

Golfdom

FEBRUARY 2003 • VOLUME 59 • NO. 2

Marketing Molecules

34

The Cost Factor

Most superintendents say they would try less-expensive generic versions of useful chemical products.

But that doesn't mean they'll switch.

By Larry Aylward

36

Generics Generate Competition

More post-patent products mean more market players. Do branded manufacturers feel threatened?

By Larry Aylward

38

Stick to the Brands

You'll get a better value.

By Jim Davis

38

A Valuable Option

An increasing number of superintendents are making post-patent pesticides their products of choice.

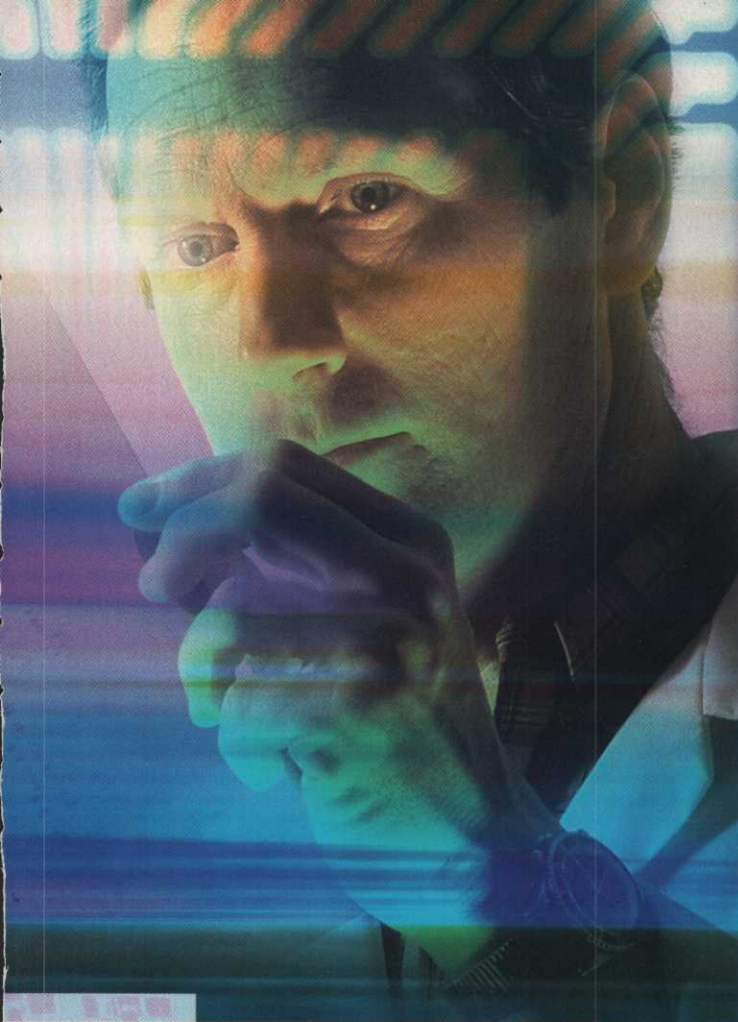
By Owen Towne

67

Keeping Tradition Alive

Golfdom and Floratine Products team up to honor professionals with a special commitment to mentoring. Meet the inaugural winners of our Keepers of the Green awards.

By Mark Leslie, Frank H. Andorka Jr. and Larry Aylward



columns

cover story

The chemical market is changing rapidly. A big reason for the change is post-patent pesticides and their impact on the use of branded products.

34

About the cover

Molecularly speaking, it's one of our most colorful covers. Don't you agree? Image by Digital Vision and design by Kim Traum and Lisa Lehman.

- 8 Flagstick**
Integrity Defines Professionalism
- 24 Pin High**
'I'm Going to Keep Pluggin' Away'
- 31 Shades of Green**
It's Time to Attend to Your Health
- 84 Designs On Golf**
Dear Dr. Geoff: We Need Your Advice
- 88 It's Academic**
A New Definition for Organic Golf Turf Management
- 94 Out of Bounds**
Chili Con Carne

departments

- 12 The Big Picture**
- 15 Off the Fringe**
- 28 Hole of the Month**
- 89 Tips: Core Aerification**
- 92 Classifieds**

78 Winged Foot Gets a Leg Up

... with a major irrigation upgrade.
By Anthony Pioppi

86 Call in the Specialists

Researchers see most companies refining herbicide formulations to meet a changing market that relies on targeted applications rather than broad-spectrum efficacy.
By Frank H. Andorka Jr.



News with a hook

15 Triplex Mowers on the Cutting Edge

49

TurfGrass Trends

This month, *Golfdom's* practical research digest for turfgrass managers features a story on seeded bermudagrasses and more.
Pages 49-64

Not Going to the Big Show?

Log on to *Golfdom.com* during the show for daily coverage of the hot news, the best rumors and the coolest new gadgets.