



FEATURES

COVER STORY:

Industry outlook

20 ALL-INCLUSIVE
The industry pursues diversity initiatives.

Turfgrass management

28 TOPDRESSING TECHNIQUES
Superintendents find success with methods beyond the book.

Turfgrass management

36 WEED WARS
Superintendents look for ways to make herbicides more effective and affordable.

Course renovation

42 RESURRECTING TILLIE
Architects bring A.W. Tillinghast's hell-raising hazards back to life.

Facility operations

48 INVEST IN YOUR FACILITY
Targeted spending can boost cash flow and member satisfaction.

Course construction

52 REVIVING RESORT COURSES
Kaanapali Resort's North and South courses win back visitors to the popular Maui destination.

Product focus: Pond management

65 WILD BLUE YONDER
In a green-obsessed industry, one estate manager has learned there's no green without blue.

67 IN LIMBO ON THE LAKES
Two superintendents suffer through scorching heat to keep on-course lakes under control.

RESEARCH

60 TOXIN TRAIL
Four seemingly unrelated events lead to an unexpected scientific discovery.

20



48

52



GOLF COURSE INDUSTRY (ISSN 1054-0644) is published monthly. Copyright 2008 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. Canada Post: Publications Mail Agreement #40612608 Canada Returns to be sent to Bleuchip International, P.O. Box 25542, London, ON N6C 6B2



Did You Know?

A turf area 50 feet by 50 feet produces enough oxygen to meet the everyday needs of a family of four.

42

DEPARTMENTS

- 6 Editorial
Focus on opportunities
- 18 Consumer research
- 71 Travels with Terry
Equipment ideas
- 72 Classifieds
- 73 Ad index

COLUMNISTS

- 10 Assistant's view
Tavis Horton: Personal Web-site value
- 12 Design concepts
Jeffrey Brauer: Should bunkers be fair?
- 14 Advancing the game
Jim McLoughlin: Mark Woodward?
- 16 Marketing your course
Jack Brennan: A tale of two owners
- 70 Tournament insider
Tim Moraghan: Prepping for The Memorial
- 74 Parting shots
Pat Jones: Dying a slow death



VISIT US ONLINE – www.golfcourseindustry.com

STRESS TEST

Pure-Seed Testing and Scotts Professional Seed develop heat- and drought-tolerant turf varieties.

ONLINE POLL

How important is diversity in the industry? Visit the GCI home page to cast your vote.

AIR IT OUT

Voice your opinion about a topic or bring attention to something you believe deserves it. Visit our message board at www.golfcourseindustry.com/messageboard and speak your mind.

GCI.TV

Welcome to Golf Course Industry TV – a one-stop Web site designed to enrich your business acumen as well as communicate with your peers through forums, blogs, groups and polls. Videos, podcasts and an extensive photo gallery also will provide you with an array of business and industry knowledge. Visit our new interactive site today – www.golfcourseindustry.tv – to create your profile and start networking.

GOLF COURSE.tv
INDUSTRY

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.