In today's difficult economic climate many people are finding they have to be careful how they spend their money. Indeed, many companies are very careful how they spend their advertising budgets and which publications they choose to use. However, Greenkeeper International is an excellent investment for those advertising as because advertising in our publication works — our free Reader Reply Service confirms this each month. If you're not convinced that it could work for your company, call us and we will show you how.

Tom O'Brien's Open invitation

Tom O'Brien is our featured head greenkeeper as he enters the final phase of fine-tuning Royal Birkdale for The Open Championship, golf's oldest and greatest tournament. His year round preparation ensures nothing is left to chance and he's ready for any contingency. Page 11 – 13

Controversial advice and a Tour of strength

Preparation and attention to detail is the name of the game at PGA European Tour events. Bruce Jamieson leads us into the heady world of tournament golf, revealing secrets that bring near perfection in their wake. Page 22 – 26

Winter water — an irrigation cure-all?

Storing winter water in lakes and ponds is seen by many as the only salvation for future summer irrigation. Get the skid-steer loader out and start excavating! Page 32

Forming a chemical waste disposal policy

Save it you've got it, ditch it, you've had it! Doom and gloom perhaps, but the incorrect and unlawful disposal of containers and tank washings could mean a visit to the magistrates court and a very hefty fine. Page 14

DEPARTMENTS

Education

The only sure weapon against bad ideas is better ideas — something every greenkeeper should know — and want to pass on to his Club members! Our layman's guide should be required reading for all players — why not ask the secretary to pin this vital article on the Club notice board. Pages 18 – 20

Around the Green

Don't agree with something you've read? You tell us about it! Page 15

Letters

Local Authority Golf — a look at one departmental authority and its golf programme. Pages 30, 31

All Terrain Vehicles — fun in store. Pages 6, 7

Advertising Features

The Clubhouse at Royal Birkdale and Austria's Gut Altentann: championship courses in focus