

Golfdom

NOVEMBER 2007 • VOLUME 63 • NO. 11

A Little Help From His Friends



Desert Mountain's Shawn Emerson courts consultants to propel agronomic excellence.

BY DAVID FRABOTTA

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Find Your Niche

In part four of our Growing the Game series, we examine several marketing initiatives that golf courses use to create more rounds.

By David Frabotta and Bruce Allar

Growing the Game [PART 4]



On Steve Mona

The GCSAA's longtime CEO has accepted a job with the World Golf Foundation. In their columns, Larry Aylward and Joel Jackson discuss Mona's legacy and what's next for the association. See pages 8 and 20. Also see page 12 for reader comments about Mona's tenure.

News with a hook

14 Superintendents as Historians

About the cover

Art Director Kristen Morabito combined images from around Desert Mountain to showcase the facility's dedication to continuing education.

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Turfgrass Trends

This month, *Golfdom's* practical research digest for turf managers discusses how bentgrass cultivars perform against some pests as well as how dark-green varieties dominate turfgrass breeding for color. See pages 45-50.

Online Exclusive



Hear these podcast interviews only at www.golfdom.com/podcasts:

- Syngenta Professional Product's Matt Giese discusses snow mold control.
- The Toro Co.'s Steve Wood discusses the company's role in implementing biodiesel technology.