

Nathan Migal, Imagen Photography





# **FEATURES**

Builder profile

#### **PUSHING DIRT**

Course Crafters is defying the odds in the depressed construction business by staying true to its roots in the renovation market.

### COVER STORY:

Career management

## **CHANGING ROLES**

Managers who fill the shoes of both superintendent and pro share their stories.

Course development

## **36 A BUDDING BUILDER**

An Eastern European comes to the U.S. for knowledge to use in burgeoning markets.

Crisis management

#### NO WORRIES

Superintendents need to have a detailed plan in place to cover all bases in case of a crisis.

Course management

## MITIGATING MOTHER NATURE

The right strategies make for successful erosion control.

Product focus: Irrigation control systems

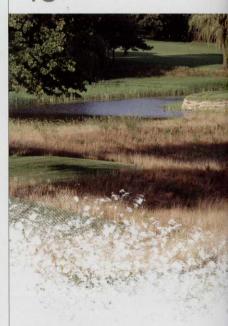
#### 58 SPREADING IT OUT

The ability to purchase a new irrigation control system over three years was the key to Southern Hills' upgrade.

## RESEARCH

#### 52 OUT IN THE COLD

Additives may be the answer to improving herbicide performance.



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Typically, 1.7 times more area on a golf course is used for **natural habitats** than the combined area devoted to greens, tees and fairways.

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Winner of a national magazine award for the fourth year in a row





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## **GROW-IN FOLLIES**

In, "Grow-in: It's your ass not mine," Colton Smith provides a crew member's perspective of what superintendents go through during grow-ins.

#### **PRO-SUPER RUNDOWN**

An online extra from this month's cover story: We list the 29 members of the GCSAA who also hold PGA memberships. Visit golfcourseindustry.com/prosuper for the complete list.

#### 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.

#### **VIDEOS, PODCASTS AND MORE**

Golf Course Industry TV is a Web site designed to enrich your business acumen and allow you to communicate with your peers through forums, blogs and polls. Videos, podcasts and an extensive photo gallery will provide you with an array of business and industry knowledge. Visit the interactive site – www.golfcourseindustry.tv – to create your profile and start networking.



#### **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 professionals responsible for maintaining a golf course as an important asset.