**Marketing Molecules**

**The Cost Factor**
Most superintendents say they would try less-expensive generic versions of useful chemical products. But that doesn’t mean they’ll switch.
By Larry Aylward

**Generics Generate Competition**
More post-patent products mean more market players. Do branded manufacturers feel threatened?
By Larry Aylward

**Stick to the Brands**
You’ll get a better value.
By Jim Davis

**A Valuable Option**
An increasing number of superintendents are making post-patent pesticides their products of choice.
By Owen Towne

**Keeping Tradition Alive**
*Golfdom* and Floratine Products team up to honor professionals with a special commitment to mentoring. Meet the inaugural winners of our Keepers of the Green awards.
By Mark Leslie, Frank H. Andorka Jr. and Larry Aylward
cover story
The chemical market is changing rapidly. A big reason for the change is post-patent pesticides and their impact on the use of branded products.

About the cover
Molecularly speaking, it's one of our most colorful covers. Don't you agree? Image by Digital Vision and design by Kim Traum and Lisa Lehman.

Winged Foot Gets a Leg Up
... with a major irrigation upgrade.
By Anthony Ploppi

Call in the Specialists
Researchers see most companies refining herbicide formulations to meet a changing market that relies on targeted applications rather than broad-spectrum efficacy.
By Frank H. Andorka Jr.

TurfGrass Trends
This month, Golfdom's practical research digest for turfgrass managers features a story on seeded bermudagrasses and more.
Pages 49-64

Not Going to the Big Show?
Log on to Golfdom.com during the show for daily coverage of the hot news, the best rumors and the coolest new gadgets.