Without Fairways
Every Hole Would be a Par 3

Studies have shown that golf course superintendents rate fairways low on their priority list, but without fairways, you'd only have a par-3 course. Fairways take up acreage and cost a lot to maintain. To lower your costs, try the award-winning, fairway-specific bentgrass varieties from Tee-2-Green.

Whether you are interseeding, renovating, or starting anew, Tee-2-Green has the varieties for your fairways.

PennLinks II and Penneagle II - The Perfect Fairway Grasses
The Productivity of Three.
The Consistency of One.

Toro DPA Cutting Units
Introducing Toro® DPA cutting units!
With its “one click” bedknife-to-reel adjustment, Toro DPA cutting units are designed to adjust and cut as one consistent reel. Each component is precision manufactured, and only Toro’s patented DPA cutting unit ensures the aggressiveness of cut remains constant over the life of the reel, giving you a consistent cut across all three cutting units, day after day. Toro DPA cutting units, helping you achieve the consistency you need across all three reels.

The Greensmaster® 3150.
One great result.
visit www.toro.com/greens
The Bucket Is Half Full
Insiders are confident about the industry's economic state.
By Larry Aylward

Image Is Everything
As one superintendent found out, keeping a low profile can banish you to utter obscurity.
By Ron Furlong

Separate and Unequal
Superintendents at private clubs are three times more likely to be satisfied with salaries than those at public courses.
By David Frabotta

'Is This Show Still For Me?'
Golf course maintenance exhibitors battle the GIS dilution effect.
By David Frabotta

Mona's Memoir
Outgoing GCSAA CEO takes a candid look back at his 14-year career.
By Larry Aylward

Show Case
From new products to giveaways, here are some of the things companies will do and display at the big show.
Compiled by Larry Aylward
cover story
BY LARRY AYLWARD, DAVID FRABOTTA AND RON FURLONG

Check out our seventh-annual analysis of the state of the profession, featuring results of our extensive survey of superintendents.

5A

About the cover
Art Director Kristen Morabito, with the help of an image from Stock International, designed our cover to give a crystal (golf) ball look into the state of the profession.

Extreme Makeover
The practice range at Traverse City Golf & Country Club was made near perfect thanks to an extensive renovation.
By Raymond Hearn and Steven J. Hammon

Quality (of Cut) Control
Manufacturers know just what superintendents want in a greens mower.
By Larry Aylward

Behind the Scenes
Administrative assistants help superintendents stay the course.
By Roger Kamholz

Turfgrass Trends
This month, Golfdom's practical research digest for turf managers discusses nitrogen partitioning and metabolism for optimum root growth, as well as other topics. See pages 75-86.

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

- Gregg Breningmeyer, director of sales and marketing for John Deere Golf & Turf One Source, talks about golf's growing markets in Asia, where he spends an ample amount of time.
- Kyle Miller, the senior technical specialist for BASF, sheds light on how to diagnose and combat turf disease outbreaks.

www.golfdom.com Golfdom 3
Come reminisce about the fertilizer that has been golf’s #1 organic nitrogen fertilizer for over 80 years. Visit Milorganite at the Golf Industry Show in Orlando, at booth 3835.

1-800-287-9645  
www.milorganite.com
It's cold outside and we all like to burn candles and use fireplaces. Candle flames or dripping wax can burn dogs or singe their hair. They are a fire hazard if your dog knocks them over. Save candles for the dining room table and don’t burn them near an unattended dog.

Fire/fireplaces, including ashes and popping wood, can cause bronchial irritation, burns, skin irritation and digestive distress. Keep a fire screen in front of a fireplace while in use.

McKinley. His owner is Kyle Evans, the former superintendent (now managing partner) at the Belgrade Lakes Golf Club in Belgrade Lakes, Maine. (Photo by: Kyle Evans)

Introducing The New Ice Chilled Drinking Fountain from Halsey Taylor...

- No more heavy, bulky coolers to clean & fill!
- Water is chilled through self-contained coils, so water source is never in contact with hands or ice.
- No electrical hookup required.
- Holds up to 30 lbs of ice for long-lasting service.
- Green polymer cabinet stands up well to the elements & resists rust.

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Quali-Pro products feature formulation quality second to none for performance results equal to the competitive brands they replace.

Introducing Ipro 2SE. The proven, all season control you demand for turf and ornamental diseases. Learn more at quali-pro.com, or visit Booth 3277 at the 2008 Golf Industry Show.

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As a typical "he-has-an-opinion-for-everything" American, I'd like to share some thoughts with you about what I see happening in the golf world this year. Here goes:

I'm going to go out on a limb and say that water will be the biggest issue of 2008 in the golf course maintenance industry. (I know — I'm not straying too far from the tree trunk.)

Water is getting to be everybody's favorite topic. Once the mainstream media latches on to the topic and squeezes every drop out of it, everybody will be talking about it, a la global warming, over Sunday night's pot roast and potatoes.

It doesn't take an irrigation consultant to conclude that golf courses all over the country will continue to be faced with an array of irrigation challenges, from cutting back on water use for environmental and economic reasons to sparring with the public over the industry's alleged wasting of this precious commodity.

But the bet here is these continued challenges will become even more intense because of the mainstream media's scrutiny.

**Filling Mona's shoes**
The Golf Course Superintendents Association of America will hire a very capable replacement for Steve Mona, who's leaving his CEO post next month after 14 years. Whoever it is better have a thick skin because that person will be compared to Mona in many phases.

According to a recent *Golfdom* poll of about 600 superintendents, 65 percent of them said Mona "did a great job and elevated the profession." Thirty-two percent of respondents say "he did a decent job." That's an astounding 97 percent approval rate, folks. Members and the GCSAA staff will miss Mona. Altogether now: "When Steve was here, he did it this way."

**McCain will gain**
Early last year, *Golfdom* conducted an informal presidential poll listing candidates Hillary Clinton, John McCain, Barack Obama and Rudy Giuliani. Not surprisingly, Giuliani won our poll with 35 percent of the vote. McCain was second with 29 percent.

We didn't list preacher-politician Mike Huckabee in the poll because we knew little about him. But Huckabee, a Baptist minister, has come out of nowhere as a GOP presidential contender.

We plan to conduct another poll soon, and Huckabee will surely be listed as one of the candidates. I have a feeling that some in our industry will latch onto the former Arkansas governor. But Huckabee, who has been labeled as a closet liberal and has a few skeletons rattling in his closet, will fade and will not win over the golf course industry crowd.

Speaking of skeletons, they will do in Giuliani, and McCain will become the industry's favorite and the GOP's presidential nominee.

**Fast times?**
I — and a lot of people just like me (who have a spouse and two young children) — will play about four rounds of golf this year. What I'd give to be an avid golfer, but I just don't have the time to play that much. If I spend six hours every Sunday at the course (including time spent for an after-round beverage), I wouldn't be a very popular person in my household.

Everybody in the golf industry keeps talking about how important it is to have faster play. But are we kidding ourselves here?

It doesn't take an Einstein to conclude that if golf courses are getting longer, they're going to take longer to play. And in this day of flat rounds and needed revenue, you can't expect owners to turn away paying customers on a beautiful Sunday — even if it means golfers having to wait for each other on each tee.

See that guy hopping around on one foot and yelling "ouch!?" That's Mr. Golf Industry.

Aylward, editor in chief of Golfdom, can be reached at laylward@questex.com.
"I can water my Emerald greens less than twice per week - even in the heat of summer"
- Shawn Myles, GCS
Traditions Golf Club, College Station, TX

The growth habit of Emerald, with its deep roots and lack of thatch production, allows Shawn to manage his greens with less water, even with a high-bicarbonate, high-sodium water source.

Some of Our Newest Emerald Dwarf Bermudagrass Installations:
TPC at Scottsdale - Scottsdale, AZ - The Founders Club - Pawley's Island, SC
Twin Rivers Golf Club - Waco, TX - Sweetwater CC - Sugar Land, TX

For more details on these courses and Emerald Dwarf Bermudagrass go to: www.championturffarms.com

CHAMPION Turf Farms
Specializing In Bermudagrass Greens
The Big Picture
THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH
Projects on the Move in "Mount Rushmore" State

Although South Dakota isn’t known for its wealth of golf courses, one layout in the state is getting upgrades while work has begun on an all-new facility.

Memorial Golf Course in Huron, a city-owned nine-hole facility, will get $250,000 worth of drainage improvements. In Spearfish, the developer of a neighboring housing and commercial project donated property to the city for a nine-hole track. Site prep is now under way on Elkhorn Ridge Golf Course, a Pat Wyss design. For details on these and other golf projects around the United States, visit www.golfconstructionnews.com.

COURTESY OF:
golfconstructionnews.com

Gas Prices Up — So Are Superintendents’ Concerns

What a difference a year makes when it comes to golf course superintendents’ concerns about gas prices and how they might affect the industry’s economic viability.

Last year, we asked 621 superintendents and other industry professionals if they were worried that high fuel prices would lead to a decrease in golf course rounds and revenue in 2007. At the time, gas was around $2.10 a gallon.

Here’s how they responded:

Yes, people just won’t have the money to play: 7%
No, golfers will always find the money to play: 36%
Somewhat, gas prices will have a slight impact on play: 57%

We asked the same question to 640 superintendents a few months ago. But this time gas prices were more than $3 a gallon — about $1 more than last year. Take a look at the difference in the responses:

Yes, people just won’t have the money to play: 20%
No, golfers will always find the money to play: 36%
Somewhat, gas prices will have a slight impact on play: 44%

Golf Rounds Played

The percentages below represent the change in the number of rounds played in October 2007 compared to the number of rounds played in October 2006.

<table>
<thead>
<tr>
<th>REGION</th>
<th>OCTOBER</th>
<th>Y.T.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>ME, VT, NH, MA, RI, CT</td>
<td>9.1%</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>NY, PA, NJ</td>
<td>18.7%</td>
</tr>
<tr>
<td>East North Central</td>
<td>MI, OH, IN, IL, WI</td>
<td>29.8%</td>
</tr>
<tr>
<td>West North Central</td>
<td>ND, MN, SD, NE, KS, IA, MO</td>
<td>11.1%</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>WV, DE, MD, VA, NC, SC, GA</td>
<td>-2.3%</td>
</tr>
<tr>
<td>Florida</td>
<td>-10.4%</td>
<td>-1.2%</td>
</tr>
<tr>
<td>South Central</td>
<td>KY, TN, AL, MS, OK, AR, LA</td>
<td>6.3%</td>
</tr>
<tr>
<td>Texas</td>
<td>4.0%</td>
<td>-8.6%</td>
</tr>
<tr>
<td>Mountain</td>
<td>MT, ID, WY, NV, UT, CO, AZ, NM</td>
<td>0.3%</td>
</tr>
<tr>
<td>Pacific</td>
<td>WA, OR, AK, HI</td>
<td>-8.3%</td>
</tr>
<tr>
<td>California</td>
<td>-4.7%</td>
<td>2.6%</td>
</tr>
<tr>
<td>TOTAL UNITED STATES</td>
<td>6.9%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

GOLF DATATECH

Purdue University’s Tom Turpin, who spoke at the recent University of Kentucky Pest Control Short Course, says most people — including Joe and Jane Golfer — don’t like bugs. According to Turpin:

• 5 percent of the general public are phobic of insects
• 60 percent are apprehensive
• 15 percent are fearful
• 15 percent are indifferent
• 5 percent enjoy bugs