



Quality Golf News (Issue September 2013)



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Management by the Numbers

There is an old business adage from Peter Drucker “If you can't measure it, you can't manage it.” In the golf course maintenance business this could not be truer! We measure everything from the amount of nitrogen, phosphorous, potassium down to the micronutrients we apply to our turf daily, weekly, monthly and yearly. Without precise measurements, how could we present an accurate fertilizer budget for the year? We measure chemicals in the same detailed way to ensure we are not over or under applying which may result in the death of the same turf we are trying to protect.

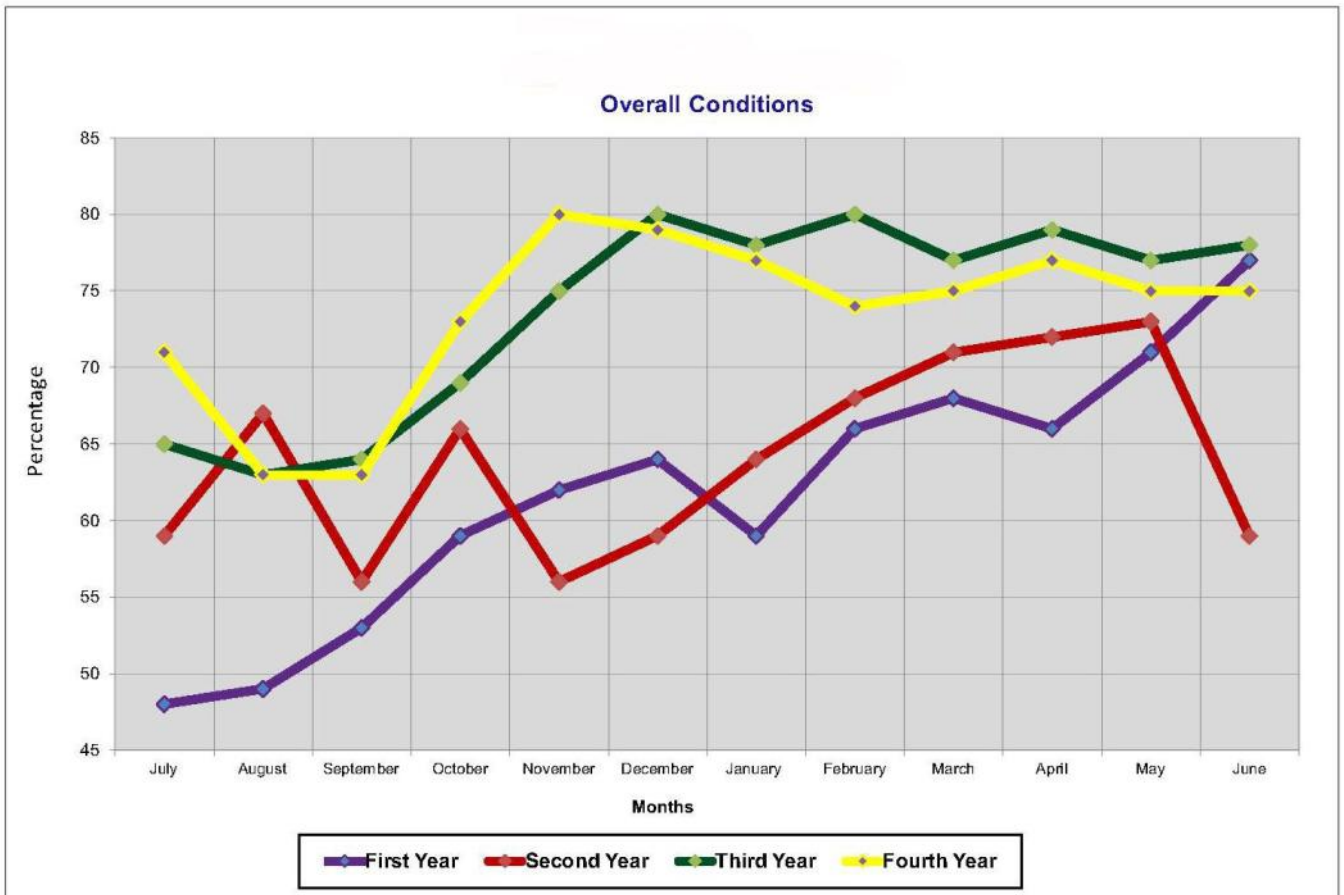
We measure the amount of water we use on golf courses. Water measurement started back in the 1980's, perhaps earlier, with water restrictions being placed on golf courses in Florida due to a state-wide drought. In those days if one sprinkler head was caught running during daylight hours by the Southwest Florida water management district the fine was US\$1,000 per sprinkler and this was actively policed. Imagine having to explain to your boss that you were caught with 10 sprinkler heads running on one day, you can do the math. To measure water through irrigation application is an extensive process taught by the GCSAA called water auditing. How many golf courses in Asia actually do measure their water usage? Most turf damage is caused by over watering

and not under watering as might be expected. Overwatering results in poor root systems which usually necessitates additional maintenance. Oh, by the way we measure our roots too.

We also measure rainfall, which is one of the most vital tools we have. This information enables us to explain to our membership or golfing public why they can't take golf carts on to the course or in a worst-case scenario why the golf course has to be closed for extended periods. We measure the depth of sand in bunkers. We measure the height of cut on all of our turf down to 2.2 millimeters, the quality of cut through microscopes, and even the clippings in our baskets daily to sense our nutrient releases. We measure the amount of lubricant used in our machines along with fuel, water, speed and even the frequency of the speed the mowing reel travels over a distance to cut a blade of grass. We measure the amount of nematodes or other insects we have so that we can control when they reach a certain threshold. We measure our soils and the amounts of cation exchange capacity and available nutrients. You get the picture.

To be successful in the business of golf course maintenance the ability to measure and produce statistics is vital. All these precise and minute measurements are taken to keep 100 plus acres of turf healthy, pristine and playable all year round. But, how do we know if these hundreds of measurements taken throughout the year are meeting the expectations of the maintenance team and more importantly the owner, committees, the golfers?

The final measurement is one that aggregates and consolidates the results of all of the previous measurements so that the quality level of the entire golf course can be measured periodically. Quality Golf has developed such a comprehensive measurement tool and in fact has used this at the various facilities we have been fortunate to be associated with over the past 18 years in Asia and the US (most recently at The Club at Mediterra, Naples, Fl. and two other top 100 Courses).



This measurement tool can be used month-to-month, year-to-year by golf course superintendents and committee members to track overall conditions (see above chart) or the vital areas of greens, tees, fairways, bunkers, roughs and other areas of the course that are important to each specific course. It can also be used to help justify operating budget requirements, maintenance equipment requirements, and the need for special projects which may include additional drainage, rebuilding greens, tees or bunkers. -- Tony Taylor, CGCS.





CHANG Thailand AM Tour at Panorama Golf and Country Club

Panorama Golf and Country Club was very proud to host the CHANG Thailand AM Tour Golf Tournament presented by Golf Channel Thailand in co-operation with Toyota on Tuesday, September 10, 2013. It was very successful with 125 amateur golfers participating, in spite of the event being held mid-week. The overall winner in the Champion's Flight was Pataraporn M. (Nong Praew) with a score of 73 (+1) and the runner up was Jidapa Pongthanachalitkul (Nong Pu-Pe) with a score of 74 (+2).



Geoff Ichii (Center), Quality Golf's CEO, Khun Pasavorn Pitarangsi (4th from right), Sports Project Manager from ThaiBev, with all the winners.

The next CHANG Thailand AM Tour event at Panorama is scheduled to take place on Wednesday, January 22, 2014.



Mr. Chia Huaeng, (3rd from right) Senior VP CSSB, Mr. Wong Chew Eng, (2nd from right) VP-Operations CSSB, and Pipoo James B., (Center) Panorama Golf and Country Club's General Manager during a dinner party.

Cleveland Srixon CSSB Grand Final 2013

Other notable events at Panorama during the 3rd Quarter included the Cleveland Srixon CSSB Grand Final 2013 held on Monday, September 16, 2013. The tournament, arranged and organized by CSSB, a full service advertising solution provider in Malaysia and jointly sponsored by Tourism Authority of Thailand and Thai Airways International, was designed to promote golf tourism in Thailand amongst Malaysian tourists.



The Annual Panorama Open (Third Edition)

The Panorama Open took place on Saturday, August 24, 2013. More than 160 golfers participated in this event culminating with a buffet dinner, awards ceremony and lucky draw prizes. The event was fully booked and many people had to be turned away. Be sure to book early for the 2014 edition! Please watch the notice board for details or visit us at www.panoramacountryclub.com.



A group of Club's Members and guests were happy playing Panorama open#3.



Training & Development for Panorama Staff “Team Development for Perfection in the Organization”

Knowledge and skills development are vital to the health of an organization. In conjunction with the Department of Skills Development, Quality Golf as manager of Panorama Golf and Country Club, recently arranged a 5-day seminar entitled “Team Development for Perfection in the Organization” for 40 Panorama staff. This training was aimed at increasing staff productivity, knowledge and skills, including communication, cooperation and perception together with developing positive relationships amongst the team.



“Panorama Senior Championship 2013” organized by the Thai Senior Professional Golfers Association (TSPGA), October 21-22, 2013

Great news...the TSPGA has confirmed the “Panorama Senior Championship 2013” 2-day Golf Tournament at Panorama on Monday and Tuesday, October 21-22, 2013. This will be the forth TSPGA event hosted by Panorama since 2011.



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Update from “The Royal”

Pragmatically Creative Golf Course Management



The past few months at Royal Calcutta Golf Club has seen some of the heaviest rainfall on record with over 30 inches of rainfall for August alone and over 62 inches of rainfall for the 3rd quarter. Where I have spent the bulk of my career in South Florida, although there have been years where 70 plus inches have been recorded, this would be the average annual rainfall. Now, it is important to understand that in Florida, this level of rainfall is not as distressing since the majority of Florida golf courses have highly sandy soils that allow water to move through relatively quickly. Any rainfall event of similar proportions in West Bengal on the other hand may have larger and longer implications to the quality of a golf course. Heavy rainfall in a relatively flat regional terrain with dense clay soils, such as is found in the Ganges River Basin, presents significant drainage challenges and could be disastrous for a golf course.

Fortunately, Quality Golf has been able to manage these challenges at Royal Calcutta with a relatively high degree of success since we began management of the course in 2009 with the presence of not one but several strong agronomic minds working together. We have been able to accomplish this through the continued improvement of the club's systems, techniques, drainage and particularly staff education and training. Four years of experience has also provided us with significantly more site knowledge and understanding that has greatly benefited us, and ultimately the club. In fact, as referenced in the recent Annual Report to the club, one of the highlights was that we have been able to help the club achieve its goal of being the best maintained golf course in India. The club has been

able to realize some of the related benefits with the remarkable successes of The Race to The Royal (The McLeod Russell Championship) the season ending tournament for the Professional Golfers Tour of India.



What has it been like for me working as a Golf Course Superintendent in the West vs. working as a Golf Course Superintendent in the East? Working in the west and working in the east has some obvious differences, especially for me seeing all of this for the first time, but there are also surprising similarities. The reality is that given the necessary agronomic skills to manage the operations, the tasks are really the same as long as one keeps the basic needs of the plants and the soils in mind. I have found it remarkable how our staff at Royal Calcutta can “make things work” with available mechanical technology coupled with new knowledge of techniques. Much like the early days in golf course management in the west, we get things done at Royal Calcutta by providing good direction, applying some ingenuity and creativity and most importantly instilling a drive and desire to get to an elevated vision of quality.

Under the tutelage of some of the industry’s finest Superintendents and Agronomists, I’ve also learned that taking a simple and pragmatic approach toward getting the job done often helps. Especially early on in a project, this “Keep it Simple” mentality

has always worked for me. During my first year at Royal Calcutta, I believe that this approach has helped especially in light of limitations and challenges that working in the east presents relative to working in the west – the availability of basic equipment, tools, control products and resources – for example broad spectrum agro-chemicals like Chlorothaliniil products with “Weather Stick” technology to hold the product on super-saturated turf plants.



To get through these challenges, I always go back to the fundamental rules of agronomy and plant management while relying on my experience to manage the resources, budgets and manpower – just keeping it simple. Here at Royal Calcutta this may mean being present on site and checking the status of greens hourly. This is a unique property. You have to manage these greens much the same way as if you were a Golf Course Superintendent in Atlanta Georgia with Bent grass, the quality of this turf can change by the hour and you have to be responsive to the needs of the greens and the course due to the excessively high humidity, often 98 percent for weeks and, under the deluge of monsoonal rainfalls that sometimes seem to go on for days. -- Tim Denham, Golf Course Superintendent, Royal Calcutta Golf Club.

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