NOT SO AVERAGE JOE
The chief executive officer of the PGA touts the game's economic impact.

MAKING THE SWITCH
An Arizona golf course superintendent deals with the consequences of effluent water use.

TURF WARS
Superintendents try to minimize wear and tear in high-traffic areas through cultural practices and altering golfers' behaviors.

AERATION OPTIONS
Superintendents implement various practices to meet turf needs.

RX FOR HEALTHIER TURF
Grooming promotes vertical growth.

GETTINGStarted
The environment, soil, fertility and products impact the establishment of turfgrass management programs.

SHORTER LOOPS
Architects and developers target nontraditional course niches.

WHERE ARE THEY NOW?
Ex-superintendents take alternate routes on career paths.

WALL TO WALL
A renovation team plants paspalum on entire golf course in Florida.

A PUBLIC/PRIVATE PARTNERSHIP
A look back at TPC Scottsdale as it celebrates 20 years and renovates one of its courses.

IN DUE TIME
A Minnesota golf course superintendent tends to his irrigation system while he waits for an overhaul.

WATER DELIVERY
Development team chooses decoder system for irrigation.
DEPARTMENTS

6 Editorial
   Time on the beach
8 Letters to the editor
10 News analysis
   Job interview tips, the international green method, hurricane preparation and course expansion
30 At the turn
109 Travels with Terry
   Equipment ideas
110 Consumer research
111 Products
113 Ad index
114 Classifieds

COLUMNISTS

20 Assistant's view
   Michael Heustis: Up for the challenge
22 Design concepts
   Jeffrey D. Brauer: Your role in construction
24 Advancing the game
   Jim McLoughlin: Web sites make a difference
26 Human resources
   Robert A. Milligan, Ph.D.: Motivational work environment
116 Parting shots
   Pat Jones: Five things I know

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.

VISIT US ONLINE — www.golfcourseindustry.com

DRIVEN TO CHANGE
Less than desirable conditions led to an upgrade that lets members at Northmoor Country Club in Illinois make the most of the course's practice facility.

MORE THAN ONE WAY
There are numerous ways to maintain bunkers, but factors such as budgets, green committees and memberships determine how superintendents maintain them.

ONLINE POLL: TOPDRESSING FAIRWAYS
As a golf course superintendent, do you topdress your fairways? Visit the GCI home page to vote in this online poll.

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

SOIL SAMPLING AND ANALYSIS
Analytical methods provide quantitative estimates of plant-available nutrients.

STUNTED GROWTH
Plant regulators are a California course's key to tree canopy management.

VISIT US ONLINE — www.golfcourseindustry.com

DRIVEN TO CHANGE
Less than desirable conditions led to an upgrade that lets members at Northmoor Country Club in Illinois make the most of the course's practice facility.

MORE THAN ONE WAY
There are numerous ways to maintain bunkers, but factors such as budgets, green committees and memberships determine how superintendents maintain them.

ONLINE POLL: TOPDRESSING FAIRWAYS
As a golf course superintendent, do you topdress your fairways? Visit the GCI home page to vote in this online poll.

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

RESEARCH

SOIL SAMPLING AND ANALYSIS
Analytical methods provide quantitative estimates of plant-available nutrients.

STUNTED GROWTH
Plant regulators are a California course's key to tree canopy management.