There's more than fertilizer in this bag.

There's a total resource. One that can help you grow healthy, green turf with a strong root system and a solid base. Turf that's healthy and better able to fight disease, pests and everyday wear and tear. That resource is Terra. You'll find a complete, new line of Terra Professional Fertilizers — with primary, secondary, micronutrient and pesticide packages available. Plus, you can count on the support, service, assistance and expertise it takes to select and use the right fertilizer. The product that will do the job for you. For fertilizers, turf seed, plant protection products and a whole lot more — work with Terra. You'll get more.

Working with you.

Terra Industries Inc.
P.O. Box 6000
Sioux City, Iowa 51102
1-800-831-1002
www.terraindustries.com

Impact design, if at all?

Brauer: I think we've seen some of the changes have already taken place. The Baby Boomer generation is less "clubby" than previous generations and that's led to the public golf boom. They have disposable income at the peak of their careers and that has led to an upscale public golf course. When you talk about physical design, you try to research the market. I researched myself. I turn 42 in a month and I notice very specific design changes. For example, I pay a lot more attention to the green and make sure you don't have to go through 30 mounds to get to the greens. Look at the access points to the greens and tees as they relate to the cart path. Thirty years ago, you looked at the access points to the green coming from the front. Now you see them coming in from the side.

Dye: I think Baby Boomers are going to want to play different golf courses. Whereas before, people belonged to one club and stayed and played there... They will travel.

GCN: The older generation plays more golf than the younger population. Is it going to drive the building of more courses and mean more work?

Lohmann: An example of remodeling: Mike Hurdzan is designing a new course in Peoria, Weaver Ridge, a public course. The two private clubs in town — Mount Holly and Peoria Country Club — have been doing nothing [for improvements] for years. And all of a sudden they both went into major remodeling. I think you will see a lot of that all over the place, existing courses deciding they have to keep up with the newer courses.

LaFoy: Birmingham, Ala., has always been a big golf city. After Shoal Creek was built, Mountain Brook Club, an old Ross club rebuilt. Then Pete and Alice rebuilt the old West Course at Birmingham Country Club; then they rebuilt the East Course. Vestavia rebuilt. Green Valley rebuilt. Probably three or four other clubs in Birmingham rebuilt. In a period of five years, almost every country club in Birmingham rebuilt after Shoal Creek moved in. I think you will be more clubs competing for the Baby Boomer business in addition to the upscale daily-fee courses...

GCN: Eighty percent of today's new courses are public. Do you see this trend continuing?

Brauer: I don't think it's a new trend. I think starting in 1897 it's been going. I pulled out some old minutes of ASGCA meetings. In its second or third year, [the society] was talking about creating more access to public golf.

Dye: Public golf has changed from just municipal golf, where the courses were miserable, up to the point where some are very nice now.

GCN: What is being done and what can be done to develop less costly golf courses?

Griffiths: I haven't seen a trend yet. We're still going up. I think a lot of it is perception. This goes to the Baby Boomers, who feel they have to play on an upscale daily-fee golf course. Why? What's wrong with just a good, quality golf course that doesn't have waterfalls or lakes but has a medium amount of maintenance and is an enjoyable experience? I think our perception of what is a "quality game of golf" today is a bit twisted. Just because I didn't have a perfect lie doesn't mean my game was ruined.