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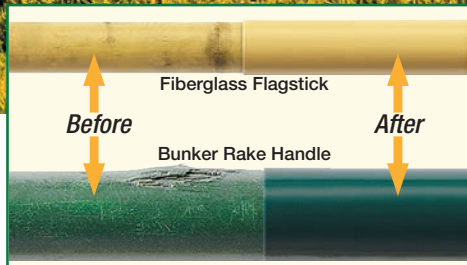
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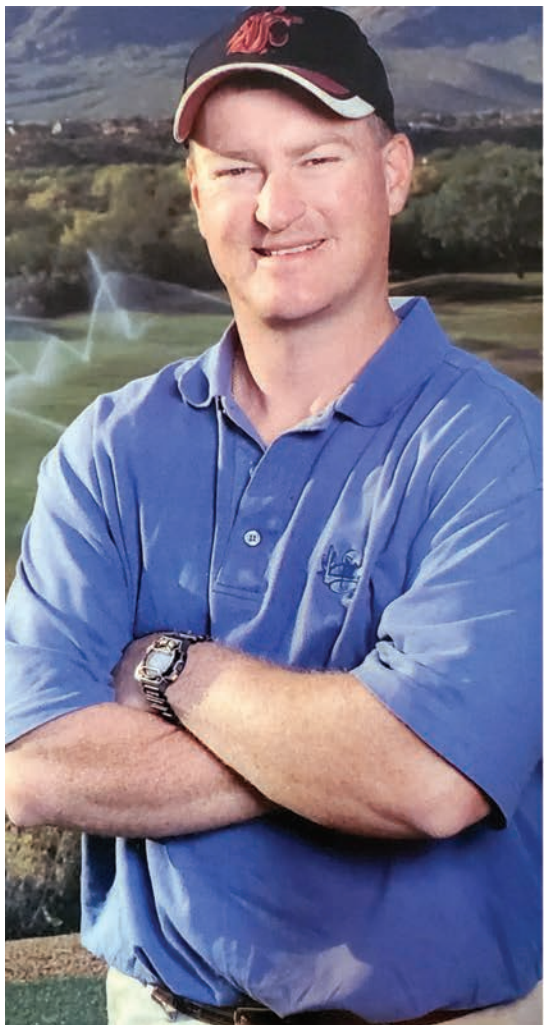
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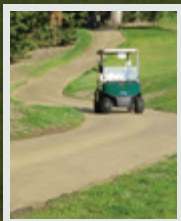
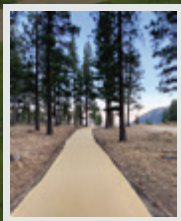
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The Golf Course Trades, established 1990, is a tabloid buyer's guide publication targeted specifically at the golf course superintendent. The Golf Course Trades offers display advertising, a categorized supplier directory, press releases, and extensive product reviews for heavy equipment. GolfCourseTrades.com is an extension of the magazine with a complete supplier guide for everyday use on the course. The Golf Course Trades currently mails to 18,955 golf course superintendents and product vendors in the United States. A digital copy of the publication is online as well at GolfCourseTrades.com.

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Making Golf Course Maintenance Work More Fun

How One Minnesota Golf Course Superintendent Does It

by Linda Parker



Golf Course Superintendent Matt Cavanaugh is a self-professed goofball. He's also educated, accomplished, and has an extensive golf industry background. He credits the combination of all these factors for his success as the head guy who makes "grass grow" and keeps playing conditions optimal at Rush Creek Golf Club.

A Distinctive Public Golf Course

Rush Creek is a public-play course with the persona of a top private club. Located approximately twenty miles from downtown Minneapolis, the 18-hole championship golf course was designed by Bob Cupp and John Fought. The course's restaurant, the Highlander, helps add to the facility's appeal. Locals come to enjoy dinner in front of the stone fireplace or on the terrace, taking in spectacular sunset

views. The venue is popular for weddings, meetings, parties and even funerals and memorial events.

This quality championship course has hosted three LPGA Tour events and the 2004 US Amateur Public Links Championship. Each year, between mid-April and early November, the course sees around 30 to 35,000 rounds of golf on its 18-hole course and another 6 to 10,000 rounds on its 9-hole course. And like other courses across the U.S., in 2020 and 2021, those numbers were even higher as golfers returned to the game in record numbers.

Fueled by its robust junior program, there's no reason to expect a drop off in rounds of golf at Rush Creek in the years ahead. "Our junior golf program," explains Matt, "is amazing. There are about 1200 kids in the junior program every

year, and activity is non-stop. One of the best things we've ever done here is build our short, par three course, the Mac Nine. Since the course opened in 2012, it has completely changed Rush Creek.

"Just the number of young people that are coming through Rush Creek, learning the game of golf, is incredible. And when you have kids on the course, it brings out their parents to go to the restaurant or golf on the championship course. It's pretty unique to have a junior program this size, and it's really been a lot of fun for Rush Creek to have a junior program that just grows and grows."

A Course Maintenance Career that Began with Junior Golf

Matt's career as a golf course superintendent took root when he himself was a junior golfer. In 1995, at age fifteen, Matt began working as part of the

maintenance crew at a golf course near his home. His objective was a summer job where he could play free golf. The following summer, he returned to the same job at the same course. By the time he was a senior in high school, Matt knew golf was meant to be his life.

He headed to Kansas State, where he earned a Bachelor of Science degree in Horticulture and Turfgrass Management. "I was terrified when I got to Kansas. I was a city kid, and there I was at an Ag school. I was the only student on campus not wearing a big belt buckle and cowboy boots. But I made great friends at Kansas State. And I would go back to Minnesota in the summer to work. I even did an internship at Rush Creek, where I learned a lot and realized what a good place it would be to work because they treat people right.

"But when I graduated from Kansas State, Rush Creek didn't have a position open. I took a job at nearby Medina Golf and Country Club here on the west side of the Twin Cities for a year, and when a job opened up at Rush Creek as an assistant, I took it, working from 2003 to 2011.

"But when my wife went back to school to get her master's degree, it started a competition, so I went back to school, too."

Matt received his Master of Science, Applied Plant Science, Turfgrass in 2009, and then, he

made a surprising career move, leaving the golf course and going to work in sales for PBI Gordon.

“I had a great sales role, and I loved it. They took a chance on me, a longtime assistant with zero sales experience. The job was wonderful, great people and a great company. I highly recommend that assistants and superintendents spend time in product sales. If we did sales first and then became superintendents second, our industry would be much better for it. When you are in product sales, you gain so much in-depth knowledge not just about the products you represent, but about the competitor’s products.

“As superintendents, we get locked into our own golf courses. You tend to feel that when you have something bad going

on, you’re the only one. It really opened my eyes, and my growth in product knowledge was exponential. I’m a better superintendent for doing that now.”

One More Detour on the Way Back to Rush Creek

Matt might have spent the rest of his career in sales had it not been for his little boys. When the travel his sales job required kept him away from his family more than he wanted, Matt took a job as a research scientist for the University of Minnesota studying turfgrass. Although he was honored to work with Eric Watkins and the team at the University of Minnesota, after two years, Matt returned to Rush Creek, again as an assistant. But this time, he knew that when the superintendent’s role became available, it would



be his.

Building a Strong Crew and Then Keeping Them Around

Matt is quick to give kudos to his team for maintaining the high standards Rush Creek demands. Assistant Superintendents Kevin Milbrandt and Betsy O’Donnell, along with Equipment Manager Dennis Berning, are key players on his team. Every year, he seasonally adds twelve to fifteen high school and college students along with an equal number of retirees and

approximately six workers who come from Mexico on an H2B visa program.

Unlike many superintendents, Matt never struggles to find workers. He has a waiting list of people who’d love to work at Rush Creek. His enthusiasm for his job appears to be contagious.

“When your job is to grow grass for a living,” says Matt, “you have to mix things up and keep them interesting for the workers. Once we get the retired guys, they never leave.

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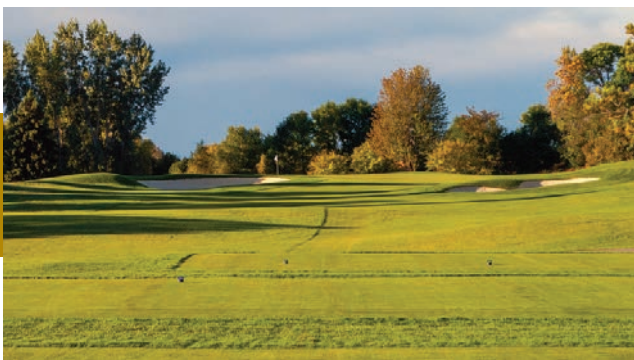
Hole 8



Hole 11



Hole 15



Hole 18



“We’re also fortunate to be able to pay competitive wages for our area. That helps. And then, I tell students that I am really looking for people who want to commit to working three consecutive summers. I am very up front with them. That helps me justify the investment in training them.

“The whole goal is just keeping the job fun, not burning people out, keeping the roles unique and different every day. The result is keeping people challenged. That works for us. I make it clear, ‘You’re not just going to hold a weed whip the whole summer. You’re not going to be stuck in bunkers all summer long.’

“Also, they never work more than five days in a row. And I’m not asking them to work crazy weekends. I ask for three weekend days a month and I hire enough people so that schedule works for us.

“For our crew from Mexico, Rush Creek actually bought a house near the golf course. The workers pay rent, but we keep it affordable, and they don’t have to worry about where they will live or how to work out a six-month lease. The same guys come back each year, and some of them leave a car

behind in the garage. We keep it running for them, and that helps them out.”

A Golf Course is Only as Good as its Crew

If you’re thinking Matt Cavanaugh has found the secret to success as a golf course superintendent, you may be right.

As Matt explains, “I try to show my passion for the job to the people around me through my goofiness. For both the fulltime and the seasonal crew, it’s all about keeping the job flexible. And, of course, there’s those silly Monday videos we do that you see on Twitter. Our crews plan for and look forward to those videos all week. When people’s job is growing grass for a living, part of my job is making their work fun.”

Linda Parker has been writing professionally since the 1980s. With clients in finance, sports, technology, change enablement, resorts, and nonprofit global initiatives, Linda helps organizations communicate their stories in meaningful ways to the people they most want to reach. She has authored, ghostwritten, or contributed to more than a dozen nonfiction books. Linda is a member of the Authors Guild and the Golf Writers Association of America. You can connect with her at linda@glindacreative.com.



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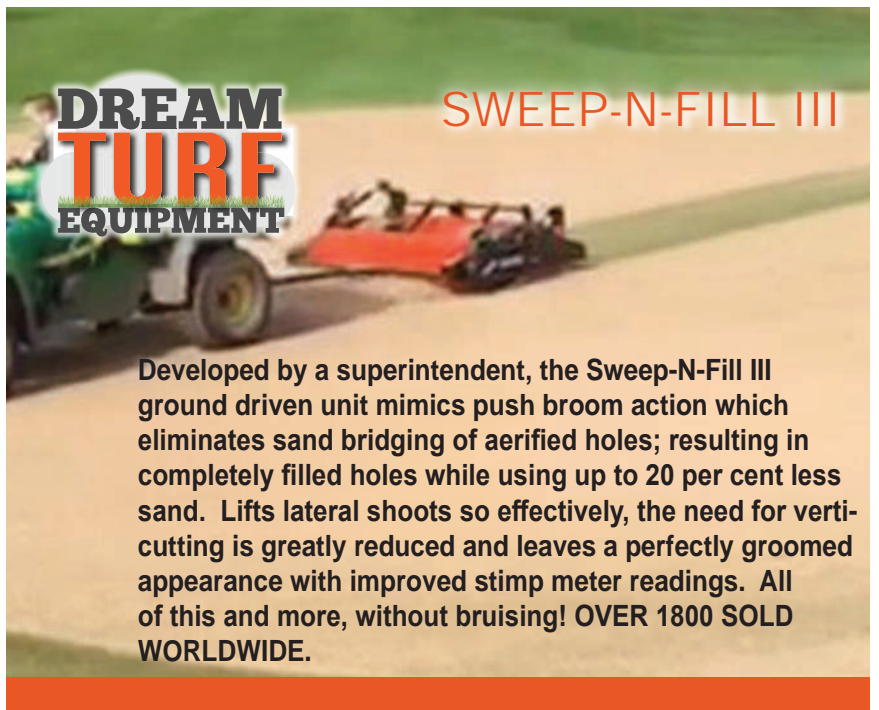


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From Apprentice to Senior VP: Meet ARDA's Emerging Leader

by Marge Lennon

To rise from an entry level apprentice program to senior vice president in just eight years is an achievement in any type of business. ARDA thought so too, and at their June industry conference in Orlando, the judging panel named Aaron Stewart the recipient of their prestigious Circle of Excellence (ACE) Emerging Leader Award.

His growth from rookie to senior leader and national award winner is quite a story. For a bit of background, Aaron is the son of late PGA Tour icon and World Golf Hall of Famer Payne Stewart, who won 11 PGA Tour events, including three major championships. Aaron spent his summers on the road as a PGA Tour Kid and grew up on tournament golf. It's not surprising that he would want to follow in his father's footsteps by playing golf at Southern Methodist University, where Aaron was Team Captain for the men's golf program and earned a sports management degree. He worked as a Tournament Coordinator at the Tavistock Cup immediately out of college and joined the Diamond Resorts team a few months later. Today, Aaron and wife Naiara are the proud parents of Banks Aaron Stewart, born on January 29, 2021.

For several years, Diamond Resorts CEO Mike Flaskey had played golf with Aaron at an Orlando course, so he knew the young man personally and envisioned him as the ideal addition to the company. In 2012, Flaskey convinced Aaron (then 23 years old) to participate in the inaugural Diamond



Resorts inaugural Marketing Mentorship Program – a rigorous nine-month apprenticeship program designed to prepare young professionals for marketing leadership positions. While in the trainee program, Aaron suggested the same staff person introduced at pre-arrival should remain with the customer throughout the entire check-in process. Diamond utilized his idea by creating the VIP member

check-in program – an idea that was so successful, the program has been implemented company wide.

After completing the program in April 2013, Aaron was elevated to Off Property Contact Program Manager (OPC) in Orlando with over 400 employees reporting to him. This was a huge responsibility for someone under 30, but Aaron's extraordinary organizational and people skills made him ideal for this role. With the boundless energy of youth, he worked tirelessly to locate the best high-traffic locations in Las Vegas, Arizona, Tennessee, Florida, and Virginia Beach.

In reflecting on this position, Aaron added,

“This work truly taught me the grass roots of lead generation and the important role it plays in the entire timeshare selling process.”

A key aspect of Payne Stewart's legacy is the Payne Stewart Kids Golf Foundation, established in 2020, to help lower-income and inner-city kids across the country learn the game of golf. The foundation supports this introductory golf program by raising funds to help expand the number of camp locations, provide adequate equipment, give families in need an opportunity to participate, and assist with other donation opportunities. The program is designed to compete with little kickers soccer, t-ball, and other youth sport development programs. Visit www.paynestewart.org.

Aaron's next step up the corporate ladder was his promotion to Director of Marketing at Polo Towers in Las Vegas, where he served for over a year, growing the marketing footprint of his company's largest region with 100 team members.

After five years at Diamond, Aaron and his wife took a brief hiatus from the company to travel and explore the world, an adventure that had been long in the planning. Upon return, they moved back to Orlando. In recognition of his success in past positions, Aaron was quickly named Director of National Partnerships and Director of Sports Marketing at Diamond Resorts, becoming an integral member of the team, responsible for their National Partnerships program.

At about the same time, Diamond Resorts had shifted their traditional timeshare marketing and sales model to an innovative, hospitality-infused experiential process to

provide guests with access to a world of entertainment and activities. With a new focus on selling to a younger demographic, Diamond Resorts CEO Mike Flaskey knew he needed a very special employee to run these programs. Aaron's personal experience with golf tournaments and total understanding of the timeshare industry made him uniquely qualified to accept this challenge.

In Oct 2019, Aaron proudly accepted the role of Senior Vice President of Sports Marketing and Executive Director of the Diamond Resorts Tournament of Champions, (TOC), which will be in its fourth year in 2022. He is responsible for overseeing all aspects of the execution and growth of the fully sanctioned LPGA Tour event, combining LPGA winners with world-class celebrities from major sports and entertainment



fields. During 2019, Diamond Resorts held more than 3,000 special events at its various properties, including meet and greets with sports stars, catered events and private concerts series with big-name musicians. These Events of a

Lifetime® have distinguished Diamond within the industry.

Since immersing himself in this role, Aaron has guided two TOC events and worked with scores of country music stars and sports legends. As the events have grown in popularity, philanthropy remains a significant focus. Through the various iterations of the TOC, Diamond Resorts has raised \$4.3 million for charitable causes, including children's health and Diamond's Team Member Relief fund, which provided financial assistance to team members affected by the COVID-19 pandemic. TOC will continue through 2024 per an agreement with the LPGA.

"I was truly surprised by the ARDA Award and am most grateful for the recognition, which I consider a huge honor," shared Aaron. "This will motivate me to work even harder and try to raise the TOC

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From Around the Industry

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Payne Stewart Kids Golf Partners with the Boys & Girls Clubs of America



The Payne Stewart Kids Golf Foundation has entered into a long-term agreement with the Boys & Girls Clubs of America offering golf programming, instruction, and equipment to thousands of young kids across the country who attend Boys & Girls Clubs. Golf will now join the sports line up allowing all kids to experience and learn the basics of a game for a lifetime.

“The Payne Stewart Kids Golf Foundation was founded to help lower-income and inner-city kids learn the game of golf,” said Kelly McCammon, founder and CEO. “In working with the Boys & Girls Clubs, we now have the opportunity to reach kids who have never stepped on to a golf course. There is an entire universe of young people who will benefit from learning the basics of golf through a fun introductory experience and we are honored to be teaming up with the Boys & Girls Clubs of America.”

The Boys & Girls Clubs of America is a national organization of local chapters which provide voluntary after-school programs for young people. Founded in 1860, the organization is headquartered in Atlanta. More than 4,700 clubs serve 4.6 million young people through club membership and community outreach.

“Boys & Girls Clubs of America is honored to partner with the Payne Stewart Kids Golf Foundation. Together we will

be introducing the game of golf to Club members nationwide,” said Frank Sanchez, vice president of Boys & Girls Clubs of America. “Payne’s legacy is one of inclusiveness and a passion to create opportunity for kids. Youth who would have never had a chance to play the game of golf will now have access to world class training and instruction, thanks to this partnership.”

“We are so pleased to partner with such a well-respected organization as the Boys & Girls Clubs of America in introducing children to the game that Payne loved,” said Tracey Stewart. “Their care for children of all backgrounds, especially those in need, inspires us and aligns with our desire to positively impact the lives of as many children as possible. Together, we can share the virtues and joy of golf with children who would otherwise never have had such an opportunity.”

In 2021, five key markets will be selected to launch the introductory golf experience at select Boys & Girls Clubs. One of those markets will include a military base as well as an Indian Reservation. The plan is for 50 locations in 2022.

For more information about the Payne Stewart Kids Golf Foundation please visit www.paynestewart.org.

Learn more about Boys & Girls Clubs of America on Facebook or Twitter.

Armorex and Bac-Pack now available through SiteOne



Soil Technologies Corp. has announced that their products, Armorex nematicide, and Bac-Pack microbial blend, are now available through SiteOne Landscape Supply. In research conducted in Naples Florida, Armorex and Bac-Pack applied to nematode infested golf course putting greens showed up to 90% control of lance nematodes.

The combo of Armorex and Bac-Pack resulted in the turf that recovered quickly from nematode damage. Golf course superiors report that within a

couple of weeks after being treated with Armorex and Bac-Pack, the damaged areas had recovered nicely.

SiteOne is the North America’s largest supplier of wholesale goods for green industry professionals. With locations within reach of virtually any job, SiteOne offers an ideal distribution network for these products.

For more information call/text product manager Xavier Dupoux at 641-781-1879 or e-mail xavier@soiltechcorp.com.

New Director of Agronomy at Desert Mountain Club



Todd Bohn has been named Director of Agronomy for Desert Mountain Club, effective July 5.

A Midwest native, Bohn arrives at Desert Mountain from the famed Big Cedar Lodge where he served as Director of Agronomy and oversaw conditioning of five premier golf courses, three of which he also managed during construction. Located in the Ozark Mountains, in what is becoming one of America’s great golf destination resorts, Bohn worked with some of the top names in golf

at Big Cedar: Tiger Woods, Jack Nicklaus, Arnold Palmer, Tom Watson, Gary Player, Tom Fazio, Bill Coore, and Ben Crenshaw. The Ozarks National Golf Course was Golf Digest’s unanimous selection for “best new course in America” in 2019, hosted five PGA Tour Champion events, and the inaugural Payne’s Valley Cup.

“We’re looking forward to welcoming Todd into our Desert Mountain family,” said Damon DiOrto, CEO, Desert Mountain Club. “His expertise and previous successes with operations at world-class golf courses makes him the perfect fit for Desert Mountain as we continue to dedicate resources and attention to golf in our community.”

For additional information on Desert Mountain Club, access the web site at www.desertmountain.com.



Jason Gamel, President and CEO of ARDA presents Aaron Stewart with his ACE Emerging Leader Award

experience to new heights. The past eight years with Diamond Resorts have taught me a lot.

I have learned how to work with people from all sorts of diverse backgrounds and experiences who are all motivated differently.

Figuring out how to get the best out of each person so that the program overall is a success is the most intriguing part for me. From my days on the marketing side working with the in-house concierge teams and the off-property contacts as well as the sales teams, to now working on the Tournament team, Diamond has provided me the opportunity to grow and succeed in every role."

"Through his leadership skills and passion for Sports Marketing," said Mike

Flaskey, "Aaron has become an essential member of the Diamond team. He has a gregarious personality and a keen ability to communicate with people on multiple professional levels; moreover, his relationships within the world of golf have helped to add credibility to our annual Tournament of Champions. We are extremely proud of the fact that ARDA has recognized Aaron with this special award, and we are confident that he will continue to make a positive impact in this role for the foreseeable future."

Marge Lennon has been writing about the timeshare industry, its resorts and people since forever. She can be reached at Marge@LennonCommunications.com.



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No Skiing, No Problem for I-90 Public Golfers This Spring

by Jay Flemma



THE PAR-4 FOURTH AT FOWLER'S MILL IN OHIO. DYE ALWAYS LOVED A CAPE HOLE

EDITOR'S NOTE: WE HAD HOPED TO RUN THE PRINT VERSION OF THIS STORY EARLIER, BUT VARIOUS INDUSTRY NEWS AND EVENTS PUSHED IT INTO THE SUMMER.

I call it the "I-90 Effect:" when a blizzard materializes out of nowhere, creating white-out conditions anywhere between Cleveland and Boston. Today - April 22, 2021 - it was Rochester. Out of nowhere, the sky to the west turned slate grey across the horizon, an anvil-shaped cloud formed, and a sudden wind lashed broad snowflakes across my windshield. Before you could say "double bogey" the yellow road stripes vanished in a blur of white, and the only color in the snow globe was the tail lights of the car in front of you.

Are you kidding me? It's been 65 and sunny for the last five weeks! Where was this when we were trying to ski mid-March?

And then it was gone, vanished like a Cheshire cat. The snow melts – yet again - in the instant, infuriating skiers, who have been cooling their heels indoors and yelling curse words at the sunshine.

Still, skiing's loss is golf's gain, and in a once-in-a-generation occurrence, I-90 golfers have been playing since mid-March. Better still, conditions are stellar, especially for such an early start to the season. Again golf is leading the Covid comeback, even in the normally still-frozen northeast. Let's take a spin across I-90 and visit some of the public facilities at the vanguard of the Coronavirus recovery. Happily, business is booming.

CLEVELAND, OHIO

Ohio is best known for its opulent U.S. Open venues and PGA Tour sites, both past and present, all of which are particularly exclusive. Inverness, Moraine, Scioto, Muirfield Village, Firestone, Canterbury: Ohio has as rich and storied a collection of iconic American country clubs as nearly any state in the union.

Public courses, on the other hand, are not Ohio's longest suit, with one notable exception – Fowler's Mill, about 30 minutes east of Cleveland.

Fowler's is most notable as one of golf architect Pete Dye's earliest designs. Opened in 1970, Fowler's is primordial Dye and showcases his decision to break away from the "Doctrine of Framing, Doctrine of Symmetry" designs and Penal Architecture schools that had come into vogue during that period.

"Robert Trent Jones, Sr. was the biggest name in golf design at the time, and I decided that if I was going to carve out a niche in the industry, I had to go in completely the opposite direction," Dye confided to Your Author in an earlier interview.

Pete also admitted (somewhat sheepishly) that when he was younger he used to reward the long drive more than he did later in his career. Fowler's is a perfect example - it's a long golf course. The regulation tees are 6650 yards, and nearly every approach is uphill. Dye enthusiasts will especially like one of his earliest versions of a Cape Hole – one of his favorite Seth Raynor templates – at the par-4 fourth.

We found the course in brilliant condition for any season, let alone mid-April. The greens especially rolled perfectly true, and have subtle, but cunning internal contours. The property is rugged and rolling carved out of a forest of hardwoods. The iconic ninth hole was always one of Dye's early favorites; a creek bisects the hole longitudinally, prompting one puckish employee of the course to quip, "Some people just aim for the creek and hope to miss on either side." Or you could play the hole like I did – avoid the creek with a goofy slice into the rough, hit a worm-burner up the middle of the fairway, wedge to 35 feet, and sink the putt for a zany four.

ROCHESTER, NEW YORK

How they will ever hold a PGA Championship in Rochester, New York in mid-May without

heated seats and zambonis is beyond me, but they're trying it. If it happens that the winter of 2023 ends as early as this year (or last year) the PGA of America will be dancing a jig, because too often they have to dodge ice storms on Mother's Day on I-90.

This year's early spring sees several local favorites doing exactly that - dancing for joy while the cash registers sing.

Ravenwood Golf Club in Victor made a big splash in the magazines when it opened in 2003, and rightfully so. It was the first American northeast design by Robin Nelson, who prior to Ravenwood had worked almost exclusively abroad or in Hawaii.

Nelson's ideas are impressive: we see bunkers cutting into the line of play, fascinating angles off the tee, and myriad greenside defenses testing both accuracy and distance control.

Head superintendent Peter George has done a stellar job of keeping trees from encroaching on fairway, and conditioning is pristine, especially on the greens which started as L93, but are now a 50-50 blend of poa and bent. Best of all, Nelson only moved about 400,000 cubic yards of earth to build and shape the entire property.

"When we built the course in 2000, 'drainage, drainage, drainage' was the priority for us, and that helps enormously no matter what year it is," George surmised.

"It also helps that we don't have a lot of trees. We don't have huge snow banks, and the snow pack melts off quicker than on courses with more trees. Finally, we have cart paths 1-18, so we

can utilize them as soon as we open the course, so that's a draw as well."

The early spring meant the course opened on March 20, previously unheard of along I-90. Sadly Nelson died in 2012 of ALS. Like Mike Strantz, we lost a great light too early. Even so, Nelson is definitely smiling in Heaven as Ravenwood is still as interesting, fun, and accessible as it was when he finished designing it in 2003

Similarly, there's an electric buzz at the Roc and Pheasant, the Furfari family's 27-hole facility in nearby Shortsville. The new nine, called the Roc, has grown in beautifully. It's long and challenging with excellent green complexes. There's a stud farm with horses and donkeys for rides, and not one but two different concert venues, including a new grassy amphitheatre that seats 300 for movies or concerts. The course

played fast and dry, miraculous for how early in the season it was.

SYRACUSE

Radisson Greens in Syracuse holds the distinction of being, perhaps, the last course in the Syracuse region last year to close, as well as, perhaps, the first course to open this year. We played it in late November and again in mid-March and conditions were still impressive, particularly on the greens.

"Mother Nature had a lot to do with it. We didn't have a lot of snow, and so our great crew we went right out there and attacked it," beamed an ebullient Deneen Zielger, head superintendent at Radisson. "We got right to rolling, mowing, and verticutting our Pencross greens, and the weather has cooperated so far too. This is a Robert Trent Jones, Sr. course, one of his



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most beloved in the area, and so we really want to go the extra mile to honor that.”

Unlike most of Jones, Sr.’s work in the area, Radisson Greens came much later in his career – 1976 – when many of his penal architecture ideas had become mainstream and were in vogue, (through television, but that’s an article for another day...). Radisson clearly features some of Jones’s most iconic features – bracket bunkering, runway tees, and elevated greens. There are also some long carries over water, most notable the par-5 third and the par-3 15th.

That being said, Jones was careful not to make Radisson too penal. Fairways are wide and welcoming. There are a few more strategic angles off the tee than at other, more penal Jones, Sr. designs, such as Firestone’s South Course or his renovation work at Oakland

Hills. A pleasant nature walk in the woods with your clubs, Radisson (indeed all the courses in this article) – is particularly reasonably priced.

BOSTON

One of the two flagship public facilities in the Boston area, Granite Links, a Jack Nicklaus signature design spearheaded by golf architect and Nicklaus design associate John Sanford, has seen an early and successful start to the season as well.

“I visited there last season as I was finishing work at Duxbury Yacht Club, and they were just killing it. After the lockdown ended, they had full tee sheets all summer and fall,” Sanford said.

The A4 bent greens roll perfectly smoothly, and the fairways run fast and firm, almost Tour like conditioning. Head super Brad McDonald

is one of the best in the business. A former landfill, Sanford designed three nine hole loops with different personalities: one quarry, one hilltop, one marshland.

“Overlooking Boston, it’s a stunning and gorgeous site. And Brad and his team do a great job of maintaining the mowing lines and the green sizes. Brad keeps all the strategies we designed by paying careful attention to those, and the results look and play perfectly.”

Granite Links also boasts one of the hottest bar scenes in golf. The cliff-top bar overlooks

both the course and downtown Boston. Range balls, Bloody Marys and oysters all within easy reach, because it’s immediately adjacent to the practice areas, complete with spectacular 270-degree views from 300 feet above the skyline.

When not reporting live from major sports championships or researching golf courses for design, value, and excitement, multiple award-winning sportswriter Jay Flemma is an entertainment, Internet, trademark, and banking lawyer from New York. His clients have been nominated for Grammy and Emmy awards, won a Sundance Film Festival Best Director award, performed on stage and screen, and designed pop art for museums and collectors. Twitter @ JayGolfUSA

NEWS

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Vertex Aquatic Solutions Announces Oxygen Saturation Technology (OST) Product Launch



Vertex Aquatic Solutions announced the launch of Oxygenation Saturation Technology (OST) to eliminate lake anoxia while preserving stratification. The side-stream saturation technology manages anoxia by pumping low dissolved oxygen (DO) water from a lake, canal, or lagoon, saturate it with oxygen and return the water.

A ubiquitous characteristic of eutrophic lakes and reservoirs is oxygen demand in the bottom waters that exceed available oxygen stored in the bottom waters during stratification. As a result, bottom waters remain anoxic for a significant portion of the year leading to nutrient recycling, harmful algae blooms, habitat loss, fish kills, odors, and decline in water clarity.

“At Vertex, we are always looking into innovation and new technologies to bring in new ways and enhanced solutions to our customers for their current needs,” said David Helt, President at Target Specialty Products, “We are pleased to announce that Vertex Aquatic Solutions along with their partner Gantzer Water LLC, has developed a new patent-pending Oxygenation Saturation Technology, based on side-stream saturation technology.”

Vertex, a provider of the highest quality of pond and lake products, focuses on bringing to market products that are environmentally sustainable, that enhance

aquatic ecosystems and reduce chemical use. With earth-friendly focus, Vertex treats many types of water challenges.

“Vertex is excited to launch the release of the Oxygen Saturation Technology,” said Patrick Goodwin, Aquatic Resource Scientist for Vertex Aquatic Solutions. “This breakthrough technology is going to change the way we manage anoxia and improve lake water quality drastically.”

This system is a fraction of the price of traditional oxygen saturation systems but still maintains the quality of materials and deliverables. The new patented Vertex OST is equipped with a water pump specified for either freshwater or saltwater, oxygen dissolution chambers, a bubble capturing system (BCS) to off-gas unwanted nitrogen, and plumbing. The system has been designed to deliver the full capacity of oxygen generated at the lowest possible electrical cost. This high oxygen water is injected via an energy-dissipating header (EDH) into the bottom waters of a lake or canal, where it will move through natural dispersion throughout the entire density layer.

For additional information on Vertex Aquatic Solutions, please visit [Vertex Aquatic Solutions at vertexaquaticsolutions.com](http://VertexAquaticSolutions.com) or follow them on Facebook, Twitter, YouTube and LinkedIn.



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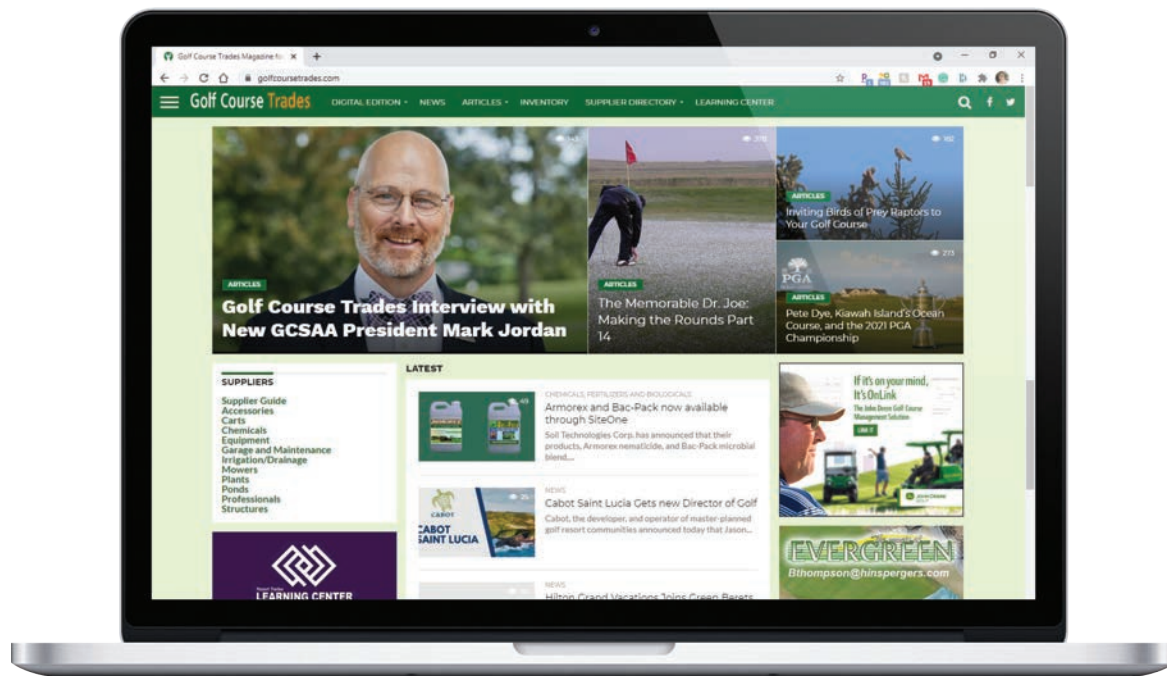
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Smooth Sailing at Hiawatha Landing

by Jay Flemma

Jay Flemma writes about The Links at Hiawatha Landing. According to the course website, “DESIGNED BY BRIAN SILVA AND MARK MUNGEAM in golf’s grand tradition, The Links at Hiawatha Landing is reminiscent of the legendary circuits of Great Britain....” Read on for Jay’s colorful observations!

Hiawatha Landing was born in the formative years of this movement towards harmony. Brian Silva, Boston’s favorite son of a golf course architect, had an eye-opening experience a few short years earlier at Pete Dye’s PGA West Stadium Course. That’s where “the light bulb went on,” as Silva put it in an earlier interview with your author.

Mungeam hadn’t studied classic golf course design in depth before that, but he loved learning the craft and took to it immediately. Temptation, angles, proper sequencing of the holes: as his career would progress, Mungeam would become best known for his prowess at routing.

Opened in 1995, Hiawatha Landing is a modern links-style course with a treeless landscape to take advantage of the swirling winds within the little bowl where the course lies hard by the river. The two loops of nine are separated by Marshlands Road.

The mighty, 460-yard, par-4 16th features a similar challenge, but on an even grander scale. A cavernous fairway bunker yawns menacingly with the fairway winding around it far to the

right. But a drive over the bunker catches a speed slot, and the difference between a tee shot safely in the right side of the fairway and a shot the carries the bunker is four clubs or more into a tiny green guarded by severe swales.

As the Second Golden Age of Golf Course Architecture progresses, and the public golf world revels in masterpieces like Bandon Dunes, Sand Valley, and Streamsong, and Tobacco Road, let’s not forget the Hiawatha Landings and the Red Tails and the Royal New Kents of the world. These were the small public facilities that led the vanguard, and although they may only have a regional following and might not appear on a magazine top 100 list, every successful course of the 21st century owes them a debt of gratitude.



Bobby Weed Restoration has Experts Calling

Culver Academies “The Finest 9 Hole Course in North America”

by Jay Flemma

Landford and Moreau were the Midwest’s proper rejoinder to the great architectural triumvirate of Charles Blair Macdonald, Seth Raynor, and Charles “Steamshovel” Banks, with whom they were contemporaries, as well as disciples. In golf architecture circles these were the poets from whom we drew the literature of the age. The tandem designed almost exclusively in the Midwest, over 200 courses in all, and like all great Golden Age architects, their mastery of strategic principles was the sturdy backbone of their design philosophy, while deep bunkers – especially fairway bunkers diagonally set and with gull-wing shapes and towering faces – and boldly curvaceous greens were the arrows most often and effectively used in their strategic quiver. They also liked diamond-shaped greens, which test both accuracy and distance control.

So it was when Morrisett

found it in '06. Instantly he recognized the formidable bones of the course: it's routing, wide playing corridors, phenomenal green contours, and cavernous bunkers. Morrissett praised it in his first article about the course published that year, but then he summed up Culver's conditioning and maintenance issues with some well-chosen words of criticism, words that changed not only the course's history for Culver, but all 9-hole courses in America.

The other critical piece was the addition of a full-time greenskeeper agronomist, Mike Vessely, a turfgrass specialist. His aggressive topdressing regimen and sand-capping allowed him to begin the process of expanding the greens back to their normal size while also winterizing the course for the winter of 2013-14 so it would bounce back quickly come spring.

Upon revisiting the course this year, Morrissett found that Culver had become all he had hoped for. Sand was back in

all the bunkers, 200 trees were removed, irrigation improved, conditioning, the course was back to its wide fairways and expansive greens, there was even a new practice facility, with fairways greens and tees – as state of the art as any academic institution in the country.



Kingsley Club & Belvedere Are Northern Michigan Standouts

by *Steve Habel*

I played two of these out-of-the-way courses – The Kingsley Club near Traverse

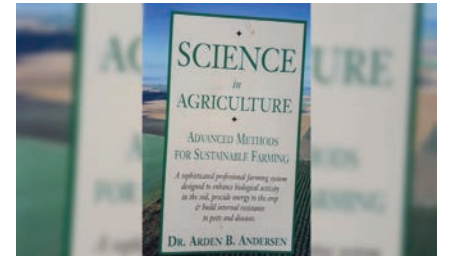
City and Belvedere Golf Club just south of Charlevoix – on the same day in late summer. When it comes to golf in Michigan, there's no better time to play it than in September, when course conditions are prime, the days are still long and the weather offers cool mornings and temperate afternoons under sunny skies.

A portion of the site that comprises the home half has deforested areas, but some of the holes are lined by maple, oak, beech, and pine. The best test at Kingsley Club might be its first hole, a 602-yard par-5 that plays off an elevated tee and over deep center-line bunkers. Take the safe route to the left or right and play it as a three-shotter, unless you can drive the ball about 270 yards and get a giant speed-slope kick that will provide a chance to reach the green in two.

There are no tricked-up holes here: Bunkers lurk at green-sides and strategic fairway locations, especially at doglegs, but are not overstated. Playing to a par of

72 at 6,943 yards, Belvedere is rated at 73.7 and has a 134 Slope.

Belvedere revels in its history, having been the site of the Michigan Amateur Championship a record 40 times. It hosted the prestigious tournament, played for the 103rd time, in June 2014.



Must Reads for Superintendents

by *Jeff Shelley*

With apologies to their fellow workers, superintendents are the unquestioned intellectuals at most golf courses. After all, the majority of supers have graduated from intense four-year programs at top universities.

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The reasons for this is that the superintendent's daily duties require myriad technical know-how as they address areas on their golf course related to mathematics, botany, biology, soil and turfgrass sciences, irrigation and drainage systems, plant physiology and propagation, accounting and financial management, computer science, statistics, and communications.

Online sources are readily available and widely used on a daily basis. Steve Kealy, the superintendent at Glendale Country Club in Bellevue, Wash., says he visits these websites regularly.

In addition to these books and associated websites, superintendents are kept abreast via bulletins and newsletters by their state and regional turfgrass associations that discuss local issues, such as regulatory changes, watering practices, pesticide use and the like.



The subtle necessity of on-course restrooms

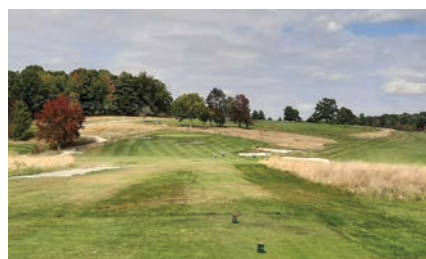
by Kyle Earlywine

Such is Copake Country Club, restrooms are a universal need. Golfers may not discuss their digestive lives, but it's a safe assumption they use a toilet on a regular basis. When discussing this topic with golf course superintendents, many of them will immediately mention their worries over losing female golfers due to poor restroom accommodations. They have good reason to think so, as this issue is hardly under the radar for female golfers.

So what types of options

are out there for on-course restrooms? As someone in the restroom business, I can tell you that there are many different restroom types, but they all fall into two basic categories – those with water (flush restrooms) and those without.

Other companies offer structures that can be placed in the ground permanently and appear to customers as a completely normal flush restroom. Either way, golf courses now have a way to affordably provide the highest quality restrooms to their golfers.



Copake Country Club Turns Towards 100th Anniversary

by Jay Flemma

Such is Copake Country Club, the little 6,300-yard public golf course that punches far above its weight. Built in 1921 "by either Devereux Emmet or one of his design associates," as restoration and renovation architect Mark Fine put it, and opened in 1922, Copake will celebrate its 100th anniversary next year looking and playing every bit as strategic as when Emmet and friends completed the course for Sam and Sidney Zasuly as part of their Camp Copake Lake Resort, one of the original Catskill Mountains, Borscht Circuit playgrounds that, decades later, gave us Grossinger's and the Concord.

The runaway success of Fine's work and Anderson's stewardship is a testament to minimalism, and demonstrates conclusively that even with a limited budget a small public golf course can not only recall the former glory of its Golden Age heritage in a restoration, but maintain it financially going forward. In Copake's case,

they followed a tried and true formula that any course can follow: cut down trees that have no architectural purpose to create the open vistas and playing corridors of the original design. As a result, the turf got healthier and the long views across the valley that it opened up are breathtaking.

"Mark Fine helped us reclaim our Golden Age past without putting his own stamp on it," stated Anderson. "When you talk with him, he has a passion for golf design that you can feel. He loves studying the history of the courses and the style of the architects – whether it's Emmet or Tillinghast or Macdonald – and he gives your course back what was lost over time."

Copake is exactly what we need more of in golf: an inexpensive public course you can play quickly, that isn't overly long, and has fascinating green complexes and plenty of strategic options.

You can also watch Jay's interview with Mark Anderson and Mark Fine on our YouTube channel.



Baby Bethpage – Head Superintendent Kevin Carroll Brings U.S. Open Experience to Syracuse's Green Lakes

by Jay Flemma

If by chance you had peeked your head into the maintenance shed of Green Lakes State Park Golf Course last fall, a strange sight may have befallen your eyes. Dozens upon dozens of boxes of Cracker Jack – that iconic, delicious, peanuty-popcorn snack – were strewn around

the shop haphazardly.

Carroll, who began his career as an intern on the Bethpage Black grounds crew, was a critical addition to the team, bringing a wealth of major championship and PGA Tour experience to what Syracuse-area golfers revere as their own Baby Bethpage. He also brings a first-class, blue-collar work ethic to the way he and the crew maintain the golf course.

The project was necessary. If Green Lakes had a shortcoming, many of the bunkers had become so filled with sand or their faces so eroded, you could play out of them with a putter, an untenable situation for any serious golf course. The situation came to a head recently when Your Author holed out a 100-foot shot out of the back right bunker of the par-3 fourth hole with a putter. It also broke 40 feet if it broke an inch.

"They should rehab that bunker," Rees continued. "Besides, we should praise shots like that for their creativity. I think it's fabulous; it's a smart play. I saw Vinny Giles break the course record at the Breakers, and he did it by getting up and down out of a bunker with a putter. The more options you have around the greens, the better."



Mower down, the Sequel!!

by Brian Duffy

I could hear the sound of the shotgun that sent the golfers across the course to their

designated starting tee. The pressure was high as the golfers headed towards us from one direction and The Superintendent from another. In the nick of time, like getting a stalled car off the railroad tracks, the safety switch plug that the operator had broken off was reconnected and the mower was sent on its way.

The origin of today's modern and efficient engine began in 1876 when Nicolaus Otto designed the four-cycle internal combustion engine, which became known as the Otto Cycle. The four-stroke name is derived from the action of the piston inside the cylinder as it moves upward or downward to complete a stroke. Four strokes complete one cycle. There are three conditions that must be present to allow an engine to start and continue running. These conditions are fuel, ignition, and compression.

A total loss of compression can also be detected without any test tools when the starter can spin the engine over freely without any resistance. This can be confirmed by removing the spark plugs and blocking the spark plug holes with your thumb while cranking the engine. If you can keep your thumb in place, there is a loss of compression. This indicates a broken connecting rod, piston, or valve damage.



Black Water and Environmentally Green Results

by Linda Parker

The folks at Audubon

International speak proudly about the accomplishments of all the superintendents who achieve Audubon certification at their facilities. Given how proud Audubon International is of each superintendent, when the Director of Environmental Programs for Golf, Frank LaVardera, identifies Jim Pavonetti CGCS as exemplary, you know Jim is a special steward of the environment.

For the past thirteen years, Jim has been the course superintendent at Fairview Country Club, a private club in Greenwich, Connecticut. In this picturesque setting, Jim keeps playing conditions optimal, club members happy and course maintenance practices environmentally green.

In 2012, Fairview management installed a new irrigation system, purposefully designed to help conserve water through user-controlled irrigation practices. "Four hundred quick-couplers allow for easy hand-watering," Jim explained. "And we have adjustable part-circles on all areas of the property. We have dialed in the part-circles by changing nozzles. We audit the system in the spring during startup and again in the summer, checking arcs and nozzle spacing to ensure that we are accurately applying water only where needed."

The Fairview Country Club property includes acreage that previously belonged to St. Luke's Convalescent Hospital. A stately brick structure that years ago housed patients seeking to rehab in the scenic coastal countryside now houses the course's upscale clubhouse, guest rooms, and other club amenities.

In closing, Jim shared these motivational thoughts for other superintendents. "ACSP certification is not something you achieve and then sit back. With everything we are doing, we're still perfecting things. But you shouldn't hesitate to take the steps to get your course ACSP certified.



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Summer heat is on the way, which can spell trouble for alluring ponds, streams and water-hazards. During cooler seasons the water surface may look healthy, but underneath the ingredients are gathering for a Summer bloom. From a Superintendent's perspective, should you start an aquatic management system now, or is it better to let things play out, dealing with any problems later?

The ultimate gauge may be your clientele when considering the best time to bring in an aquatic expert. Will customer loyalty suffer if less than ideal conditions arise? What if the bloom lasts a month; what about two? Is there local competition to your property if unsightly ponds persist? A new generation of golfers are deeply invested in Green solutions. Have you turned this to your advantage and begun an aquatic program to boast about, or will a dead lake go unnoticed? How forward thinking are the property owners; can you budget now for preventative maintenance of your aquatic environment?

Like a good golf game, a good aquatic strategy requires planning. During the Winter and Spring months vital decisions and steps need to occur. Each property feature is unique; complicated relationships exist between water flow, debris accumulation, filtration, pH changes, phosphate and nitrogen abundance, and plant-animal-algae/bacteria. When a pond is left to its own designs a problem can quickly manifest, turning your water hazard into a water nightmare. If this is the first time you call for help, the 'fix' will not be less costly than a maintenance relationship, and your golfers will notice.

The similarity between aquatic health and a good golf strategy goes much deeper. Maintaining a man-made environment requires an understanding of the challenges ahead, an appreciation for complexity, and communication. Before taking a swing, a good golfer thinks about the wind, the obstacles, and where the ball should fall. The best players think in terms of how the course changes with the seasons and their personal goals.

A well-groomed and eye-pleasing course attracts golfers. Like a good golf stroke, the aquatic environment should feed off of the landscape seamlessly, while expressing its own natural power. Every feature on a property has its own unique challenge, ranging from simple to complex. The goal is to reach and maintain a healthy balance under local conditions.

Diversified Waterscapes, Inc. (DWI) has worked with clients for over 40 years to maintain the aquatic beauty of their properties. Over that period, Patrick and Maria Simmsgeiger have developed and manufactured an extensive range of Green products.

Patrick has been maintaining lakes since the age of 14 and is currently the President of DWI, is NALMS certified and the only CLM to manufacture its own products. He is one of the few individuals in the industry who is an expert in all stages of aquatic environments: product development, manufacturing, application and emergency treatment.

DWI commonly renders suggestions on depth, shape, biological composition, drainage, and other corrective steps to alleviate stress to the system, enhancing balance. Clients rely on



DWI to manage all their aquatic assets, assure a continually pleasing and healthy environment, and deliver these services within budget. Communication assures that the Superintendent's vision for the property is realized. The DWI model is to avoid emergencies by using a proactive Green approach for existing clients of all sizes.

Every property Superintendent has a 'Monster' story. All these stories start with a picture of a lovely water feature, pristine and pleasing to drive over with a favorite 3-Wood. Then a period of rain or heat reveals the lurking monster.

Once the kraken emerges normal treatment has little success pushing it back. Soon its unsightly tendrils and putrid smell has patrons avoiding the area. This once attractive fairway feature becomes a water obstacle, with your golfers aiming for the rough. As the monster grows, Tee Time reservations see a downward trend.

The course Superintendent snaps into action, changing watering patterns,

redirects runoff, assures grass-clippings are not feeding the beast, and modifies the area's fertilizer. When these do not get results trees are repositioned. But the monster persists, and can even grow.

Now chemicals are brought out of the shed and applied in double doses. Still the monster persists. In a final act of man-over-nature, a deadly pesticide is deployed which slays the kraken but also the water and everything in and around it. But now that the natural balance is eliminated, another monster lurks for the ideal moment to bloom, with no competition and plenty of dead sediment to feed on.

DWI maintains aquatic health so the monster never shows itself, using a range of products designed specifically for each unique environment. With a proven record of success, balancing a Green approach and expert knowledge with the correct application of products, DWI gives no room for the monster to appear.

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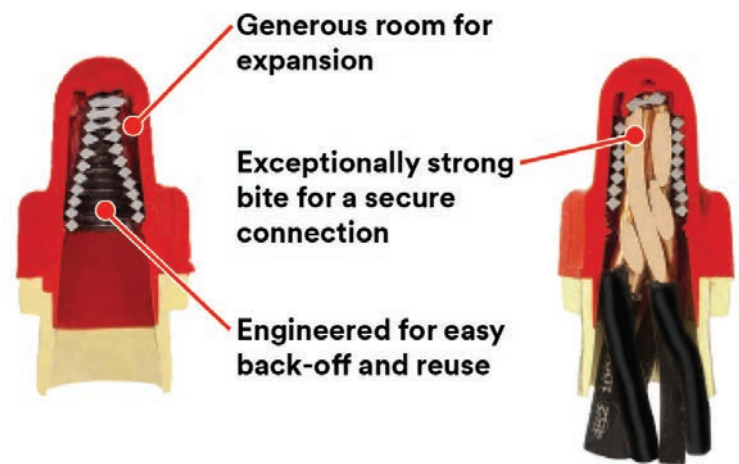
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