



KEN MCCRAY

IN THIS ISSUE

COVER STORY:

Course management

30 SCALING BACK

Barona Creek implements a turf reduction program to reduce water, inputs and energy use.

Turfgrass maintenance

59 THE BEST-LAID PLANS

Superintendents rely on experience, peers and experts to craft effective agronomic programs.

Personnel management

66 HIGHER PAY VS. BETTER BENEFITS

Knowing employees' preferences boosts retention and satisfaction.

Pesticide management

72 PREVENTING HERBICIDE MIX-UPS

Put a system in place to ensure misapplication doesn't happen.

Product focus:

Organic fertilizer

84 ENVIRONMENTAL CONSIDERATIONS

A public course on Long Island uses organic fertilizers where it can.

66



FEATURES

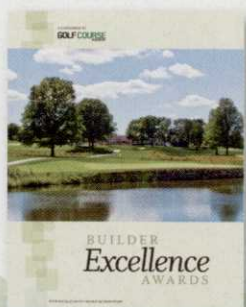
Club manager profile

22 IT'S THE CLUB, FIRST!

Barbara Jodoin is redefining the general manager role by maintaining a fierce focus on bottom-up management and top-flight communication.

BUILDER EXCELLENCE AWARDS

STARTS
AFTER PAGE 42



22



CHRIS HAMILTON

76 RESEARCH

A NEW APPROACH

Fertilizer meta-catalysts can maximize nutrient management.

GOLF COURSE INDUSTRY (ISSN 1054-0644) is published monthly. Copyright 2009 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. Single issue rate, \$10. 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

gie
media
Incorporated

Did You Know?

The No. 1 cause of on-the-job deaths for golf course workers is being struck by a piece of equipment – almost always due to a rollover, according to Howie Eberts, OSHA compliance assistance specialist.

DEPARTMENTS

- 6 **Teeing off**
John Walsh:
Perception vs. reality
- 8 **Feedback**
- 20 **Consumer research**
- 87 **Travels with Terry**
Equipment ideas
- 88 **Classifieds**
- 89 **Ad index**

COLUMNS

- 10 **Assistant's view**
Tavis Horton:
Preparing a portfolio
- 12 **Design concepts**
Jeffrey Brauer:
Pay now or pay later
- 14 **Irrigation issues**
Erik Christiansen:
Face regulation proactively
- 16 **The Monroe doctrine**
Monroe Miller:
Moving out ... and on
- 18 **Equipment management**
Stephen Tucker:
A European perspective
- 86 **Outside the ropes**
Tim Moraghan:
One year, three majors
- 90 **Parting shots**
Pat Jones: Fear and scribbles

ON THE WEB – GOLFCOURSEINDUSTRY.COM

Look for these articles on our home page and in our weekly e-newsletter.

SAFETY IN NUMBERS

OSHA figures from 2004 to 2008 shed some light on how workers most commonly get hurt on the golf course and what violations facilities are most frequently cited for.

SET AN EXAMPLE

A Florida golf course superintendent shares an environmentally responsible grow-in method.

PREDICTING FERTILIZER PRICES

Experts help make some sense of fluctuating fertilizer prices and predict what might happen next.

MANAGING A MORE PROFITABLE ORGANIZATION

To stay afloat during the recession, golf course operators look to reduce costs and increase revenue wherever they can.

PREVENT GOLF CART GAFFES

Take note of how golf cart injuries occur and ways to reduce the incidents.



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.

