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Golf courses can boost business—and grow the game—by serving their clientele to the max.

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Why Cut Back on Pesticides?
If products are less toxic with lower use rates and superintendents use them responsibly, then what’s all the fuss about?

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I Wish I Had a Mower That Could ...
Superintendent offers top-five list of what he hopes future mowers can do (not that he isn’t impressed with what they can already do.

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About the cover
We think Art Director Carrie Parkhill scored a hole-in-one by illustrating the anecdote that helps define excellent customer service.

Customer Service
Growing the Game [PART 2]

Turfgrass Trends
This month, Golfdom’s practical research digest for turf managers discusses the making of Machrihanish Dunes Golf Club in Scotland, as well as the importance of a golf course realizing its carbon footprint. See pages 41-47.

Online Exclusive
Read these stories only at “The Ticker,” located at www.golfdom.com

Calling All Entries – Rain Bird accepting creative works for Intelligent Use of Water film competition. Be a filmmaker, make a statement and win some money in the process.

Fertilizer Facts – AGROTAIN International offers “Understanding the Global Urea Fertilizer Market,” the first installment in a five-part educational series that golf course superintendents can learn about the fertilizer industry.