



**FEATURES**

*Superintendent profile*  
**20 MOTOWN MAJOR MAN**  
 Steve Cook prepares for the PGA Championship, discusses his career, and offers advice for younger superintendents and assistants.

*Cover story:*  
*Course management*  
**26 NAVIGATING POLITICAL WATERS**  
 No matter the structure of a club, diplomacy is the key for dealing with controversial decisions.  
*Cover illustration: John S. Dykes*

*Industry outlook*  
**34 LOOKING AHEAD**  
 Industry veterans discuss change needed for the future of the golf business.

*Course maintenance*  
**40 KEEP THE FLOW**  
 Maintain – or even replace – your irrigation system to prevent recurring problems.

*Course management*  
**50 MONITORING MOTHER NATURE**  
 Various tools help superintendents make the most of weather while tending turf.

*Course construction*  
**56 CURATORS OF THE COURSE**  
 Tavistock Country Club restores its 1921 golf course to mint condition.

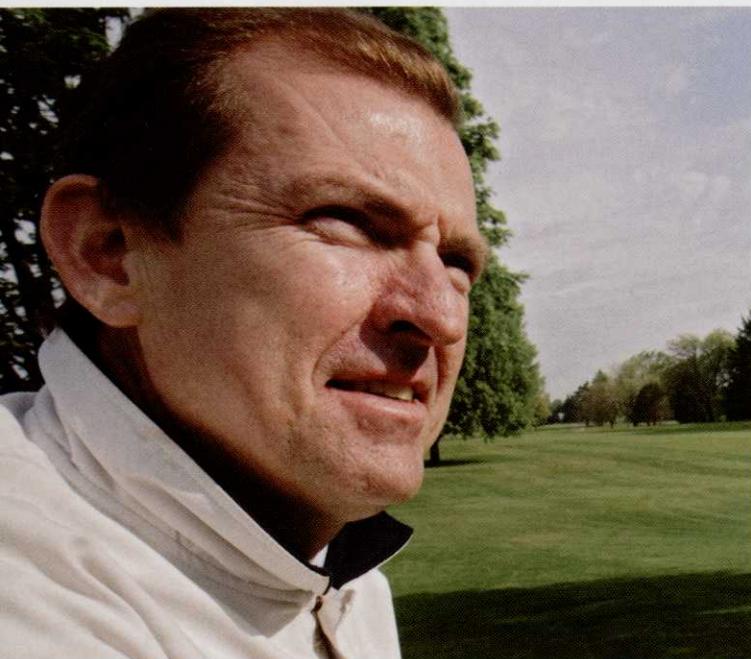
*Product focus: sprayers*  
**70 A NUMBERS GAME**  
 Director of golf course maintenance keeps two different courses in line in Virginia.

**74 SPRAY IT RIGHT**  
 Opening his fifth golf course, Danny Gwyn relies on two intelligent machines - a turf sprayer and the human brain.

**RESEARCH**

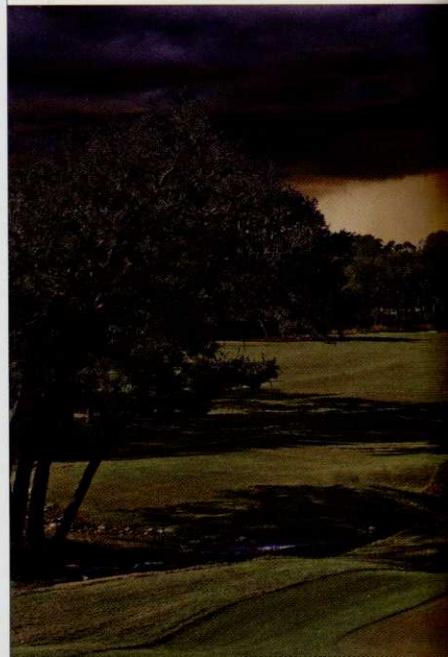
**64 LOOKING FOR CLARITY**  
 Researchers make headway detecting and treating new turf diseases.

26



20

50



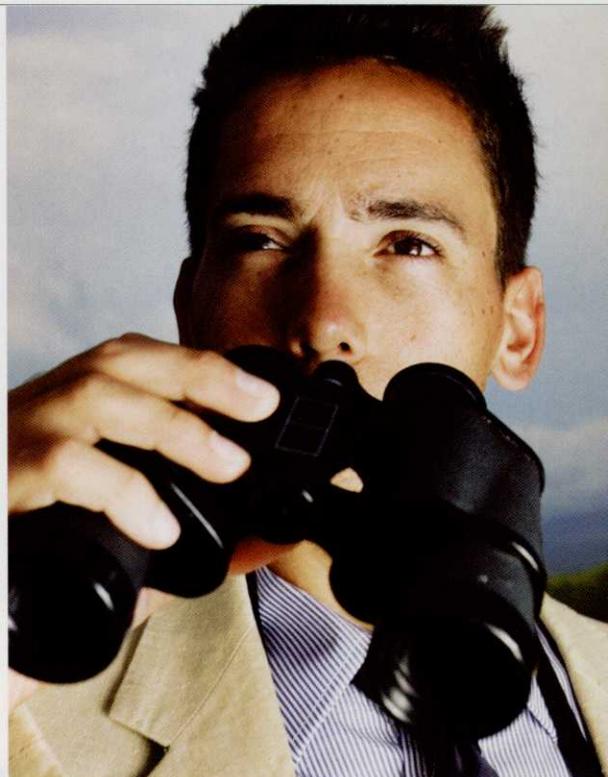
GOLF COURSE INDUSTRY (ISSN 1054-0644) is published monthly. Copyright 2008 GIE Media Inc., 4020 Kinross Lakes Parkway, #201, Richfield, OH 44286. All rights reserved. No part of this publication may be reproduced or transmitted by any means without permission from the publisher. One-year subscription 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.



Did You Know?

**James Watson** was the first person to earn a Ph.D. in agronomy in the United States. He worked for The Toro Co. during the late 1950s.

34



## DEPARTMENTS

- 8 **Editorial**  
A united public relations wave
- 18 **Consumer research**
- 78 **Travels with Terry**  
Equipment ideas
- 80 **Classifieds**
- 81 **Ad index**

## COLUMNISTS

- 10 **Assistant's view**  
Dan Schuknecht: Ensure employee motivation
- 12 **Design concepts**  
Bruce Charlton: Three messages for you
- 14 **Advancing the game**  
Jim McLoughlin: Easy talk, difficult walk
- 16 **Marketing your course**  
Jack Brennan: Dwell on your business
- 76 **Tournament insider**  
Tim Moraghan: Rules for superintendents
- 82 **Parting shots**  
Pat Jones: An unbreakable bond



VISIT US ONLINE – [www.golfcourseindustry.com](http://www.golfcourseindustry.com)

### THE ROLE OF ROLLING

Alternately rolling and mowing can help alleviate stress on greens while maintaining speed.

### ONLINE POLL

What kind of water do you use to irrigate your course? 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](http://www.golfcourseindustry.com/messageboard) and speak your mind.



### GCI PODCAST

John Walsh, editor of GCI, interviews Roots' Scott Inman about biologicals and overall turfgrass health. Visit our home page and click on the podcast icon to listen.

### 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.