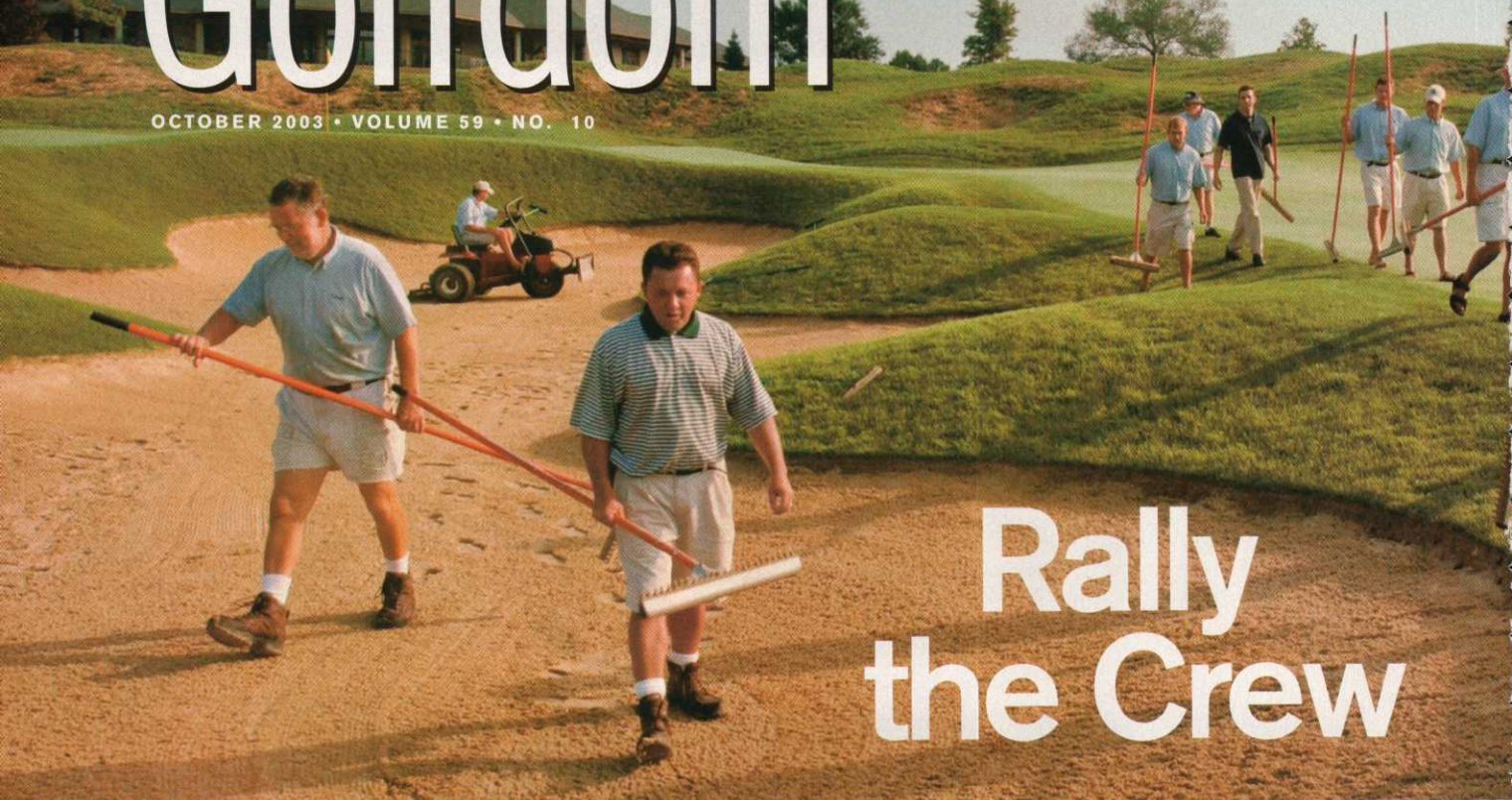


# Golfdom

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### The Case for the Classic Ball

The golf industry can take a step forward by taking a step backward and adopting a restrictive ball.

By Geoff Shackelford



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### Is Time on Your Side?

Experts share their tips for making the most of your workday so it doesn't interfere with your life.

By Becky Mollenkamp

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### The Idea Factory

Ever wonder where course accessory companies get their ideas? They often get their most profitable ideas from *you*

By Frank H. Andorka Jr.



JOHN NATION

## cover story

BY LARRY AYLWARD

For some superintendents, including Mark Wilson of Valhalla GC (striped shirt), motivating employees is as important as maintaining consistent green speed.

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### About the cover

We looked everywhere for some neat artwork that focused on motivating employees. We thought this illustration by David Fairfield of PhotoDisc fit the bill.

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By Peter Blais



Lori and Tom Russell

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