

# Golfdom

AUGUST 2008

VOLUME 64 • NO. 8



Is your club relevant to the hip 30-something crowd?

BY DAVID FRABOTTA

# 30

## Generation NEXT

Growing the Game [PART 3]

# 24

## The Book on Steve Cook

Hosting the PGA Championship is a career highlight, but Oakland Hills' golf course manager gets a bigger thrill out of being a model mentor.

By Larry Aylward

# 38

## The Graduates

Attendees of Jacobsen's Future Turf Managers Seminar look ahead to the start of their careers.

By Larry Aylward



# 44

## The Science of Formulation Technology

The real technology that often determines the effectiveness of a product occurs several years prior to the first date of its sale.

By Terry Gouge

### News with a hook

10 After the Flood

12 Less May Be More

### About the cover

*Golfdom* Art Director Kristen Morabito, with the assistance of an image from iStock International, illustrates the hip 30-something crowd.

## columns

8 **Pin High**  
From Fake Greens to Sergeant Hulka

17 **Shades of Green**  
A Long Cruise Along The Mother Road

20 **Designs On Golf**  
Teeing Off on the Box Tee

22 **Turf M.D.**  
The Evolution of Disease Forecasting

64 **Out of Bounds**  
Classic Cartoon

## departments

10 Off the Fringe

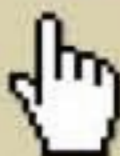
18 Hole of the Month

63 Classifieds

## Turfgrass Trends

This month, *Golfdom's* practical research digest for turf managers discusses how to convert vegetable oil to diesel fuel as an alternative fuel. Golf course superintendent Chris S. Gray Sr. reports. See pages 51-61.

## Online Exclusive

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

MSMA Lives ... for Now – North Carolina State's Fred Yelverton says rumors of the herbicide's demise have been greatly exaggerated. Larry Aylward reports from Bayer Environmental Science's Weed-Control Symposium.