**FEATURES**

*Superintendent profile*

30 THE GRASS WHISPERER
Common sense seems to be an ongoing theme in the life and career of a retired superintendent.

**Facility operations**

FLYING ABOVE THE REST
How some golf facilities perform better than market averages.

*Cover Illustration: Jay Montgomery*

**Professional development**

42 DELIVER YOUR MESSAGE
Verbal and nonverbal communication methods improve superintendents’ relationships with golfers.

**Personnel management**

50 H-2B OR NOT H-2B?
The slings and arrows of guest-worker programs can be worth it.

**Product focus**

58 LOOKING FOR ANSWERS
Opinions vary, but researchers agree biostimulants are another tool to use as part of fertility programs.

**Turfgrass management**

64 MOSS CONTROL
Implement the right mix of products and cultural practices to keep this pest at bay.

70 CHANGE IT UP
Superintendents tweak their turfgrass management programs to improve golf course conditions.

74 GAINING ACCEPTANCE
Superintendents weigh the pros and cons of fairway topdressing.

*Design case study*

80 BACK TO ITS ROOTS
Flossmoor recaptures its classic past by restoring its golf course.

**Equipment management**

96 THE WISH LIST
Check to see which pieces of equipment you need to maintain your course better.

**Product focus**

102 THE NEED TO JUSTIFY
Illinois superintendent chooses a more cost-effective fertilizer.
DEPARTMENTS

6 Editorial
   Improving relationships
8 Letters to the editor
10 News analysis
   Club memberships, localized dry spot, development trends and ADA compliance
28 At the turn
104 Products
110 Consumer research
111 Travels with Terry
   Equipment ideas
114 Classifieds
115 Ad index

COLUMNISTS

20 Assistant's view
   Dan Schuknecht: Success through education
22 Design Concepts
   Jeffrey D. Brauer: Bid opening expectations
24 Advancing the Game
   Jim McLoughlin: A two-year presidency
26 Human Resources
   Robert A. Milligan, Ph.D.: Underperforming employees
116 Parting Shots
   Pat Jones: What's in the inbox?

VISIT US ONLINE – www.golfcourseindustry.com

GET OUT OF THE SAND TRAP
More and more, course owners are turning to direct mail to successfully maintain their growth, notoriety and as a reliable source for creatively increasing their profits.

ONLINE POLL
Topdressing fairways has its pros and cons. Some like it, others don't. Do you topdress your fairways? Visit our home page and vote.

DIGITAL EDITION
View issues of Golf Course Industry, in the exact same format as the print version, on our Web site under the “magazine” drop-down menu label. Also, check your e-mail toward the end of each month to link to the current issue digitally.

DIGITAL LIBRARY
For the first time, you can view last year's digital issues of Golf Course News any time you want on DVD. The digital library contains all the 2006 issue on one disc. The DVD is available at the online bookstore – www.golfcourseindustry.com/store.

RESEARCH

86 THE FERTILIZER/DISEASE LINK
How nitrogen source, rate, timing and application method affect creeping bentgrass quality and dollar spot.

91 IRRIGATION EFFICIENCY
Soil surfactants can save water and help maintain turfgrass quality.

EDITORIAL MISSION STATEMENT:
Golf Course Industry reports on and analyzes the business of maintaining golf courses, as well as the broader business of golf course management. This includes three main areas: agronomy, business management and career development as it relates to golf course superintendents and those managers responsible for maintaining a golf course as an important asset. Golf Course Industry shows superintendents what's possible, helps them understand why it's important and tells them how to take the next step.

www.golfcourseindustry.com APRIL 2007 5