Recommend a superintendent buddy to us and pick up 50 entries. Add 200 more for each supplier recommendation. Plus, every time you place an order with golfsat you'll get 50 more entries, and you'll be entered into that day's gold coin contest. Each entry also puts you in the running for one of five expense paid trips to the GCSAA show in Dallas where you'll draw for the truck!

Start piling up entries for your share of the gold, and start cashing in on all the benefits of being a registered member of golfsat. Grab your mouse and get to www.golfsat.com right now!

**Enter golfsat’s Virtual Goldmine Giveaway.**

In addition to the truck, we’re giving away two US Eagle solid gold coins every day during the sweepstakes. Simply register as a user on golfsat.com. That’s it– you’re entered. Want to enter again? Just log on. Each time you log on after registration you’ll get one sweepstakes entry.

**We think that the resources available to you at golfsat.com are so valuable that they’re, well, as good as gold. And to prove it we’re giving away gold and a limited edition 2001 Ford Harley-Davidson® F-150 pickup just for checking out golfsat™!**

NO PURCHASE NECESSARY to register at the golfsat web site or to enter the Sweepstakes. Enter between 11/27/00 and 1/26/01. Restrictions and qualifications for participation in this promotion may apply. Sweepstakes open only to golfsat registrants who are verified as employed as a golf course superintendent. See Official Rules on entry form by visiting www.golfsat.com. Sweepstakes void where prohibited.
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PDI: Is Half a Mandate Better Than None?
By Pat Jones

Wanted: More Workers
By Larry Aylward

Out of Harm's Way?
By Larry Aylward

E-Commerce Still Faces Uphill Battle
By Frank H. Andorka Jr.

Say, Aren't You the Superintendent?
By Frank H. Andorka Jr.

Satisfied Customers
By Larry Aylward

The More Things Change ...
By Frank H. Andorka Jr.
2000

Get Smart Now!!

cover story
Golfdom takes the industry's temperature in its first state of the industry report.

People of the Year
These golf industry members made a difference in 1999.
By Golfdom Staff

Home on the Range
Doug Petersan left the posh Baltimore CC for a new Bill Coore-Ben Crenshaw project in Austin, Texas, and the veteran superintendent couldn't be happier.
By Geoff Shackelford

Hold Water
You need to present a strong case when selling an irrigation system to members and owners.
By Peter Blais

About the cover
Graphic designers Lisa Bodnar and Dan Beedy collaborated to create our cereal box cover concept. Captain Crunch would love it!

66 Dealing with Desiccation
Superintendent applies antitranspirant to protect turf from winter woes.

12 Flagstick
Twenty Issues, Six Lessons

14 Pin High
To You, From Me: Happy Holidays

25 Shades of Green
Water Will Soon Not Be Everywhere

56 Golf By Design
They Were in Accord at Austin

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E-Report Separates News from Noise

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6 Events
10 Leaders
16 Off the Fringe
22 Hole of the Month
64 Money Shot
73 Tips: Budgeting
74 Company Line
75 Classifieds
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Events

SEMINARS & CONFERENCES

DECEMBER

12 Maine Golf CGSA's Annual Meeting
Portland, Maine
Contact 207-781-7878

12 GCSAA Seminar: Sustainable Golf Course Landscape Design – Enhancing Aesthetics, Function and Maintenance
Berlin, Conn.
Contact 800-472-7878

12-14 New Jersey Turfgrass and Landscape Expo 2000
Atlantic City, N.J.
Contact 732-821-7134

13 GCSAA Seminar: Bentgrass Management and Rootzone Maintenance
Ellicott City, Md.
Contact 800-472-7878

13 GCSAA Seminar: Maximizing Turfgrass Disease Control
Fond-du-Lac, Wisc.
Contact 800-472-7878

14 GCSAA Seminar: Applied Turfgrass Physiology
Oklahoma City, Okla.
Contact 800-472-7878

JANUARY

6–10 National Golf Course Owners Association’s Annual Conference & Trade Show
Orlando
Contact 800-933-4262

9–11 Eastern PA Turf Conference & Trade Show
King of Prussia, Pa.
Contact 814-863-3475

14–18 National Institute of Golf Management
Wheeling, W.Va.
Contact 561-744-6006

15 GCSAA Seminar: Lake and Aquatic Plant Management
St. Louis
Contact 800-472-7878

15 GCSA of New England Meeting
Walpole, Mass.
Contact 800-833-4451

16 GCSAA Seminar: The Microbiology of Turfgrass Soils
Rockport, Maine
Contact 800-472-7878

16 GCSAA Seminar: Spanish For Golf Course Management I
Pleasanton, Calif.
Contact 800-472-7878

18 GCSAA Seminar: Irrigation Water Quality
Lubbock, Texas
Contact 800-472-7878

22 The Grow And Mow Expo
College Park, Ga.
Contact 703-632-0100

23 GCSAA Seminar: Bentgrass Management and Rootzone Maintenance
College Park, Ga.
Contact 800-472-7878

23 GCSAA Seminar: Golf Course Photography
Kansas City, Mo.
Contact 816-561-5323

24 GCSAA Seminar: Reclaimed Water Irrigation
Salt Lake City
Contact 800-472-7878

25 GCSAA Seminar: Management of Zoysiagrass on the Golf Course
Kansas City, Mo.
Contact 816-561-5323

25 Northwestern Pennsylvania Turf School & Trade Show
Wilkes-Barre, Pa.
Contact 814-863-3475

Let us know about your events. Fax your information to Frank Andorka at 440-891-2675 or e-mail to fandorka@advanstar.com.
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THE SUPERINTENDENT'S CHOICE.
These superintendents recently earned their certification: Patrick J. Gradoville, Palos Verdes GC in Los Alamitos, Calif.; Gary A. Hodge, Albuquerque CC in Albuquerque, N.M.; Daryl D. Dinkel, River Valley Ranch GC in Rifle, Colo.; Douglas L. Smith, Maple Ridge GC in Columbus, Ga.; Thomas T. Davies, Oak Tree CC in West Middlesex, Pa.

Jack Nicklaus received the 2000 Don A. Rossi Award from the Golf Course Builders Association of America.

Vermeer Manufacturing Co. named Brian Metcalf as vice president of sales and marketing.

Roger Bechle was named key accounts manager for Riverdale Chemical Co.

GolfClubExchange.com named Larry Tedesco and Andy Schechter as vice presidents.

Standard Golf Co. promoted Matt Hurley to general manager of its plant and office operations. Hurley has been a regional sales manager for Standard since 1991.

Jim Zizz joined Barenbrug Colorado as a regional sales representative, specializing in forage crop seed sales.

Pacific Earth Resources named John Culbertson as its golf division manager.

Vicki Martz was promoted to vice president of Palmer Course Design Co.

North American Green named Greg Deegan as vice president of sales.

James Walter joined Rohm and Haas Co. as market and product development manager for turf and ornamental products.

Craig Schreiner Golf Course Architects named Chad Wienand as a design associate in its Kansas City, Mo., office.

John Reddington joined The Northeast Golf Co. as a design associate. He will manage plan production, including design development, construction documentation and specifications and CAD design for new construction and renovation.

Harmony Products named Mark Fields, CGCS, as its southeast regional sales manager.

The MAJOR Equipment Co. hired John Scarborough as a sales engineer.

Tyler Enterprises of Elwood in Elwood, Ill., named Robert L. Murphy to its Indiana sales force. Murphy will be responsible for the sales of Tyler's custom-blended fertilizer products and custom fertilizer application system, specializing in the golf course market.

Jeff Havy joined BioWorks of Geneva, N.Y., as its Northeast sales representative.

Indianapolis-based LasTec named Roger Rew as plant manager.

Send information/color photos to Golfdom's Frank Andorka at 7500 Old Oak Blvd., Cleveland, 44130. Fax information to 440/891-2675 or e-mail to tandorka@advanstar.com.

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