

June 2017

Commonwealth Crier

News from the Virginia Golf Course Superintendents Association



President's Message

I would like to start off by thanking all involved in the planning and implementation of the first annual Virginia Tech Turfgrass Research Classic held at The Country Club of Virginia. Not only was it a huge success in raising research money for Virginia Tech, but it demonstrates the importance of every aspect of our industry. We joined two fundraisers into one and came out way ahead of previous years. Industry groups and vendors were more than generous with their funds. Individuals from all parts of the industry donated much time and effort into making this a success. I have already heard people are looking forward to next year, with ideas for making this even better.

We have finalized a location for this year's Annual Meeting and are in the process of lining up a quality program. We will be holding the meeting in Charlottesville at The Darden School of Business. This will be all in one location at UVA's North Campus with the hotel, conference center and parking all together. We are in the process of finalizing the program which should prove to be top notch. **SAVE THE DATES** of December 4-5, 2017!

We continue to look to be a strong partner in statewide and regional partnerships in the Golf Industry. With

our membership on the Mid-Atlantic Golf Council, we are looking to provide a meeting and education for all aspects of golf in the Mid-Atlantic, much like the old USGA meetings, only better. Jeff Holliday, CGCS has put a lot of time into spearheading this with Chris Harriman of MAAGCS, and it is developing into a very significant event for the industry. This is an opportunity for all parts of the golf industry to come together in Alexandria. **SAVE THE DATE** of March 6, 2018.

We also encourage everyone to try to attend a Golf 2.0 meeting at Independence Golf Club in Midlothian, VA. This is a much more informal and free-ranging type meeting with input/concerns and successes from people all over the state with some really good ideas. Previous discussion have helped develop agendas, and prime topics already discussed include recruiting millennials and making golf fun. The next meeting is July 13th at Independence.

I would like to thank all those who have had their Nutrient Management Plans done, and I want to encourage those who haven't to get started before the July deadline. This is important to us as an industry to show the government agencies that we are serious about our stewardship of the environment and that we are able to self-regulate. Thanks to all those who have

reached out in an effort to increase participation.

Inside our newsletter, you will read about some of the big events this spring. Congratulations to Jeff Whitmire, CGCS, who notched a record eighth win in the VGCSA Championship, defeating two-time defender Cameron Yancey of Nottoway River in a sudden death playoff. In addition, our local associations had some splendid spring meetings – I hope you got the chance to attend!

In closing, I want to relate just how fortunate we are to have 73 corporate partners supporting our association. Every year we say farewell to a small number of partners, but we are always exhilarated by the influx of the new ones. So a shout out to our new partners, Horizon, Vereen's, Virginia Sand & Stone, George Golf Design, Growing Solutions and Woodward Turf Farms. And we are most grateful to our loyal partners who support us year in and year out. Show your thanks by patronizing them!



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VGCSA Conference Continues to Grow, Moves to December 4-5 in Charlottesville

The VGCSA Conference continues to grow in its fourth year, and the event moves to Charlottesville on December 4-5, 2017. **SAVE THE DATES!** The University of Virginia's Darden Business School is the site, with on-site accommodations at their Inn.

Excellent education credit will be available to VGCSA members, with a strong lineup of speakers currently being recruiting by the Conference Committee. The Old Dominion's Education Segment will be held on the first day, from 1-4 pm, then followed by the Association's Annual Meeting and Awards Presentations. Immediately following the meeting, there will be a FREE Partner Appreciation Reception, featuring your favorite beverages and hors d'oeuvres, and plenty of networking time with your friends. Target Specialty Products is making plans for a Monday Night Football party, to be hosted by Ian Grove.

Then on Tuesday, a Networking Breakfast will run 7:30-8:30 a.m., followed by more education, featuring outstanding speakers from the fields of turf and business, all designed to make your jobs just a little easier and a little better. A bonus to this

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year's conference will be a special leadership presentation by a Darden School of Business representative.

The event is clearly moving to an all-star conference location, but the VGCSA Board is sensitive to the price to members. Thanks to the excellent support of sponsors

like Revels Tractor and Finch Services (the John Deere distributors) and other excellent companies, the conference will be at a reasonable price, and a single guest room will be just \$99 plus tax. The VGCSA is committed to providing value and service to its members.

James River Country Club to Host the Joe Saylor Memorial A "Homecoming" on Monday, October 9



Host Rob Wilmans, GCS

The VGCSA is pleased to announce that James River Country Club in the Newport News will host this year's Joe Saylor Memorial Tournament on Monday, October 9th. Current TTA President Rob Wilmans is playing host to the most fun event of the fall, which will continue its tradition of friendly competition with plenty of refreshments and a little golf!

This year's event will be a "homecoming" tribute to Joe Saylor, the honoree of this annual memorial event. Joe was longtime superintendent at James River Country Club, and a leader in state and regional affairs for the superintendents. Joe passed away in 2005. Defending the title will be Ed Eagle, CGCS and Billy Sayre of IngleSide Resort.

VGCSA Assistants Forum Heads to NOVA Belmont Country Club Hosts Joint Event with MAAGCS

VGCSA is pleased to announce its partnership with the Mid-Atlantic AGCS for this year's Assistants Forum, set for Monday, October 30th at Belmont Country Club in Ashburn, VA. This is a return engagement from the 2015 event, and Aaron Wells, GCS plays host. Planning the event are Steven Ball of Ballyhack Golf Club and Mark Jones of Baltimore Country Club. Plans are for a dynamic educational experience, followed by golf on the Belmont Country Club championship course, designed by Arnold Palmer.



Jeff Whitmire Regains VGCSA Championship Title by Edging Out Cameron Yancey in Playoff

For the past two years, Cameron Yancey dominated the VGCSA Championship with strong play and comfortable margins of victory, but the 2017 rendition was a tight race all the way. Seven time Champion Jeff Whitmire and Virlina Cup player Matt Zarnstorff both challenged Yancey for the title, and this time it was Whitmire reclaiming it after a birdie on the first playoff hole to edge Yancey.

Yancey of Nottoway River Country Club and Zarnstorff of Creighton Farms Golf Course played together starting on hole 10 and Matt stormed to a quick 3-shot advantage with a par-eagle-birdie-birdie start! But Yancey kept the pressure on, pulling within one after an eagle on #15. They were tied at the turn, and on the front nine Yancey birdied #4 to lead Zarnstorff by one – he

held that lead to the finish as they shot 73 and 74 respectively.

Meanwhile Whitmire of the Williamsburg Club started on the front nine and birdied #1, before slipping with bogies on the next two holes. He turned at +2 and needed a one-under-par back nine to come in tied with Yancey at 73.

So for the first time in a few years, a playoff would decide the championship. Both players drove well on the challenging first hole, then Whitmire staked a claim with an approach shot just five feet below the hole. Yancey played a little long and could not sink an 18-footer. The title belonged to Whitmire when he drilled his birdie putt.

In the Assistants Division, Garrison Fowler of Two Rivers Country Club won by five, shooting 76 to best Charlie Gregorski

of 1757 Club – Gregorski's consolation was Low Net honors.

The new Senior Title belongs to Bobby Friend of Brookwoods Country Club, after a 76 to edge out Dick Fisher of Lake Chesdin.

In the Affiliate Division, Jim Wilson of Harrell's defended his title with a 78, scrambling back from a case of the "Chinese pitchouts" on three separate occasions. He narrowly defeated Bo Jumbercotta of Landscape Supply, who carded 79 and won Low Net for the division.

In the Superintendent Division, Trevor Hedgepeth of Kinloch won a scorecard playoff with Zarnstorff for Low Net honors at 72.

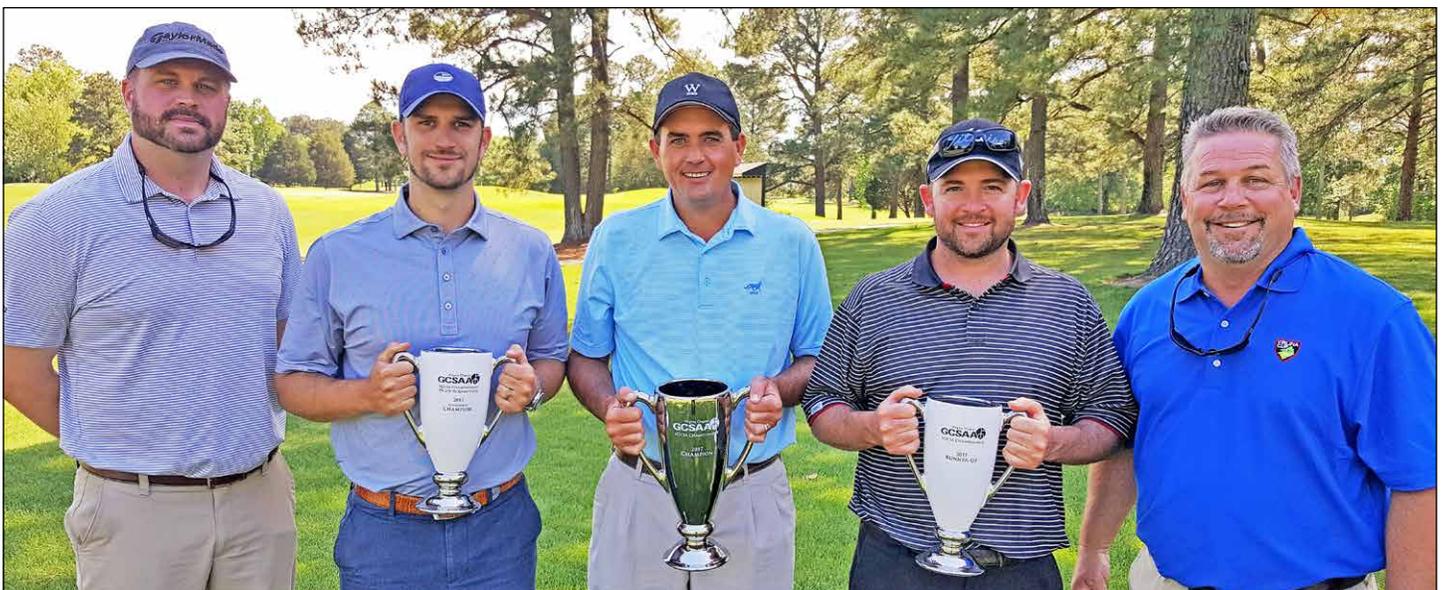
Host superintendent Vince Hankley had the course in beautiful condition on a bluebird day of bright sun and blue skies.



Jeff Holliday, Bo Jumbercotta



Bobby Friend, Jeff Holliday



Ben Peters, Garrison Fowler, Jeff Whitmire, Cameron Yancey, Jeff Holliday



Jim Wilson, Jeff Holliday



Garrison Fowler, Jeff Holliday



Charlie Gregorski, Jeff Holliday

2017 VGCSA Championship Results

Superintendent Division

Champion – Jeff Whitmire, The Williamsburg Club, 73 (playoff 3)

Runner-Up – Cameron Yancey, Nottoway River Country Club, 73 (playoff 4)

Low Net – Trevor Hedgepeth, Kinloch Golf Club, 72

Assistant Division

Champion – Garrison Fowler, Two Rivers Country Club, 76

Low Net – Charlie Gregorski, 1757 Club, 75

Affiliate Division

Champion – Jim Wilson, Harrell's, 78

Low Net – Bo Jumbercotta, Landscape Supply, 68

Senior Division

Champion – Bobby Friend, Brookwoods Country Club, 76

Virlina Cup Team Taking Shape, Will Defend Title in Carolinas

Virlina Cup Captain Jeff Holliday, CGCS is seeing his Defending Champion Team starting to take shape, when the Cup heads to the North Carolina Mountains at Highlands Country Club on October 1-3. Five spots have been claimed, and all five are returning from last year's squad.

First it was Matt Zarnstorff of Creighton Farms GC claiming the Greater Washington qualifier to earn the first spot on the team. Then at the VGCSA Championship, Jeff Whitmire, CGCS of Williamsburg CC, Cameron Yancey of Nottoway River CC and Garrison Fowler of Two Rivers CC punched their ticket. Most recently, Jeff Yarborough of King Carter GC

outdueled Brent Graham of Two Rivers CC for the fifth spot. One spot remains at the VTA/SVTA Qualifier, with two spots reserved as picks for the Captain and Sponsor.

Syngenta returns as the sponsor, headed by Ben Peters, Sam Camuso and Mark Brazinski.



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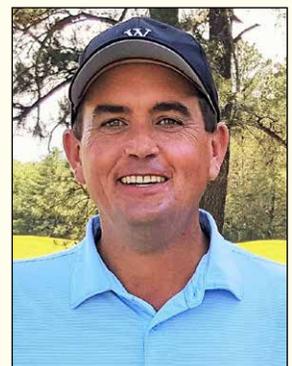
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Jeff Holliday, CGCS Captain



Matt Zarnstorff



Jeff Whitmire, CGCS



Cameron Yancey



Jeff Yarborough



Garrison Fowler

2017 Virginia Tech Turfgrass Research Classic

Record-Breaking Amount Raised for Turf Research



A good idea that actually worked! When VGCSA and VTC decided to combine their turf research fundraisers into one mega event, the Virginia Tech Turfgrass Research Classic was launched on Monday, May 22 at The Country Club of Virginia. Gross revenues surpassed \$90,000 and a multitude of top industry vendors took the lead in ensuring the best event ever. The event included a new Richmond-based Field Day, showcasing research in the “transition zone.”

“We couldn’t be more thrilled with the way the industry stepped up,” said Dr. David McCall, Virginia Tech’s lead representative on the project. “And we were also excited to be able to conduct research in the warmer climate of Richmond, which is more prominent statewide than what we have in Blacksburg.”

For the record, 68 companies supported the event, which drew 192 players in the two-course tournament contested over the James River and Tuckahoe Creek Courses. Host superintendent Christian Sain was largely responsible for the invitation to play at The Country Club of Virginia, which offered a beautiful setting, outstanding facilities, great food and beverage, and superior service. It was an tremendous event, and a bad forecast retreated to yield a very nice day for golf.

Two companies headlined the sponsorship challenge at the highest level (Hokie Patron - \$5,000) – Landscape Supply and Harrell’s. Smith Turf & Irrigation collaborated with Toro and Turf Equipment & Supply to sponsor the tournament but also to donate a Toro MP5800 Geo-Link

Sprayer to Virginia Tech, a valuable piece of equipment retailing for \$100,000! In addition, Virginia Green and BASF came in the next level (Dr. John Shoulders Patron - \$4,000). Seven companies contributed at the \$3,000 level – Bayer, Buy Sod, Green Golf & Turf, Homefield Fertilizer/ Meadowspring Turf, PBI Gordon (Kabuto), Turfbreeze and Virginia Sand & Stone.

In addition, many companies donated items to a silent auction, and many participants entered the 50-50 raffle to help grow the support of Tech.

In the tournament, the Virginia Green #2 team won Low Gross and the Yardworks team won Low Net on the James River Course. The Revels/Finch team won Low Gross and the McDonald & Sons / Modern Turf team won Low Net on the Tuckahoe Creek Course.

Honor Roll of Sponsors

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Dr. Wayne Bingham Patron (\$2,000)

Innovative Turf Services, Lebanon Turf, Luck Ecosystems, Revels/Finch, Smith Turf & Irrigation, Southern States, Syngenta

Orange & Maroon Patron (\$1,000)

Billy Casper Golf, Davisson Golf, Genesis Turfgrass, Growth Enhancer Turf Consultants, Harco Fittings, Helena, Intelligro, Knox Fertilizer, M&M Consulting, McDonald & Sons, Modern Turf, Nufarm, Peebles Golf Cars, Salisbury Country Club, Revels Turf & Tractor, SiteOne Landscape Supply, Tidewater Turfgrass Assn, Target Speciality Products, Toro/TESCO, Trinity Turf, VGM Club, VSTMA, Virginia Turfgrass Association, VTC, Willard Companies, Yardworks

Hole Sponsors (\$300)

Better Billy Bunker, Brookmeade Sod, Capillary Concrete, Christian Sain, Earthworks, East Coast Athletics, Fisher & Son, FMC, GCSAA, Harmon Turf Services, Howard Fertilizer, Hydro Solutions, Jacobsen, JRM, MAPGA, McGill Compost, Old Dominion GCSA, Precision Labs, Quali-Pro, Select Source, United Turf Alliance, VGM Club, Woodward Turf Farms

Auction Donors

Aqua-Aide, Dr. Shawn Askew, BASF, Hokie Club, Homewood Suites Fredericksburg, Innovative Turf Services, Intelligro, ITAC Turf, Landscape Supply, Nufarm, PBI Gordon (Kabuto), Performance Nutrition, Prime Source, SipCam Advan, SiteOne Landscape Supply, Trinity Turf, Virginia Tech Turf Team



Dr. David McCall discusses the turf trials at the Field Day



Field Day participants reviewed the test plots



The Reception in the CCV Ballroom drew a large crowd



Dr. Shawn Askew review research plots during Field Day



The Harrell's Team



Scott Cornwell receives a closest-to-the-pin prize from VGCSA Vice President Bill Keene



The TTA Team enjoys the festivities



Dr. Erik Ervin thanks sponsors



Lentz Wheeler enjoys a laugh with Kevin Connelly of Landscape Supply

2017 Virginia Tech Turfgrass Research Classic Results

- James River Low Gross** – Virginia Green #2 (Chris Snow, Ralph Reahard, Ross Sumner, Troy Hall), 53
- James River Low Net** – Yardworks (Billy Stinson, John Kauzlarich, Charles Paulette, Jeff Mayo), 54
- James River 2nd Net** – Tidewater Turfgrass Assoc. (Rob Wilmans, Jeff Yarborough, John Crain, Tim Doran), 54
- James River 3rd Net** – Lebanon Turf (Ed Holland, Steve Cohoon, Chris Gray, Mike Lytle), 55
- Tuckahoe Creek Low Gross** – Revels/Finch (Jeff McMackin, James Hockman, Ben Longest, Dylan Payne), 58
- Tuckahoe Creek Low Net** – McDonald & Sons/Modern Turf (Kyle Trzaskos, Logan Thompson, Buddy Smith, Randy Allen), 54
- Tuckahoe Creek 2nd Net** – Davisson Golf (Rob Hessler, Mike Mueller, Lentz Wheeler, Mark Kingora), 54
- Closest to Pin:** James River – Scott Cornwell, Kyle Miller • Tuckahoe Creek – Tommy Adams, Conner Hall
- Long Drive:** James River – Mike Hagemann • Tuckahoe Creek – Matt Drayton

Green Industry Survey – Your Responses are Important!

The idea of a Green Industry Survey started in late 2013. Our industry, fighting some legislative battles in the State of Virginia, was utilizing 2005 data when discussing the economic value, the number of industry employees, and other important facts and figures. Our voices were not being heard, and therefore our industry was being ignored.

After two years of working on a plan and a strategy, the cost of the survey has been funded and an outside party has been hired to manage the development and administration. Survey development is complete so, Superintendents and Assistant Superintendents can visit the VGCSA website for a link to take the survey. For your convenience, a printed copy is also being mailed to VGCSA superintendent members. Do your part to help our industry!



Rounds 4 Research Auction Raises \$217,000 for Turfgrass Studies

The 2017 Rounds 4 Research fundraising program to support turfgrass studies, managed by the Environmental Institute for Golf (EIFG), sold more than 1,080 rounds and yielded in excess of \$217,000 in its May online auction, making it the most successful in the history of the six-year program. The EIFG is the philanthropic organization of the Golf Course Superintendents Association of America (GCSAA).

“We are thrilled that Rounds 4 Research had its most successful year ever,” said Rhett Evans, GCSAA chief executive officer. “This is a wonderful program that allows golfers to help support the future of the game through important turfgrass research while playing the courses they love.”

The national campaign is supported by a \$50,000 donation from The Toro Co. The Golf Channel, Golf Advisor and GolfNow provided promotional support. In Virginia, \$2,551 was raised, with Primland Resort leading the way with the highest bid.



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2nd Old Dominion GCSA Scholarship Tournament a Hit at Richmond Country Club

The second annual ODGCSA Scholarship Tournament took place in April at Richmond Country Club. It was a beautiful day and the golf course was in great shape, thanks to Superintendent Greg McCue, CGCS and his staff.

In the two-man Stableford format, Eddy Grattini of Brandermill Country Club and Ian Grove of Target Specialty Products took

top honors with a gross score of 39 points. First place in the net division went to the team of Josh Grimes of Kiskiack Golf Club and Neil Jones of Buy Sod, with a score of 52 points.

As the event continues to grow, ODGCSA is proud to be able award \$2,000 in scholarships for the second consecutive year. These scholarships are available for

anyone that works at a golf course that has a current VGCSA member in good standing, regardless of their position at the club. Be on the lookout for the scholarship application in the VGCSA's weekly email, *Through the Green*.

Thank you to our sponsors Smith Turf & Irrigation, Hydro Solutions, MCI Pumps, Vereens Turf Products and Revels Tractor.



Paul Van Buren, ODGCSA President; Josh Grimes, Kiskiack Golf Club and Neil Jones, Buy Sod



Matt Pound, Smith Turf & Irrigation & James Nick, Country Club of Virginia

Odum Honored by VSGA with Turfgrass Scholarship

Forty high-school seniors and one turfgrass student at Virginia Tech were among the 41 scholarship award recipients honored by the VSGA-VIP Scholarship Foundation at VSGA Day at Richmond Country Club.

This year's grants total \$113,500 and a portion of each VSGA VIP Golf Card sale helps fund the program. Since being launched in 1984, the Foundation has distributed more than \$2.2 million to 953 students, including 85 doing turfgrass research.

"The quality and depth of this year's applicant pool may be the strongest we have ever had," VSGA-VIP Scholarship Foundation president Michael Millen said.

"We certainly want to thank our VIP Golf Card holders for helping generate funding for this year's scholarships and especially our participating VIP clubs for making their facilities available."

This year's turfgrass research award went to **Jacob Odum**.

Jacob Odum (Max Meadows, Va./Virginia Tech) – \$2,000: Junior in the four-year Turf Management Program through the Crop and Soil Sciences department at Virginia Tech ... Competed and placed 15th out of 60 teams in the 2017 Collegiate Turf Bowl Competition at the GCSAA trade show in Orlando ... 3.46 GPA ... Dean's List ... Worked in course maintenance at Blacksburg Country Club and volunteered at Country Club of Virginia during the Dominion Charity Classic.



(L-R) Michael Millen, president of the VSGA-VIP Scholarship Foundation, Jacob Odum, and Sarah Robertson, selection committee member

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WE ARE GOLF Celebrates National Golf Day's 10th Anniversary on Capitol Hill

By Steve Perry

WE ARE GOLF, a coalition of the game's leading associations and industry partners, visited Capitol Hill on April 26 for the 10th annual National Golf Day to discuss the game's nearly \$70 billion economic impact, \$4 billion annual charitable impact, environmental value to local communities and fitness benefits. A record 175 Congressional meetings were scheduled and nearly 200 attendees from 35 U.S. states participated.

Industry leaders met with Members of Congress, the Executive Branch and Federal agencies to highlight the two million jobs impacted by golf and the nearly \$4 billion raised for charitable causes through 143,000 philanthropic events annually. Throughout the day, participants shared stories about the game's 15,000-plus diverse businesses, tax revenue creation, accessibility, tourism, ecological value and the fact that one in 75 U.S. jobs is impacted by the industry.

New for 2017, more than 100 golf industry leaders participated in a community service initiative on the National Mall the morning of April 25. The initiative focused on beautification, preservation and helping the National Park Service with turf deferred maintenance. Virginia leaders included Scott Kinnan, CGCS of Farmington Country Club, David Walter, GCS of Lansdowne Resort, Mike Fentress, PGA of Virginia Beach Golf Management, Brian Armstrong, GM of the Country Club of Fairfax and David Norman of VGCSA.

"I look forward to National Golf Day every year. It's a chance to visit with the folks at WE ARE GOLF here on Capitol Hill to talk about the positive impact the game has on our economy, worthy charities and personal fitness," says Congressman James E. Clyburn, Assistant Democratic Leader (D-SC). "I especially appreciate the opportunity to discuss expanding diversity throughout every aspect of the game of golf."

This year's event also included Mike Davis, Executive Director of the United States Golf Association (USGA), the PGA TOUR's Billy Hurley III, and Olympic gold medalist Dan Jansen.



Superintendents participate in a community service project to beautify the National Mall.

"The influence of the game continues to grow. Golf continues to lead the way, in terms of not just physical strength but also mental strength and character," says Senator John Barrasso (R-WY). "Golf is a worldwide, growing global activity."

Organizations participating were the Club Managers Association of America, Golf Course Superintendents Association of America (GCSAA), Ladies Professional Golf Association (LPGA), Links to Freedom, National Alliance for Accessible Golf, National Golf Course Owners Association, PGA TOUR, Salute Military Golf Association, The First Tee, U.S. Golf Manufacturers Council, USGA, World Golf Foundation and several others.

"Celebrating our 10th anniversary was an historic moment and significant milestone for the golf industry," says Steve Mona, CEO of World Golf Foundation and administrator of WE ARE GOLF. "The game's economic, charitable, environmental and fitness benefits echoed throughout Capitol Hill as we shared golf's contributions, both locally and nationally, with our country's decision-makers."

National Golf Day featured a day-long

exhibit in the Rayburn Foyer with live lessons for Congressional Members and staff from 2012 PGA Teacher of the Year Michael Breed, host of "The Golf Fix" on Golf Channel and LPGA Teaching Professional Karen Palacios-Jansen, founder of Cardiogolf, a golf-specific fitness system. Special exhibits and activities included a "Closest to the Pin" contest on an aboutGolf simulator; state-of-the-art swing analysis from GolfTEC; a Republican vs. Democrat "Putting Challenge;" and interviews with attendees on SiriusXM PGA TOUR Radio.

Across America, Topgolf partnered with WE ARE GOLF to offer free five-minute lessons at each of its 27 U.S. locations with slow-motion video swing analysis through its Topgolf U instructional program.

For more information, please visit www.wearegolf.org.



Get Your Nutrient Management Plan Complete

It's Easy and Grants are Available! Plans Must Be Completed By July 1, 2017

As you may know, July 1, 2017, is the deadline for all golf courses in Virginia to have a certified Nutrient Management Plan for their course. The state has approved a grant program to assist courses with complying with this regulation which is allotted on a \$10/acre schedule but, each contractor sets their own fee.

The process to complete your NMP is easy and not as costly as you would think. Having a plan shows the community that golf courses are conscious of the environment and actively taking steps towards protecting it. Additionally, those courses without plans submitted for approval within 90 days of the deadline are subject to a monetary civil penalty by the DCR. So, please get your plans submitted ASAP.

Many of you have already completed your plan, thank you. Please communicate with your fellow members on how the process was handled at your facility.

Visit <http://www.dcr.virginia.gov> for a current list of contractors. If you have any questions about the grant or your course's eligibility, or the NMP process, contact Chantel Wilson, DCR's Urban Nutrient Management Specialist.
chantel.wilson@dcrvirginia.com / 804-887-8917



Individual Management Areas are outlined on the map: Red=Greens, Orange=Tees, Green=Fairways, Yellow=Rough

Thank You 2017 Partner Program Participants!

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Improving Your Maintenance Operation Using New Technologies

By Addison Barden, USGA Green Section Agronomist

Making agronomic decisions on the golf course has been backed a mix of science-based research and anecdotal decisions for decades. Until recently, data driven decision-making has not been prevalent in the day-to-day operations of superintendents. However, thanks to emerging technologies from other industries, gathering, interpreting, and implementing solutions is not just easy, it's affordable and extremely effective. James Harrington described the importance of making improvements by utilizing data well in his book, *Business Process Improvement the Breakthrough Strategy for Total Quality, Productivity, and Competitiveness*, when he said, "Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it."

Despite data driven decision-making being a staple in many industries, I often hear superintendents say that they do not see the value using new technology to gather data such as labor. Doing so will give us the specifics behind how much particular tasks cost and how much is being spent on certain areas of the golf course. After all, labor is everyone's largest line item in a maintenance facility's budget and we track all of our other costs down to the square foot.

Accepting change can be difficult, especially in a conservative industry such as golf. Throw a new technology into the mix and it's no wonder that some superintendents don't want to be the "guinea pig" of a new product or service. However, it's 2017 and if we can land a rocket on a barge floating in middle of an ocean after it delivers its payload to the International Space Station, we should be able to incorporate new technologies on the golf course to help us do our jobs more effectively and with fewer resources.

There are four degrees of data adoption according to Brent Dykes, author of *Web Analytics Action Hero* and business consultant with numerous titans of industry.

Where do you fall in this spectrum?

1. **Data Denial:** You distrust data and avoid using it.
2. **Data Indifferent:** You don't care about data and have no need for it.
3. **Data Informed:** You use it only when it supports your opinion or decisions.
4. **Data Driven:** You use it to shape and inform all of your decisions.

Through no fault of their own, some superintendents have fallen under the first or second degree of data adoption due to the lack of affordable and useable technologies, but, times they are a changin.' Even though our industry will probably never reach the point that all of our decision-making is based on data, we're certainly at a point where many of our decisions can be easily made and delivered more effectively with data.

So how can we utilize data to make better decisions? Traditional data collecting, such as measuring putting green clipping yield, tracking growing-degree days, measuring volumetric-soil moisture with moisture meters, and even tracking labor hours are all great examples of how quantitative data improved maintenance operations and in turn, playing conditions.

Advancements in positioning technology (such as GPS and low-power wide area networks, or LPWAN) are taking our ability to track, manage, and plan where are resources are allocated to the next level. Positioning technology tracks any asset (golfer, golf cart, maintenance equipment, etc.) and then maps where that particular asset traveled to determine what areas are the course are most trafficked, or possibly left completely vacant. These tracks, or data, can be used to highlight pace of play issues, improve resource management, and even improve maintenance efficiency. Knowing exactly where certain demographics of golfers play on your course also helps with course setup and what architectural changes are needed to impact the greatest number of golfers.



Addison Barden

Course management software is also allowing superintendents to determine exactly how much specific tasks cost, determine full return on investment, maintain detailed records, and so much more. Those superintendents I visit who have implemented management software are in awe of how they previously operated without this data. This sounds strikingly similar to comments regarding the soil moisture meters many today cannot live without. This course management software also offers a reporting feature that provides easily digestible, yet detailed, reports that can be used to show facility stakeholders the importance, or worthlessness, of a particular agronomic program, project, or purchase. After all, chances are very high that the stakeholders at your facility are utilizing similar technologies in their business to make data informed decisions.





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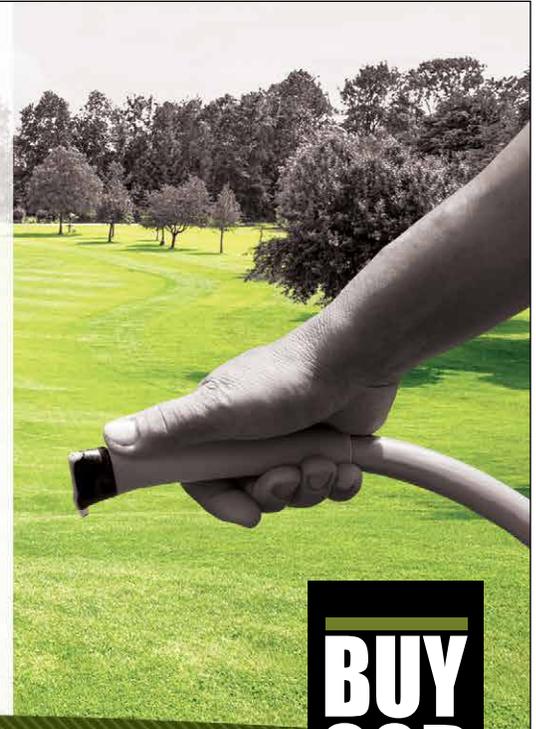
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Five Irrigation Water Management Tips for the Golf Course Superintendent

By Trent Nelson, Aquatic Specialist and former Assistant Golf Course Superintendent

Whether the golf season is just getting started or already in full swing, it's important to address the growing irrigation needs of your course. Turf health is highly dependent on the irrigation source and delivery system. While there are a multitude of management techniques that dictate the amount of irrigation water needed, there are also a handful of strategies that can be used to benefit your turf and help ensure that your waterbodies remain healthy. Healthy lakes and ponds equate to superior, reliable and predictable irrigation water quality.

1) Conducting an Audit of your irrigation system may be the best place to start when developing techniques to maximize the efficiency of your irrigation water supply. This audit should include documenting and repairing any leaking or malfunctioning irrigation heads, checking and confirming the overall output of the system, and adjusting any site specific needs for dry or wet areas by reducing or increasing the application time of these areas. In addition to conducting an audit of your irrigation system, collecting samples of your water sources and testing the water quality can help uncover any underlying water chemistry problems or nutrient imbalances.

2) Timely irrigation can be one of the more overlooked techniques for proper irrigation application. Sometimes tournaments, golf outings, and other member play can interfere with proper and timely irrigation applications. However, by irrigating based on the plant's needs rather than other factors, you can often lower water use and have healthier turf.

3) Accurate knowledge of lake volumes allows the turf manager to determine precisely how much irrigation water is available at any given time. In a world where fresh water seems to be more and more valuable, it is critical to know how much water is available. Bathymetric studies of the lake are the best way to accurately determine the actual water volume of your irrigation lake. Installing a water level measurement device in the lake combined with the bathymetric data will provide water availability information during all climatic conditions. When combined with an audit of the output of your irrigation system, exact application amounts can be determined as well as the amount of water left in reserve for future applications.

4) Nuisance algae and vegetation control →

View our full list of water management tips at:
<http://www.solitudelakemanagement.com/irrigation-water-tips>

5) Proper fertilizer and pesticide application →

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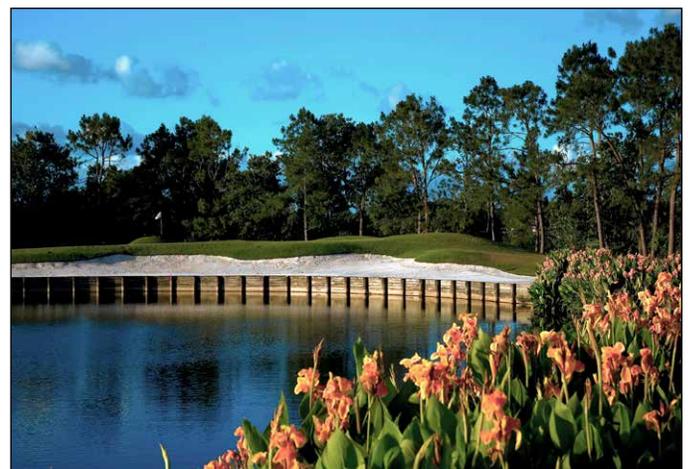
Trent Nelson is an experienced Aquatic Specialist with SOLitude Lake Management, an environmental firm providing a full array of superior lake, pond, and fisheries management services and solutions. He can be reached through the website www.solitudelakemanagement.com.



Shoreline vegetative buffers help keep unwanted nutrients from entering the water column by acting as natural filters for stormwater runoff, thus helping to improve water quality in irrigation lakes and ponds.



Submersed aeration adds dissolved oxygen and can limit available nutrients in the water column, helping reduce the likelihood of algae and aquatic weeds in irrigation water sources.



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News from Local Associations

ODGCSA News

The Old Dominion had their second annual "Scholarship Tournament." The event was held at Richmond Country Club which was in great shape and offered us great hospitality. Thanks to Greg McCue and his staff for allowing us to use their club. The tournament was a success thanks to our members and our sponsors who allowed the ODGCSA to defer some of the cost so the money raised could assist with the "scholarship."

ANY employee of a VGCSA club or business is eligible for the \$1000 scholarship. It can be any field of study, any school, they just have to be actively enrolled in some type of higher education. They must submit a written essay about

something of interest to our profession. The best essay will be awarded a \$1000 scholarship at our Annual Meeting in the fall. The essays should be emailed to Paul Van Buren, President of the ODGCSA, at Paulvanburen@verizon.net or mailed to Paul at Kanawha Club, 725 River Road West, Manakin-Sabot, VA 23103

The spring weather has come with ups and down and the eighth wettest on record here in Richmond. I do believe it has all been beneficial and we must now gear up for the summer stretch. As a reminder all courses should have their Nutrient Management Plans completed by July 1. If you need any help please reach out to the ODGCSA board and we will be happy to

guide you in the right direction to complete the process.

The next meeting for the ODGCSA will be the fall meeting. We will provide this meeting free of charge for our members. Be on the lookout for more information shortly. We look forward to your participation and we look forward to any new faces to attend the meeting. This is a great time to meet and learn from your peers.

Embrace the opportunity and come join us.



Scott Mauldin, CGCS
ODGCSA
External Vice President

TTA News

The weather in the Tidewater area this spring has been normal, with a few exceptions. March and April were great and the bermudagrass broke dormancy earlier than usual. We had a few days in the 90s at the beginning of May, followed behind it by a rainy patch to round out the month. A lot of us in the area are also dealing with Dollar Spot in the bermudagrass, so if you have it you are not alone.

On April 3rd, the TTA had its first educational meeting of the year conjointly with the Old Dominion Golf Course Superintendents Association at Two Rivers Country Club. A review of 2016 was the topic with Steve McDonald as the guest speaker. 2016 was a year that most of us would like to forget. The TTA would like to thank the ODGCSA and Brent Graham for their hospitality, great golf and comraderie after the meeting.

Our April 26 meeting was held at Virginia Beach National. The topic for this event was "Making the most of what you have" by Professional Development expert, Wray Powell of Dale Carnegie. The focus was on people skills, leadership, communications, and motivating your team. This was another great event and we would like to thank Mark Ross for hosting and Wray Powell for speaking. Virginia Beach National is a great venue for meeting and golf afterwards.

Leading into the Memorial Day Weekend, the TTA held the annual Dick Cake Tournament at Elizabeth Manor Golf & Country Club, which included breakfast and bar prior to golf. The Dick Cake Tournament is also the TTA Virlina Cup Qualifier. Congratulations to Jeff Yarborough, yet again, for winning his ticket to the Virlina Cup Tournament at the beautiful

Highlands Country Club in Highlands NC.

On behalf of the TTA Board, we hope everyone has a great season and remember if you ever have any issues or problems on the course, call a fellow superintendent, chances are we have been or are there. Also, please remember to become more active within your association. Come to the TTA meetings, network and socialize with your fellow Superintendents. It's FREE and follow us on twitter @tidewaterturf. This is good for both our professional careers and the Green industry. Spending time with your peers is productive and very beneficial for both you and your club.



Pete Stephens, CGCS
Tidewater Turfgrass
Association
External Vice President

SVTA News

The SVTA would like to congratulate Bobby Jenkins on his retirement. Although Bobby will stay on as our treasurer, we wish him the best on his future endeavors.

Also, in the Valley on May 23-24, we had the VTC event "Come to the Valley."

There was a lot of new information with some very good speakers. The VTC is hoping to move this event to Staunton at the Culture Museum in the future. Also, the event will be moved earlier to April or early May.

I hope to see everyone in June at Blue

Ridge Shadows for our next meeting!



David Lewallen,
SVTA President

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News from Local Associations

VTA News

I guess we have officially turned the calendar to summer, and the countdown to fall aeration begins (less than 90 days for those who are counting).

This spring was once again a roller coaster. Started out dry with some great playing conditions then the rain came, and boy did it arrive. Most areas in the southwest part of the state saw rainfall totals ranging anywhere from 7 to 11 inches in the month of May. Flooding was a common occurrence with streams and rivers not being able to handle all that rain. Throw in wind storms and even a

confirmed tornado and this made for a challenging time. On top of that its May and grass is growing out of control, well, you know the story. "Why can't we mow the rough lower?" "What are we hosting, the US Open out here."

Unfortunately, we had to cancel our April VTA meeting, but had a great time at London Downs Country Club for our annual Bob Ruff Scholarship Fundraiser. In all we had 12 teams that were treated to a great golf course and a great time. A big thank you goes out to all of our vendor supporters as well to Kennon Tuck who had

the course in great shape.

We have a busy couple of months ahead, with a meeting at Botetourt Country Club in June, followed by our family night at the Salem Red Sox. Stay tuned for these meeting announcements.

Back to the grind, but hope to see everyone this summer.



Sean K. Baskette,
VTA President

News from the GWGCSA

Once again Mother Nature has not disappointed us when it comes to throwing us a weather curveball. Unseasonably cool and wet weather has been the story so far this Spring which has produced ideal growing conditions for our cool season turf, especially the rough. Trying to control and disperse wet grass clippings is a major time consumer this time of year. Some sunshine and a dry mow would be a nice change of pace for everyone in the area.

Last month we had our Virgina Cup qualifier at Creighton Farms in Leesburg, Va. where host Superintendent Matt Zarnstorff

held on to take first place. Matt will once again represent the GWGCSAA this fall on the Virginia team. Our next event is the GWGCSAA Shamle and will take place this month on June 20th. The location will be announced soon so please check your emails for the event information. The July event is the much anticipated Maintenance Open held at Forest Greens Golf Club on July 19th. This is a great event to participate in when we can often use a day away from our own course. Jeff and his staff always have the course in great shape.

Don't forget that the GWGCSA also has a

Facebook page. This page can be used to post job openings that you may have on your crew, or for sharing something that you're doing on your course that may help others out.

Good luck to everyone this summer and I hope to see you at one of the upcoming events soon.



Aaron Wells,
GWGCSA External VP

2017-18 VGCSA Schedule

June 15	SVTA Meeting, Blue Ridge Shadows Golf Club, Front Royal	November 8	GWGCSA Annual Meeting, Evergreen Country Club, Haymarket
June 12	CMAA-VGCSA-NGCOA Joint Meeting, Two Rivers Country Club, Williamsburg	November 16	VGCSA Board Meeting, Hermitage Country Club, Manakin-Sabot
June 20	GWGCSA Shamle, TBA		
July 1	Deadline to Have Your Nutrient Management Plan Completed	December 4-5	VGCSA Annual Conference, UVA Darden Inn, Charlottesville
July 19	GWGCSA Maintenance Open, Forest Greens Golf Club, Triangle		
August 10	VGCSA Board Meeting, Farmington Country Club, Charlottesville	February 3-8, 2018	GCSAA Conference & Golf Industry Show, San Antonio, TX
October TBA	SVTA Annual Meeting, TBA	March 6, 2018	Mid-Atlantic Golf Council Regional Conference, Belle Haven Country Club, Alexandria
October 9	VGCSA Joe Saylor Memorial, James River Country Club, Newport News	March 15, 2018	ODGCSA March Madness, various locations
October 16	GWGCSA Superintendent/Assistant, TBA		
October 30	VGCSA Assistants Forum, Belmont Country Club, Ashburn	April 2018 TBA	ODGCSA Scholarship Tournament, TBA



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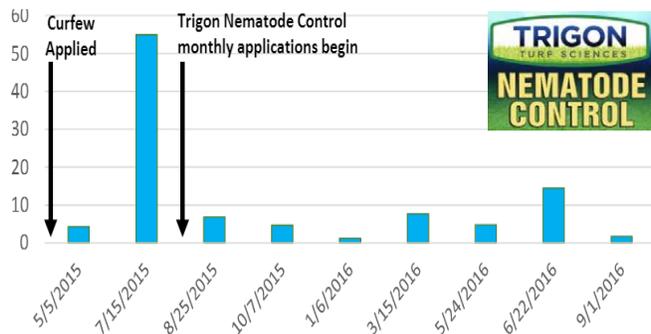
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