

FOLIO:
EDDIE
AWARD

GOLD WINNER

GOLF COURSE
INDUSTRY

32

FEATURES

Superintendent profile

28 MATCHMAKER EXTRAORDINAIRE

Jerry Faubel, former GCSAA president and Bruce Williams' partner in Executive Golf Search, discusses the state of the job market for superintendents.

Career management

LEARNING THE ROPES

Internships are critical experiences for turfgrass students beginning their careers.

Cover photo: Michael Black, Black Sun

Irrigation management

40 WATER PRESSURE

Many superintendents face challenges when dealing with restrictions and cost.

Turfgrass management

44 DIGGING IN THE DIRT

Knowing your soil's physical condition is the key to plant health.

Turfgrass management

50 FINE-TUNING TURF

Superintendents adjust integrated plant management programs to improve conditions.

Industry resources

56 RELIABLE RESOURCES

Chemical manufacturers support superintendents and the industry in various ways.

Course renovation

60 WHAT LIES BENEATH

A subsurface air and drainage system and a ceramic soil mix improve greens at a Chicagoland club.

Golfer relations

64 MYTH BUSTED

A New England superintendent tests flagsticks to see how they react when golf balls hit them.

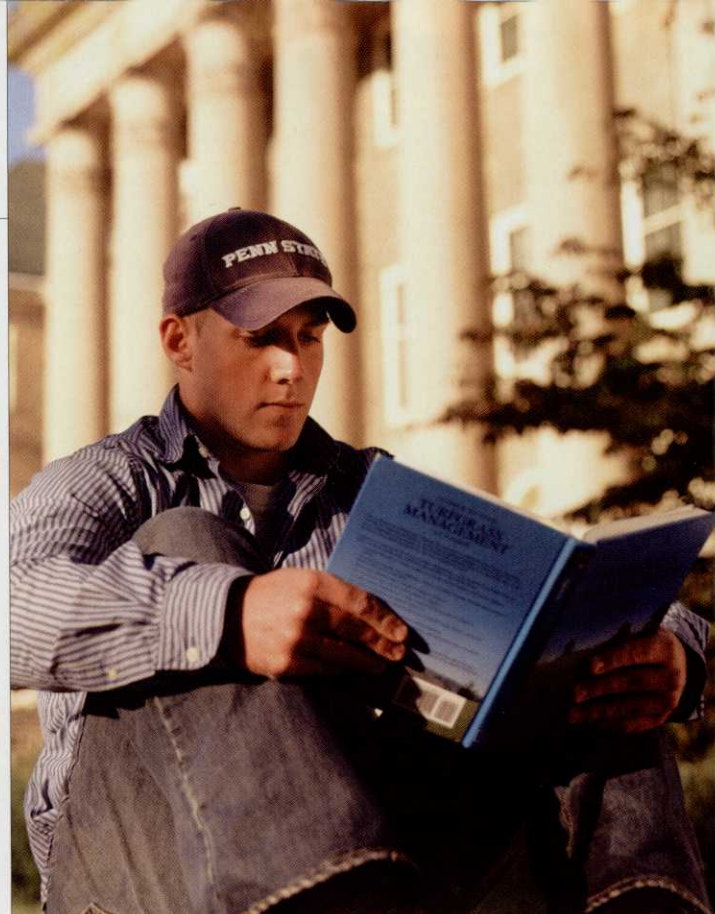
Product features

76 PLAYING ROUGH AT OAKMONT

Superintendent leaves nothing to chance, even outside the fairways.

78 MAKING AMENDS

Illinois superintendent uses natural resources as soil amendments.



50

40

GOLF COURSE INDUSTRY (ISSN 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 Cleveland, Ohio, and additional mailing offices. Postmaster: Send address changes to GOLF COURSE INDUSTRY 4020 Kinross Lakes Parkway, #201, Richfield, OH 44286.

gie
media
incorporated



DEPARTMENTS

- 6 **Editorial**
Build a brand
- 8 **Calendar of events**
- 10 **News analysis**
Green Start Academy,
European pesticide
regulations and expanding
a portfolio
- 26 **At the turn**
- 81 **Travels with Terry**
Equipment ideas
- 82 **Classifieds**
- 83 **Ad index**

COLUMNISTS

- 18 **Marketing your course**
Jack Brennan: Be prepared for next year
- 20 **Design concepts**
Jeffrey D. Brauer: What 'architect'
means
- 22 **Advancing the game**
Jim McLoughlin: The Peter Principle
- 24 **Human resources**
Robert A. Milligan, Ph.D.: Are you a
chief executive?
- 80 **Tournament insider**
Tim Moraghan: Taking the correct steps
- 84 **Parting shots**
Pat Jones: Cut and paste

28

RESEARCH

72 **IN THE ZONE**

A look at the diversity of rhizosphere bacteria in USGA putting greens.

60



VISIT US ONLINE – www.golfcourseindustry.com

LET'S MAKE A DEAL

CNL Income Properties intends to acquire 28 U.S. golf course properties from affiliates of American Golf Corp. The purchase is part of a combined transaction with Evergreen Alliance Golf Limited and American Golf in which EAGLE is purchasing 14 additional courses from American Golf.

HEAVY TRAFFIC TIPS

Find out how the staff at Rancho Park Golf Club in Los Angeles keeps the course playable and alleviates the stress that comes with more than 100,000 yearly rounds.

ONLINE POLL: GROW-IN EXPERIENCE

As a golf course superintendent, do you wish to have more grow-in experience? 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.

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.

