insecticide DeltaGard, effective against surface-feeding pests.



John Deere's Clair Peterson, left, manager of event marketing, visits at the John Deere booth with J.W. Borders, from Deere's Arizona distributor, Arizona Machinery.

A look ahead

What's in the future of the golf management industry, and how do superintendents fit in? These are big questions.

A small panel of green industry suppliers did their best to answer them in a short amount of time during a Friday Forum held in the GCSAA media room.



Kelty: Attack of the multinationals.

Present at the forum was **Michael Kelty, Ph.D.**, vice president, professional business group, The Scotts Co.; **David Fearis, CGCS**, Blue Hills Country Club; **Gene Hintze**, director of

turf and ornamental products, Novartis; **William Foley**, chief executive officer, LESCO, Inc.; and **Harold Pinto** of Jacobsen Division of Textron, Inc.

Conditions of the game are apparently changing, if the 1997 U.S. Open is any indication, says Foley. There, superintendent Paul Latshaw had the greens and fairways double mowed and fast as can be.

"We need to find ways to help superintendents with what they will need to maintain these great conditions," said Foley.

According to Hintze, the superintendent is looking for total solutions, basic research and development.

"New solutions are already being developed that will make the superintendent's job easier and course conditions better. The tools are on the way."



Hintze: Supers want total turfgrass solutions.



Foley: Great conditions demanded on courses today.

"Competition and consolidation is what it comes down to," said Kelty. "Multinational companies are moving in, there's a big shift in the marketplace and margins are down. The next five years will be critical."

Pinto emphasized the industry's global reach.

"The industry is growing fast, except for shrinkage in Southeast Asia. This shrinkage will impact overall growth, and competition will intensify. Look for a lot of consolidation, but the industry will continue to grow. We must think positively."



Pinto: We must think positively!

How to help the EPA

To further improve industry relations with the ever-zealous Environmental Protection Agency, Hintze said the key is to "work with the EPA. We need to first understand the ground rules. And we need to have a common united voice to stand up to the EPA, with logical, professional responses."

"There have been a lot of scares," Kelty said. "EPA is a client-based organization for the Food and Drug Administration. I'm optimistic that science and technology will win out." □

Innovative supers

Superintendents received some valuable information on how to get things done in a variety of time and money-saving ways during the Innovative Superintendent Sessions at the GCSAA show.

Alan C. Bathum, Cascade Hill CC, Rockford, Mich, had to do something about water-logged bunkers.

1. He met with other supers to get their thoughts.
2. He got estimates on architecture and construction.
3. He met with club members and board to get approval. Photos of ideal bunker conditions helped him explain the problem.
4. A survey was done to determine priorities for club improvement. The job was soon finished.

"Make presentations to small groups and hire an architect early in the process for credibility," says Bathum. "Use professionals you can work with."

Stuart W. Eyman, Otis Golf Club, South Dennis, Mass., also gave a presentation on bunker renovations.

"Keep in mind, renovations don't last long," Eyman says.

Eyman says the Otis bunkers contained many stones which wound up on the greens. To solve the problem, he:

1. Made the bunkers smaller, raked back the fill area and screened subsoil.
2. Subsoil was returned to the site and rolled in.
3. Eyman obtained a mixture of sand and clay for backbuilding.

"It's a lot more manageable now," says Eyman. "All I have to do is re-edge it."

Got players who walk anywhere and everywhere? **Robert F. Murtaugh, CGCS**, calls those areas, "goat trails."

Most of the traffic damage Murtaugh sees at Perry Park Country Club, Larkspur, Colo., occur close to tees. His solutions:

1. Stone sculptures for stepping.
2. For dead grass, Murtaugh recommends peat moss.
3. Cart tracks on grass can be overcome by putting up ropes when renovating to give the area a chance to grow.

4. Landing steps should be placed at the top of stairs, so golfers will pivot on the step, not on the turf.

Thomas Mason, superintendent of the Birmingham Country Club, Birmingham, Mich., shared some of the things he's learned in 20 years with his club.

"Leadership with credibility and organizational skills provides the opportunity to be successful," he said. (See Mason's column on page 1G.) □

cont. from page 8G

Venturi, recipient of the Old Tom Morris Award for 1998.

Jacobsen, during the Wednesday night opening, called for a change in course design: "with only greens, fairways and roughs. No cuffs, less

water and anything that requires hand mowing."

Quayle, himself an accomplished golfer, entertained the crowd at the Environmental General Session with golf stories and political commentary.

Quayle stretched things a bit when he called repairing divots and raking sandtraps a show of environmental awareness, but he then thanked the superintendents for doing "a great job" and

◀ **In this atmosphere of buyouts and acquisitions, Turf Seed, Tee-2-Green and Pure Seed Testing are not for sale, says President Bill Rose, at the Tee-2-Green breakfast.**



◀ **David Mastroleo, Hillcrest Country Club, named International Seeds' "Man of the Year" for his work with turfgrass test plot presentations.**

crest Country Club, Los Angeles, received the 1998 Distinguished Service Award for his contributions to the industry.

Venturi, awarded for his contributions to the game of golf, said he never played a round of golf during which he was not humbled.

"Golf is a special game, where respect has to be earned," said Venturi. □

keeping courses in top condition.

David Mastroleo, golf course superintendent at Hill-

New product news

AgrEvo introduced its proprietary pyrethroid DeltaGard during the GCSAA show. Marketing Manager George Raymond calls DeltaGard a "significant technological advancement for the golf industry." According to Raymond, products containing DeltaGard can be used with exponentially lower rates of active chemical ingredient than the high-dose insecticides of the past because of Delta Gard's unique potency. Labeled for adult annual bluegrass weevil, adult bill bugs, chinch bugs, mole crickets, adult black turfgrass ataeinus and many other surface feeding insects.

Terra premiered its new GoldCote polymer coating technology, slow-release fertilizer.

"Goldcote takes slow-release technology one step further in providing slow release of both nitrate nitrogen and potassium nitrate unlike the majority of other controlled release fertilizers," says Karen Hartman, Southern Division Manager for Terra's Professional Products. Fertilizers with GoldCote are available in urea, monoammonium phosphate and potassium nitrate. Custom blending is available.

Zeneca reviewed its plan to acquire ISK's worldwide chlorothalonil business. Zeneca Business Director Keelan Pulliam also reports the company has purchased Mogen, a Dutch biological disease control company. "We are investing in biotechnology and plant breeding," says Pulliam. Zeneca has submitted its Heritage fungicide to the EPA for use in all turf applications.

"We're in the generic market now [with chlorothalonil]," says Technical Business Manager David Ross. "We've got our work cut out for us.

"Clearly, [chlorothalonil and Heritage] are competitive," says Product Manager Tony Rademaker, "but Daconil is the dollar spot control product, Heritage is not."

Kawasaki's Mule utility vehicle is now available in hunter green. The uv drives and handles much like a car or pickup truck, yet is lightweight,

highly-maneuverable and can weave its way through tight spaces.

O.M Scotts company says its new Contec controlled-release fertilizers provide more control and flexibility in nitrogen release rates than ever before. The Contec line also features consistent particle sizing which ensures more even product distribution and a more predictable growth pattern.

Seeds West, Inc. introduced its fine, certified, turf-type bermudagrass blend, Bermuda Triangle. The blend features certified Yuma, Sultan and Sydney turf-type Bermudagrasses, which, according to the company, have improved turf density, color and texture with a wide range of adaptation. It will be available from Pennington and Seeds West.

Toro's "new generation of triplex mowers" feature a design that places the operator in front of the engine, with cutting units that can shift from side to side up to 22-inches, to allow for additional trimming overhang or to vary the wheel tracks within the width of the cut. Toro reports it will move more into products for sports field maintenance. Toro Irrigation's Site Pro continues to use a Windows '95 platform.

Spanish Training Services, Inc., Evanston, Ill., offers language training for those with Hispanic workers on staff. Jennifer Thomas says she has also developed a "Spanish for Turf Equipment Technicians" for the Turf Equipment Technicians Association. Etonic covers the cost of Thomas's speaker's fee for GCSAA chapters.

Jacobsen Division of Textron called it "the largest new product roll-out in Jacobsen's 77-year history." New from the company: HR-9016 Turbo wide-area rotary mower; LMF-3800/3400 lightweight fairway mowers; SandScorpion electric/gasoline/diesel powered bunker/infield rakes; Aero King greens aerators and a fairway aerator; and new Turf Sprayers.

Ransomes' new E-Plex II electric greens mower and Greensplex II both have a new pivoted center cutting reel that swings out from under the mower for quick, easy servicing and maintenance. The reel has an automatic time delay to prevent accidental cutting into the green collar. □