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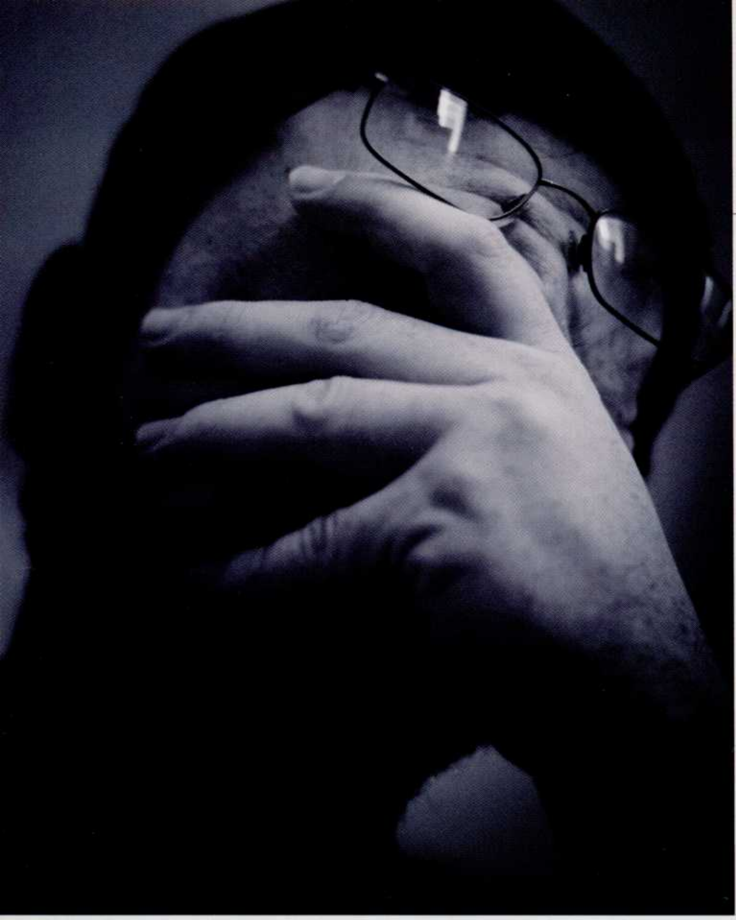

20th ANNIVERSARY {1988-2008}

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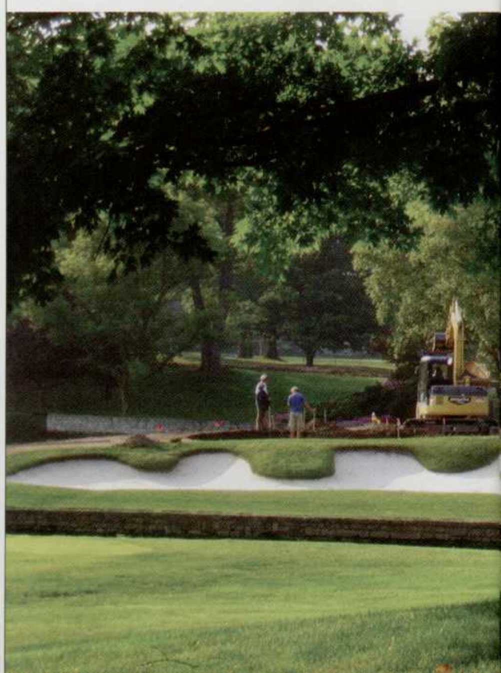

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[Every individual **Kentucky bluegrass** plant produces **about 3 feet of growth** per year.]

20

DEPARTMENTS

COLUMNISTS

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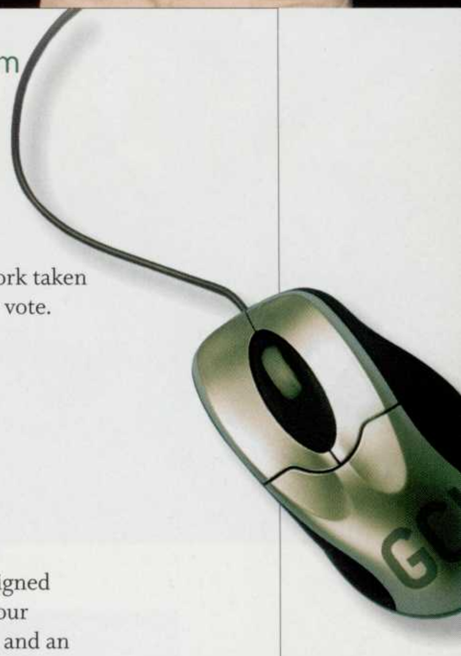


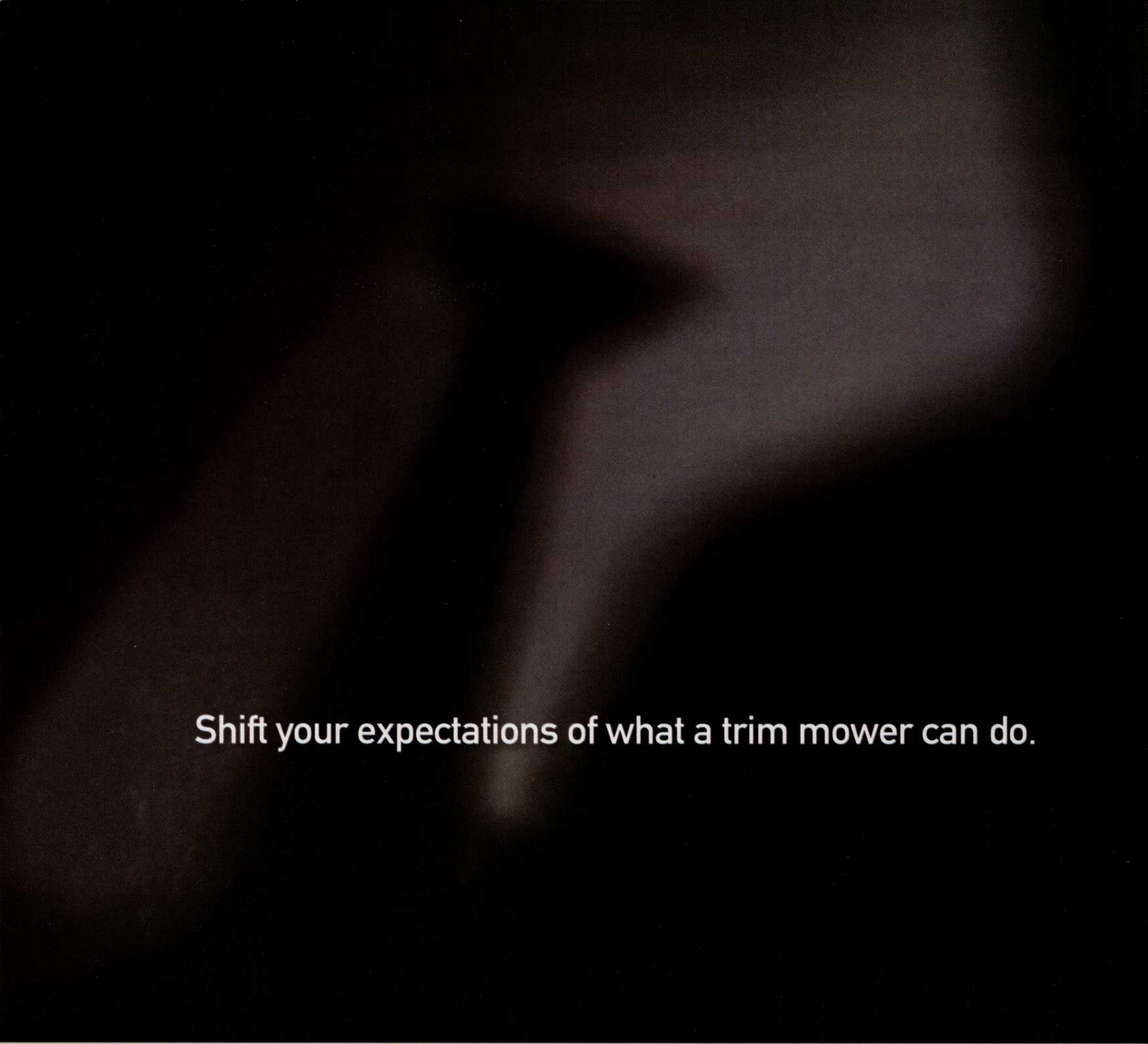
NEW DIRECTION
Former superintendents share tips for successfully transitioning into general manager roles.

ONLINE POLL
What direction has the membership at the club at which you work taken during the past five years? 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.

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.



Comparison Chart	7400 TerrainCut	Toro 3500	Jacobsen AR-3
Mowing Width	Width On Demand 68" or 74"	68" or 72"*	72"
Width-of-Cut Adjust From Seat	Yes	No	No
Max Trimming Reach	15"	12" or 14"**	8"- Left side only
Engine Net Horsepower	36† (26.8 kW) @2600 RPM	32 (23.9 kW) @2800 RPM	32.8 (24.5 kW)
Fuel Capacities Gallon (L)	13 (49.2 L)	11 (42 L)	12 (45.4 L)

* 72" CONFIGURATION REQUIRES LIFT ARM CHANGE. **14" TRIMMING REACH ONLY WITH 72" WIDTH OF CUT.
† ENGINE HP IS PROVIDED BY ENGINE MANUFACTURER FOR COMPARISON PURPOSES. ACTUAL OPERATING HP WILL BE LESS.

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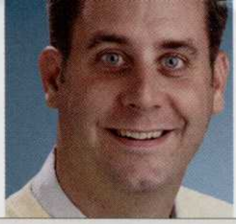

John Walsh
Editor

HERE AND THERE

Everyone knows the golf market here in the States is flat, even struggling a bit. Demand remains stagnant, and supply is contracting slowly. Check the National Golf Foundation's numbers (www.golfcourseindustry.com/ngf) for the details. Despite a few active development spots in the South and the efforts of various industry organizations encouraging more people to play the game, don't bet the farm on significant growth anytime soon.

But, as the industry treads water here, there are bigger opportunities abroad. There are now close to 7,000 golf courses and almost 4.5 million affiliated golfers in Europe, the Middle East and Africa, according to KPMG's Golf Benchmark Survey 2007. Just 10 countries with the most golf courses account for 83 percent of total supply – Great Britain and Ireland total almost half. The data show there aren't many countries in the EMA region that can claim a well-developed golf market with robust supply and demand.

According to the survey, there are a significant number of projects in the planning or construction phases in Eastern Europe, the Southeast Mediterranean and the Middle East. Factors contributing to growth are: local demand, international golf tourism, media interest in golf, disposable income in emerging economies, the ease of travel at cheaper costs and governments' awareness and understanding of the benefits of golf development and tourism.

Of note, 18-hole golf courses in the Middle East recorded the highest average number of rounds played, almost 42,000. Dubai has the highest number of rounds per playable day and the highest greens fees in the EMA region. Golf courses in the Middle East charge almost twice as much for greens fees than those in Europe. Is it any wonder why Tiger Woods is attaching his name to a golf project there?

Furthermore, 51 percent of the owners and operators (representing 1,500 golf courses) surveyed said they plan for capital investments or refurbishments to their facilities. These include upgrading the clubhouse, expanding the golf course, purchasing new course maintenance equipment, and replacing or improving the irrigation system.

In China, golf is still in its infancy. Since the first golf course was built there in 1984, between 350 and 400 courses have opened. The China Golf Association projects 100 more golf courses will be built during the next three years. The consumer class in Asia is reportedly a $7-billion market. And there are between 2 million and 3 million golfers in China, according to the CGA. By 2020, the association predicts the number of golfers to increase to 10 million and the number of golf courses to increase by another 20 percent. However, there are limitations to golf course development in China. There's limited farmland for golf, a limited supply of water and Chinese society doesn't understand golf all that well. They're worried about the cost and the perception the game is for rich people.

At the GCBAA's summer meeting last month in Michigan, I met with Maris Gulans of Modo-Riga, a golf course builder from Latvia who's working in Eastern Europe and Russia, and Kun Li, Ph.D., from Citic Forward Golf Management, a Chinese company that's developing eight golf courses in its homeland. These guys, both members of the GCBAA, are coming to America to learn more about golf course development and management because there's a big need overseas for the expertise of American golf course builders and architects. And if there's a need for American knowledge to develop golf courses, think about the potential need for maintenance expertise.

The next golf boom isn't going to happen here in the States. It will happen in Asia and the parts of the EMA region, if it hasn't already. If you've ever wanted to take a risk and head overseas, now's the time. Do your research, talk to people who've been there, and think about how you might take advantage of the opportunities and reap the rewards associated with them. **GCI**

We would like to hear from you. Please post any comments you have about this column on our message board, which is at www.golfcourseindustry.com/messageboard.

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Serving the Business of Golf Course Management

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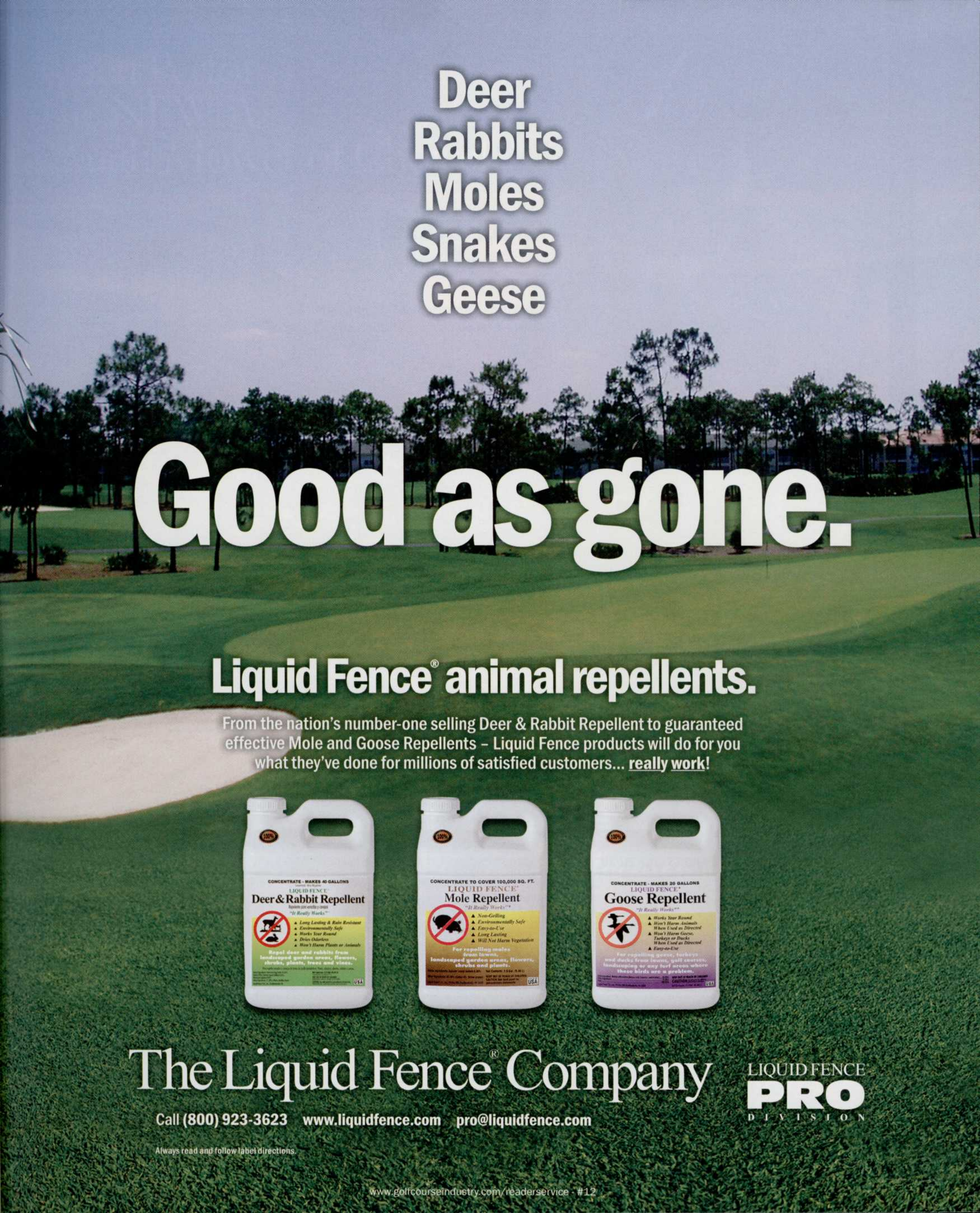
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GCI Live at GIE + Expo

At this year's GIE + Expo – the 16th largest tradeshow in North America – at the Kentucky Exposition Center in Louisville Oct. 23-24, Golf Course Industry will present GCI Live, a new education program for golf course superintendents.

The program includes a live, outdoor bunker renovation demonstration, technical presentations about fertilizer applications and water management, and business management presentations about career development and communications. GCI columnists Jim McLoughlin, Tim Moraghan and Pat Jones will be a few of speakers. The event also features outdoor product demos, a new products showcase and a reception October 23 at 4:30 p.m. Preregistration for GCI Live is required. Additionally, attendees can register to win $20,000 toward a new truck. Visit www.gie-expo.com, or call 800-558-8767.

Correction

In the July issue in the Smart Irrigation supplement on page S25, the amendment Hydretain was misspelled. Visit www.hydretain.com for more information.

CALENDAR

Nov. 9 - 11
CALIFORNIA GOLF COURSE SUPERINTENDENTS ASSOCIATION STATE MEETING
Morongo Casino Resort and Spa
Cabazon, Calif.
Visit www.californiagcsa.org, or call 559-643-8707.

Nov. 9 - 11
KENTUCKY TURFGRASS CONFERENCE
Sloan Convention Center
Bowling Green, Ky.
Visit www.uky.edu/Ag/ukturf/, or call 859-257-2715.

Nov. 11
WORLD GOLF FOUNDATION'S GOLF 20/20
World Golf Village
St. Augustine, Fla.
Visit www.golf2020.com, or call 904-280-4829.

Nov. 17 - 20
CAROLINAS GCSA CONFERENCE & TRADE SHOW
Myrtle Beach (S.C.) Convention Center
Visit www.cgcsa.org, or call 800-476-4272.

Dec. 8 - 11
OHIO TURFGRASS CONFERENCE & SHOW
Greater Columbus Convention Center
Visit www.ohioturfgrass.org, or call 888-863-3445.

Jan. 6 - 9, 2009
EASTERN PENNSYLVANIA TURF CONFERENCE AND SHOW
Valley Forge Convention Plaza
King of Prussia, Pa.
Visit www.paturf.org, or call 877-326-5996.

Feb. 2 - 7, 2009
GCSAA EDUCATION CONFERENCE
New Orleans Morial Convention Center
Visit www.gcsaa.org/conference, or call 800-472-7878.

Feb. 3 - 7, 2009
NGCOA'S ANNUAL CONFERENCE
New Orleans Morial Convention Center
Visit www.ngcoa.org/ac08, or call 843-881-9956.

Feb. 5 - 7, 2009
GOLF INDUSTRY SHOW
New Orleans Morial Convention Center
Visit www.golfindustryshow.com.

Feb. 5 – 10, 2009
CLUB MANAGERS ASSOCIATION OF AMERICA'S WORLD CONFERENCE ON CLUB MANAGEMENT
New Orleans Morial Convention Center
Visit www.cmaa.org/conf, or call 703-739-9500.

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