

Golfdom

FEBRUARY 2007 • VOLUME 63 • NO. 2



The Golfdom

6A In Good Repair

The golf industry is amid a stock-market-like correction, but insiders are bullish on its growing fiscal strength.

By Larry Aylward

15A In Search of Greener Grass

Disenfranchised with the golf business, a superintendent seeks solace in the landscaping profession. But he's surprised by what he finds.

By Jim Black

19A Survey Shows Superintendents Satisfied With Career

Would *you* do it all over again?

By David Frabotta

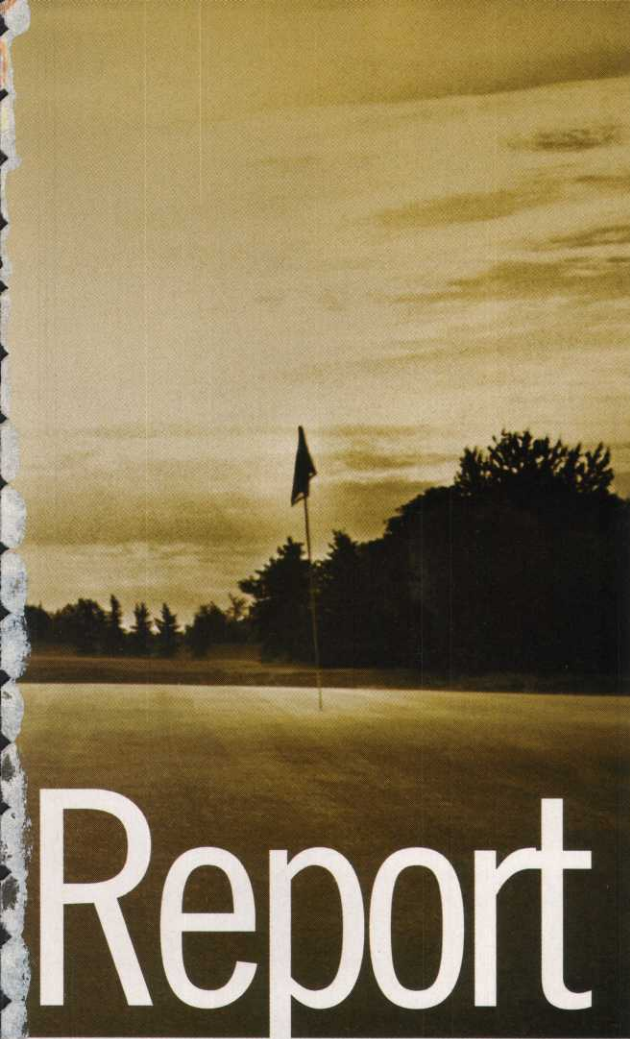
28 Growing the Game [PART 1]

Baby Boom or Bust?

Now on the tees: America's largest generation. But could time scarcity keep golf from cashing in on its financial potential?

By David Frabotta

Series sponsored by ClubCar.



Report

cover story

Explore our sixth-annual analysis of the state of the profession, which examines golf course supply and demand, superintendent job satisfaction and other results from our recent reader poll.

Coverage begins on page

5A

About the cover

We think this image from IndexOpen captures the promise of a new day and symbolizes the state of the golf industry.

columns

- 8 Pin High**
His Turbulence
Turns to Tranquility
- 22 Shades of Green**
Pushing the Point
of Diminishing Return
- 24 Designs On Golf**
Lavish Not Needed
in the Locker Room
- 48 Turf M.D.**
Keeping a Keen
Eye on Effluent
- 64 Beyond the Green**
Drumming Up
Some Club Spirit
- 72 Out of Bounds**
Love Poems

departments

- 10 Big Picture**
- 12 Off the Fringe**
- 20 Hole of the Month**
- 71 Classifieds**

40 'Show' Off

From new products to giveaways, here are some of the things companies will do and display at the Golf Industry Show this month.

Compiled by Larry Aylward

60 Turning Point

Is it time for superintendents to begin rotating insecticides to fend off insect resistance?

By Anthony Pioppi

66 Refining Reputation

Consumer information aims to bolster perceptions of green spaces.

By David Frabotta



News with a hook

- 12 Academic Evolution**
- 18 Viva Vargas**

Turfgrass Trends

This month, *Golfdom's* practical research digest for turf managers discusses cultural practices for blue-green algae control. See pages 51-58.

Online Exclusive



Read this story only at [www.golfdom.com/online exclusive:](http://www.golfdom.com/online-exclusive)

► How does Marc Eubanks, a superintendent turned general manager, feel about the Club Managers Association Joining the Golf Industry Show?
By Larry Aylward