


Gold Industry
Collision Course

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In the year 2010 ...

The game of golf is a flourishing
MULTI-BILLION DOLLAR INDUSTRY

A makeshift structure made of tarps and wood, surrounded by a large pile of garbage, labeled "Club House". The structure is built with various colored tarps (green, blue, white) and wooden poles. The surrounding area is a large, unmanaged waste dump with piles of plastic bags, papers, and other debris. A woven basket is visible in the foreground. The background shows a line of trees and a fence.

Club House

In the year 2020 ...

Large numbers of golf courses will
become **ABANDONED WASTE DUMPS**

**Enviro–Maniac–Activists
want GO BROWN**

**Enviro–Maniac–Activists
want JUNK Golf Courses**



**Go Brown
Enviro–Terror
SPREADS
throughout the
Golf Industry !**

The Annihilation of the Golf Industry !

In the year 2020 ...

The game of golf is NO LONGER a flourishing Billion-Dollar-Industry.

Pest control products are prohibited NATIONALLY.

Integrated Pest Management and Green Alternatives are FAILURES.

The ENTIRE Golf Industry has its pesticide Exception Status REVOKED.

Pest problems are TOTALLY UNMANAGEABLE.

The labour now needed for pesticide-free maintenance is STAGGERING.

The concept of Brown Is Beautiful is also a FAILURE.

Golf facilities can no longer offer BEAUTIFUL RESTFUL Green Spaces.

Golfers NO LONGER want to play on BROWN DEPRESSING courses.

Playing conditions are DISMAL at virtually ALL golf facilities.

Only the RICH ELITE golfer can afford to play on GREEN HEALTHY courses.

Up to seventy per cent of golfers ABANDON the sport.

All golf facilities are considered as WORTHLESS investments.

No one can buy or sell a golf facility, and owners are FRANTIC.

Golf facilities can NO LONGER AFFORD to pay the property taxes.

Sixty per cent of all golf clubs CLOSE DOWN or go BANKRUPT.

Superintendents are NO LONGER NECESSARY or NEEDED.

The Multi-Billion-Dollar-Golf-Industry is ANNIHILATED.

Large numbers of golf facilities are ABANDONED WASTE DUMPS.

Collision Course!

The Golf Industry Capitulation To Brown Enviro-Terror

Go Brown Is a Poor Message

April 2010

Dan Dinelli

On Course Magazine

Just when the world is appreciating the concept of « *green* », our industry seems to want to « *Go Brown!* »

When it comes to golf, the newly coined phrase « *Brown Is Beautiful* » concerns me.

The idea is being sold based on the assumption that « *brown* » turf requires fewer inputs, saves money, is better for the environment, and plays better.

A few key issues will drive this topic for some time to come.

GOLF COURSE GROOMING

The industry is trying to break itself from the « *Augusta Effect* », where all plants are growing beautifully, and the look of perfection is seen in all elements within the landscape.

« *Over-Grooming Is Over Spending* » is the phrase often associated with Augusta-like conditions.

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The reasons to Go Brown may be the application of inputs, the expense in over-seeding dormant turf, and the conservation, quality and restriction of water

Some golfers enjoy the beautified landscape enhanced with flowers and shrubs.

Others feel it DETRACTS from the PURITY OF THE GAME.

The fact is — most budgets CANNOT AFFORD the intensity of care golf-scapes like Augusta's require.

REASONS TO GO BROWN

In many areas around the country, the drive to « *Go Brown* » is about water conservation and restrictions.

In other areas, the concern is water quality and the application of inputs, such as nitrogen and phosphorus.

Many scientific studies have concluded that INPUTS, when used properly, POSE EXTREMELY LOW RISKS ON TURF.

However, governing bodies often OVERLOOK these studies, and propose [*En-viro-Maniac*] broad bans.

The expense in over-seeding dormant turf is another driving force behind the idea that « *Brown Is Good* ».

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*Going Brown threatens playability,
long-term revenues, the environment,
and the health of the golf facility*

Lastly, many of the better golfers [a small minority] enjoy the DRY, FIRM AND FAST SURFACE that thinning turf offers, because it is similar to the courses where the game originated.

Regardless of the reasons driving this new trend, I feel it THREATENS LONG-TERM REVENUES, PLAYABILITY, THE HEALTH OF THE FACILITY, AND THE ENVIRONMENT.

The challenge with « *Brown Is Beautiful* » or « *Brown Is The New Green* » is that it can work in certain areas, and be devastating in others.

Yes, one can argue that over-seeding dormant turf in order to maintain the green look is spending money poorly. [?!?!]

The game can be played on dormant turf, and the grass will grow again when conditions are favourable.

There are grasses that can survive when pushed into dormancy, like the Blue-grass, common in Midwest lawns, and prevalent in our inner roughs.

PROBLEMS WHEN GOING BROWN

During hot, dry summers, un-irrigated rough often turns brown, and gets very thin.

Unless the stressful growing conditions become extreme, the turf can still be playable.

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*Not all grasses will tolerate Go Brown
— some may simply die*

However, these are the areas where we actively fight weeds, and have to make turf repairs.

The problem is, NOT ALL GRASSES TOLERATE DORMANCY; some, like *Poa annua*, simply DIE.

Bentgrass tolerates some brief level of dormancy, but typically dies under the added stress of putting green conditions.

The variability in tolerance to stress, and seasonal hardiness within turf species, is confusing to the non-professional.

Much of what a turf professional learns is directly related to PREVENTING BROWN, STRESSED TURF during the growing season.

It has been documented that HEALTHY, GROWING TURF IS THE BEST DEFENCE AGAINST MANY PESTS, DISEASES, WEEDS, AND WEAR.

Typically, the grasses used in our climate on greens, tees, and fairways are *Poa annua* (considered a weed by many because it lacks winter and summer hardiness and invades the turf with its prolific seed production) and bentgrass.

We try to favour bentgrass because it is a hardier species that tolerates weather extremes — better than *Poa annua* — but *Poa annua* eventually becomes part of the turfgrass stand.

These grasses, when starved for both water and nutrients, BECOME STRESSED AND VULNERABLE TO SOME POTENTIALLY DEVASTATING DISEASES.

We are reminded of this from time to time, during stressful growing conditions.

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*Go Brown turf that is subjected to stress
will NOT be able to tolerate wear from play*

Rumours quickly circulate whenever turf dies in key playing areas at a course.

Turf loss can compromise membership retention, playability, rounds played, revenues, and the course's overall reputation.

SUSTAINABLE PLAYING CONDITIONS

« *Sustainability* » is another buzz word used a lot today.

In our climate, with the grasses that we use, turf that continues to grow and function offers SUSTAINABLE PLAYING CONDITIONS.

Stressed « *Brown Turf* » will NOT be capable of tolerating wear from play over time.

The stand of turf will thin, allowing the surface to turn into barren soil.

The potential short-term savings in GOING BROWN will be offset when additional resources are required to bring these areas back to HEALTHY, PLAYABLE TURF.

Healthy, actively growing turf, which is defined by the plants' ability to photosynthesize, and characterized by green color, offers far more environmental benefit than « *brown* » turf.

The plants ability to cool the surface, filter the water and air, and anchor the soil, is GREATEST WHEN THE TURF IS HEALTHY AND ACTIVE.

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ECONOMIC CONDITIONS

The current economy is straining maintenance budgets.

As the industry responds, and budgets are reduced, golf-scapes will change at many courses.

In the big picture, some feel the change will be better for the game because it will lower the cost, and make golf affordable for more people.

HIGH MAINTENANCE STANDARDS

I have seen standards change during my career.

We now have sophisticated irrigation systems that almost mimic rain rather than the old, manual, quick-coupler systems.

Mowing heights on greens, tees, and fairways are less than half of what they were just three decades ago.

This has been driven by the quest for fast firm playing conditions.

Managing these ultra-low mowing heights requires a fleet of equipment, an arsenal of inputs, and an army of staff to monitor the turf's life support systems, which mimic an intensive care unit.

Bunkers, once considered hazards, now receive a level of attention that rivals what we give to finely managed turf.

Some insist that golfer demand drove these changes.

Others think it was superintendents demonstrating their skills.

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Regardless of who instigated the changes, these high standards are challenging our budgets today.

The key is balance.

GO BROWN IS A POOR MESSAGE

We must balance the turf's health, playability, economics, and environmental concerns to meet reasonable expectations and function.

In short, this is what superintendents are trained to do.

THE MILLIONS OF DOLLARS SPENT IN RESEARCH TO BETTER UNDERSTAND AND MANAGE TURF'S ECOLOGY, AND IMPROVE ITS PLAYABILITY ARE WASTED WHEN PLANT HEALTH IS IGNORED.

The training, tools, and resources that allow practitioners to grow healthy turf have little value when plant function is allowed to fail.

« *Going Brown* » in our climate is misunderstood.

I feel it is a POOR MESSAGE that could lead to UNATTRACTIVE CONSEQUENCES for the golf course.



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The Golf Industry Capitulation To Brown Enviro-Terror



*Enviro-Maniac
Playing Conditions*

N O R A H G

Force Of Nature presents THE WHOLE TRUTH FROM AN INDEPENDENT PERSPECTIVE from National Organization Responding Against Huje that seek to harm the Green Space Industry (NORAHG). It is a series of Reports destined for the Green Space Industry, the Environmental Terror Movement, Governments, and the Media, nationwide across Canada, the United States, and overseas. The information presented in Force Of Nature has been developed for the education and entertainment of the reader by providing a sequence of historical events WITH COMMENTARY. The neutrality of these Reports might be disputed.

Huje is a term used to describe Enviro Maniac Activists that routinely concoct FEAR MONGERING, FRAUDULENT LIES, MISCONCEPTIONS, COERCION, THREATS, DECEPTIONS, TERROR, and PARANOID CONSPIRACIES that are DESIGNED to SCAM and DECEIVE the public into believing there is some NON-EXISTENT danger with conventional pest control products. Huje also SCAM and DECEIVE Government Officials into the NEEDLESS, SENSELESS, and MALICIOUS PROHIBITION of conventional pest control products that are FEDERALLY LEGAL, SCIENTIFICALLY SAFE, TOTALLY IRREPLACEABLE, and ABSOLUTELY INDISPENSABLE.

All information, excerpts, and pictures contained in this Report were found somewhere on the Internet, and may be considered in the public domain, serving one of the following purposes — archive, education, promotion, publicity, or press release. The events, characters, companies, and organizations, depicted in this Report are not always fictitious. Any similarity to actual persons, living or dead, may not be coincidental. Force Of Nature is TOTALLY INDEPENDENT of any trade association or business operating within the Green Space Industry. Don't thank us. It's a public service. And we are glad to do it.

Force Of Nature, and its various incarnations, is the brainchild of William H. Gathercole and his entourage. Mr. Gathercole is a principal FOUNDER of the Modern Professional Lawn Care Industry in BOTH Ontario and Quebec. He holds a degree in Horticulture from the UNIVERSITY OF GUELPH, and another pure and applied science degree from MCGILL UNIVERSITY. He has worked in virtually all aspects of the Green Space Industry, including GOLF, PROFESSIONAL LAWN CARE, and CHEMICAL INDUSTRY, and has served in public affairs, workplace safety, and environmental compliance. Mr. Gathercole has supervised, consulted, programmed, and/or overseen the successful and safe execution of HUNDREDS OF THOUSANDS of pest control applications in the urban landscape. He has trained, instructed, and consulted with THOUSANDS of turf managers and technicians. Mr. Gathercole has also been an agricultural agronomist. For many years, Mr. Gathercole was a contributing columnist for TURF & Recreation Magazine, Canada's Turf and Grounds Maintenance Authority. Mr. Gathercole is now retired from Force Of Nature, although his name continues to appear as the FOUNDER. Mr. Gathercole is personally credited for crafting the Golf Industry Exception Status, that endures to this day. He is also the creator of the signs that are now used for posting after application. His vast knowledge of our long journey with Environmental Issues is UNDENIABLE — hopefully ! For FIFTEEN YEARS, the strategies designed and implemented by Mr. Gathercole and his colleagues guaranteed the control of Environmental Terror for the entire Modern Green Space Industry across Canada. Mr. Gathercole's involvement in Environmental Issues reached a fevered pitch in the 1990s, when he orchestrated, with his colleagues, legal action against the Forces of Environmental Evil in the Town of Hudson, Quebec. Mr. Gathercole is the ONLY TRUE RELIABLE WITNESS of the Hudson Affair.

Mr. Gathercole and his entourage have followed the evolution of ENVIRONMENTAL TERRORISM for over a quarter century. Through Force Of Nature, Enviro Maniac Activist Huje are identified on the basis of their statements, activities, affiliations, and whereabouts. Even though each Enviro Maniac Culprit is a misguided adversary, each still deserves our respect. The use of the terms Maniac, Culprit, Terrorist, or Basterd are not accusations of any legal wrong doing. Force Of Nature is simply holding Enviro Maniac Activists accountable for conspiring to change public policies that TERRORIZE, HARM, and THREATEN the Green Space Industry. Their pretentious prohibitionist rants have created LOSS OF REVENUES, BUSINESS FAILURES, BANKRUPTCY, and UNEMPLOYMENT, inflicting DESPAIR and DESTITUTION for THOUSANDS of hapless victims throughout the Green Space Industry. The DEPRAVED INDIFFERENCE of Maniac Culprit Terrorist Basterd Huje is viewed as a form of TERROR, HARM, and THREAT against the Green Space Industry.

The following Force Of Nature Reports are currently available — • A Look At • Alberta Conspiracy • British Columbia Conspiracy • Canadian Association of Physicians for the Environment • Canadian Cancer Society • Canadian Environmental Law Association • Carnage • Consequences • Culprit • David Suzuki Foundation • Dating Services for Enviro Maniacs • DDT and Politicized Science • Death and the Environmental Terror Movement • Enviro Profit • Environmental Terrorists Unmasked • Famous Quotations • Fertilizer Terror • Hero • June Irwin, the Clown of Junk Science • Kazimiera Jean Cottam • Landscape Trades Capitulate • Lying Sac of Enviro-Maniac Cwap • Myth-Busting • Needless Hysteria • New Brunswick Conspiracy • Newfoundland Conspiracy • Nova Scotia Conspiracy • Ontario Conspiracy • Organic Fertilizers • Paranoid Theories • Pesticide Free BC • Pets and Lawn Care Chemicals • Positive Waves • Prince Edward Island Conspiracy • Quebec Conspiracy • Rachel Carson, the Queen of Junk Science • Reining a Terrorist Reaction • Salmon Arm BC Conspiracy • Satire • Terror NEVER Ends • Terror Talk • The 9/11 Era of the Green Space Industry • The Bin Laden of Enviro Terror, Paul Tukey • The Failure of Integrated Pest Management • The Looming Golf Industry Shipwreck • The Industry Strikes Back • The Misconceptions About Cancer • The National Annihilation of the Modern Green Space Industry • The Wisdom of Bill Bell • The Wisdom of Drysdale • The Wisdom of Health Canada • The Wisdom of Holland • The Wisdom of Lowes • The Wisdom of Mains • The Wisdom of the Solomons • The Wisdom of Whelan • Update • Warning •

The Whole Truth from an Independent Perspective



*Brown is indicative of UNHEALTHY,
UNPLAYABLE and UNDESIRABLE turf*