IN THIS ISSUE

The future of private clubs

ARE UPPER-CRUST CLUBS IMMUNE?
Although some high-end facilities remain insulated, even the most upscale private clubs are finding they aren't immune to economic hardships.

Course management

SHOULD YOU GET A GOOSE DOG?
A border collie is an effective, humane way to rid your course of Canada geese. Here's what you need to know before taking on the responsibility.

Best practices

RECESSION?
WHAT RECESSION?
Golf facilities defeat the economic downturn by giving people what they want.

Pesticide purchasing

REALISTIC EXPECTATIONS
Difficult economic times force superintendents to rethink pesticide use.

Product focus: Greens rollers

ON A ROLL
Steve Van Natta has been preaching the gospel of rolling greens and he's making true believers out of his colleagues in southern Minnesota.

FEATURES

20 THE ROAD LESS TRAVELED
Ron Dodson helped change the environmental path of golf over the past 20 years. Now he has his sights set on even bigger goals.

COVER STORY:
The future of private clubs

30 STAYING AFOAT
With nearly 15 percent of clubs at risk, demographic and economic concerns challenge the segment to evolve or go under.

38 MEMBERSHIP MATH
Private golf clubs work to attract and retain members while balancing market forces.

RESEARCH

74 HONING IN ON HUMIC SUBSTANCES
Humic substances may not improve turf quality or reduce water or P fertilizer on putting greens.

79 POA ANNUA IN REVIEW
The first in a two-part series looking at Poa annua. This month: it's origins, ability to self pollinate and behavior as a perennial.
The size of the golf economy is estimated to be $75.9 billion — that's more than newspaper publishing ($50.1 billion), performing arts and spectator sports ($64.7 billion) and the motion picture and video industries ($73.9 billion).