# **FEATURES**

Facility operations

### 32 THE DOCTOR IS IN

A social scientist and demographer discusses keys to operating a successful facility.

Facility management

# **MAKING MUNIS WORK**

Superintendents share their successes and difficulties working at municipal golf courses.

Cover Illustration: Bill Graham

Turfgrass management

# 44 ROLL AWAY ... TO FASTER GREEN SPEED

Researchers and superintendents extol the benefits of using rollers.

Turfgrass maintenance

# 48 SPOON-FEED YOUR TURF

While it might not take the place of traditional fertilizer applications, fertigation allows superintendents to be effective and have more control.

Facility management

### 54 CHANGE WITH THE TIMES

Facilities implement strategies to reflect market conditions.

Professional development

### 58 BUILD UP A CAREER

Superintendents need versatility, optimism and business savvy to succeed.

Superintendent profile

# 62 SUPERINTENDENT'S DREAM TURNS INTO REALITY

Kyle Evans operates Belgrade Lakes Golf Club a little differently than many others would.

Professional development

### 66 PREPARING FOR THE FUTURE

Turfgrass students and graduates receive advice from superintendents during a career-minded program.

Industry goodwill

### **70 GIVING BACK**

Companies and individuals raise and donate money for charities unrelated to golf.

Course reconstruction

### **76 SECURING THE FUTURE**

A construction team restores a stream and rebuilds an entire course in Pennsylvania.



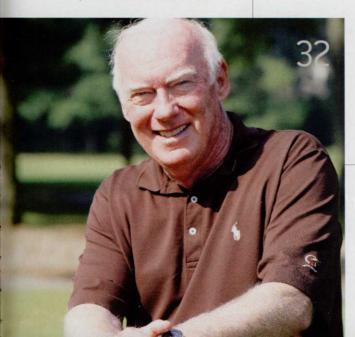
### 96 AN ONGOING BATTLE

A superintendent in New Mexico experiments with wetting agents to combat localized dry spot.

### 98 MORE THAN ONE USE

Wetting agents contest localized dry spot and wet turf while reducing labor for a superintendent in Indiana.





GOLF COURSE INDUSTRY (ISN 1054-0644) is published in January, February, March, April, May, July, August, September, October and November. Copyright 2007 GIE Media Inc., 4020 Kinross Lakes Parkway, #201, Richfield, OH 44286. All rights reserved. No part of this publication may be reproduced or transmitted by any means without permission from the publisher. One-year subscription rate, \$33 in the United States, \$42 in Canada and Mexico, and \$88 in other foreign countries. One year foreign airmail rate: \$102. Two year subscription rate: \$65. Subscriptions and classified advertising should be addressed to the Richfield office. Periodicals postage paid at Richfield, Ohio, and additional mailing offices. Postmaster: Send address changes to GOLF COURSE INDUSTRY 4020 Kinross Lakes Parkway, #201, Richfield, OH 44286.



Photo: Darren Carroll/Golf Digest

# RESEARCH

### 82 SURVIVING SUMMER

A seaplant extract-based foliar nutrition program might improve stress tolerance.

### 88 A MANAGEABLE PROCESS

Take a solutions-based approach to disease control on *Poa*/bentgrass greens in the Northeast.



### **DEPARTMENTS**

- 6 Editorial
  The next generation
- 8 Letters to the editor
- O News analysis
  Oakmont wrap-up,
  management group reunion,
  20 years in the desert and
  better irrigation coverage
- 30 At the turn
- 100 Products
- 104 Consumer research
- 105 Travels with Terry Equipment ideas
- 106 Classifieds
- 107 Ad index

## COLUMNISTS

- 22 Marketing your course Jack Brennan: Analyzing demand for rounds
- 24 **Design concepts**Jeffrey D. Brauer: Project
  management
- 26 Advancing the game
  Jim McLoughlin: Market
  refocus
- 28 Human resources
  Robert A. Milligan, Ph.D.:
  Thriving in the heat
- 108 Parting shots
  Pat Jones: Noonan's crusade

# VISIT US ONLINE - www.golfcourseindustry.com

### LIVING THE DREAM

As a golf course superintendent, Dieumerite Etienne has been given the ultimate chance to succeed.

#### **NEW LINKS**

108

Developer David Southworth's first Scottish project is taking shape near St. Andrews.

### **ONLINE POLL: BUYING USED**

Do you purchase used mowers regularly? Visit the GCI home page to vote in this online poll.

### **DIGITAL LIBRARY**

You can view last year's digital issues of Golf Course Industry any time you want on DVD. The digital library contains all the 2006 issues on one disc. The DVD is available at the online bookstore – www.golfcourseindustry.com/store.

62

### **EDITORIAL MISSION STATEMENT:**

Golf Course Industry reports on and analyzes the business of maintaining golf courses, as well as the broader business of golf course management. This includes three main areas: agronomy, business management and career development as it relates to golf course superintendents and those managers responsible for maintaining a golf course as an important asset. Golf Course Industry shows superintendents what's possible, helps them understand why it's important and tells them how to take the next step.

JULY 2007