Is Time on Your Side?
Experts share their tips for making the most of your workday so it doesn't interfere with your life.
By Becky Mollenkamp

The Case for the Classic Ball
The golf industry can take a step forward by taking a step backward and adopting a restrictive ball.
By Geoff Shackelford

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The Idea Factory
Ever wonder where course accessory companies get their ideas? They often get their most profitable ideas from you.
By Frank H. Andorka Jr.
cover story
BY LARRY AYLWARD

For some superintendents, including Mark Wilson of Valhalla GC (striped shirt), motivating employees is as important as maintaining consistent green speed.

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About the cover
We looked everywhere for some neat artwork that focused on motivating employees. We thought this illustration by David Fairfield of PhotoDisc fit the bill.

86 Twosomes in Turf
Married couples make careers out of golf course maintenance.
By Peter Blais

Lori and Tom Russell

News with a hook
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TurfGrass Trends
This month, Golfdom's practical research digest for turf managers discusses leaf analysis as it pertains to proper fertilization. Pages 43-58.

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