

TEXAS TRIO

From Houston to the Hill Country, these three top-notch superintendents discuss their game plans with Growth Products



MARK SEMM



Superintendent
Cordillera Ranch Golf Course
Boerne, TX

Career path: Semm, who grew up in Illinois and earned a degree in Horticulture from Iowa State, worked at Augusta National for two years before being lured to Texas by the state's warmth and natural beauty. Now at a Jack Nicklaus Signature Course, Semm is putting down family roots – and tending to turf roots – in the San Antonio Hill County.

Favorite aspect of being a superintendent: His 110-acre office.

Best advice ever received: Be patient. Take what's urgent and important, and deal with it now; don't worry about the rest. (Practicing this, Semm says, isn't easy.)

Biggest challenge for the golf industry: Developing a new generation of golfers in an increasingly fast-paced, go-go-go world.

What he looks for in a fertility program: Widely known as an agronomy guru, Semm is a detail-oriented, nuts-and-bolts guy who wants to know the 'how' and 'why' behind everything, including his fertilizers. He favors slow release products that provide agronomic and economic value.

Favorite book: For page-turning reading, Semm turns to trade publications.

Favorite song: Whatever his 3-year-old daughter is singing. Lately, it's been Hannah Montana's *Hoedown Showdown*.

Motto of the moment: "It is what it is" reminds Semm to practice patience.

Career path: Initially enrolled at Texas A&M as a golf course design major, Chernosky chanced upon the agronomy department. He switched majors and never looked back. Still an education hound, Chernosky chairs the South Texas Chapter of GCSAA's Education Committee.

Best advice to fellow superintendents: Never get away from the basics of agronomy.

Best advice ever received: Never pass up the opportunity to learn something new.

Favorite aspect of being a superintendent: The unexpected challenges on a day-to-day basis.

Biggest challenge for the golf industry: Lack of funding for turf grass research. Chernosky does his part by being involved with Rounds4Research.com, sponsored locally by the Texas Chapter of GSCAA.

What he looks for in a fertility program: Chernosky likes to provide nutri-

STEVEN CHERNOSKY



Superintendent
Deerwood Golf Club
Kingwood TX

ents based on monthly tissue testing, giving turf what it needs when it needs it.

Favorite movie: Tin Cup's famous 18th hole scene was filmed at Deerwood, but Chernosky gives the edge to Tombstone.

Nifty moment: Caddying for Bo Van Pelt in PGA's 2006 Shell Houston Open.

JOHN C. CRALL



**Superintendent
Wolfdancer Golf Club
Lost Pines, TX**

Career path: At age 16, Crall set his sights on being a golf course superintendent. After a career detour in home construction, Crall gained a degree in agronomy at Texas A&M, then headed out the links for good.

Best management advice ever received: "An engaged employee is a productive em-

ployee." Crall puts this Hyatt Corporation mantra into play by surveying his entire crew once a year with a 10 to 12 question Gallup survey, then hosting monthly crew meetings to discuss the survey results.

Best golf course maintenance advice ever received: Take your time to get it right the first time.

What he looks for in a fertility program: Simplicity, consistency, and the ability to custom-craft his own program.

Best advice for fellow superintendents: "You can only expect what you inspect. Always get out and see for yourself that everything is as you want it to be."

Favorite books: A history buff, Crall likes *Hogan*, a biography of golfing great "Bantam Ben," and *The Eternal Summer: Palmer, Nicklaus, and Hogan in 1960, Golf's Golden Year*, both by Curt Sampson.

Growth Products Greens Program

Randy Oberlander, a Growth Products Nutrition Specialist, helps clients tailor programs to meet specific needs. "Growth Products has high quality products and knowledgeable customer service representatives who go the extra mile," Oberlander explains. The Texas Trio Greens Program, below, "gives fabulous results on both Bermuda and Bentgrass greens and has been used by some of these superintendents for over 8 years. For the primary fertilizer, Classic 18-3-6 is often used in the Northeast and Pro-Balance 15-2-15 in the Southeast."

Application #1				
Product	Rate in Fl Oz	Area	Application Frequency	Gallons Per Application
Nitro+K 22-0-16 <i>With 82% Slow Release Nitrogen</i>	8	150,000 SF	Every 14 days	10
Cal-Tec 9% <i>Calcium Glucoheptonate</i>	4	150,000 SF	Every 14 days	5
Essential Plus® 1-0-1 <i>Soil Amendment & Root Stimulator</i>	4	150,000 SF	Every 14 days	5
Micrel Total 5-0-0 <i>With 8 Chelated Micronutrients</i>	4	150,000 SF	Every 14 days	5
Magnesium Chelate 3% <i>Organic Glucoheptonate Chelate</i>	4	150,000 SF	Every 14 days	5
X-Xtra Iron 6-0-0 <i>With 10% Chelated Iron</i>	4	150,000 SF	Every 14 days	5
8-32-5 <i>With 50% Slow Release Nitrogen</i>	4	150,000 SF	Every 14 days	5

Application #2				
Product	Rate in Fl Oz	Area	Application Frequency	Gallons Per Application
Nitro+K 22-0-16 <i>With 82% Slow Release Nitrogen</i>	8	150,000 SF	Every 14 days	10
Companion® <i>Biological Fungicide</i>	4	150,000 SF	Every 14 days	5
8-32-5 <i>With 50% Slow Release Nitrogen</i>	4	150,000 SF	Every 14 days	5
Manganese Chelate 5% <i>With 2% Sulfur</i>	4	150,000 SF	Every 14 days	5
Magnesium Chelate 3% <i>Organic Glucoheptonate Chelate</i>	4	150,000 SF	Every 14 days	5
X-Xtra Iron 6-0-0 <i>With 10% Chelated Iron</i>	4	150,000 SF	Every 14 days	5



Begin the first application in early spring when soil temperatures raise above 45° and grass is out of dormancy. Alternate application 1 and 2 every 14 days during the growing season. Check soil and tissue analysis at a minimum of every 3 months to determine if changes need to be made.

To learn how Growth Products can help you, simply call us today at 800-648-7626, or visit us at www.growthproducts.com to use our online Watchdog Nutrition and Cost Calculator.