Desert Mountain’s Shawn Emerson courts consultants to propel agronomic excellence.

BY DAVID FRABOTTA

Find Your Niche
In part four of our Growing the Game series, we examine several marketing initiatives that golf courses use to create more rounds.
By David Frabotta and Bruce Allar

About the cover
Art Director Kristen Morabito combined images from around Desert Mountain to showcase the facility’s dedication to continuing education.

On Steve Mona
The GCSAA’s longtime CEO has accepted a job with the World Golf Foundation. In their columns, Larry Aylward and Joel Jackson discuss Mona’s legacy and what’s next for the association. See pages 8 and 20. Also see page 12 for reader comments about Mona’s tenure.

News with a hook
14 Superintendents as Historians

Turfgrass Trends
This month, Golfdom’s practical research digest for turf managers discusses how bentgrass cultivars perform against some pests as well as how dark-green varieties dominate turfgrass breeding for color. See pages 45-50.

Online Exclusive
Hear these podcast interviews only at www.golfdom.com/podcasts:

- Syngenta Professional Product’s Matt Giese discusses snow mold control.
- The Toro Co.’s Steve Wood discusses the company’s role in implementing biodiesel technology.