

Golfdom

JANUARY 2009 • VOLUME 65 • NO. 1

The Obama Order

34



golf industry show
Preview

How's the Job?

■ Mark Woodward talks about his first six months as CEO of the GCSAA and his plans for the association.

By Larry Aylward

38

If I Ran the Golf Industry Show ...

■ ... I'd get Bill Murray (Carl Spackler) to speak, and I'd host a laser-tag game on Saturday morning — among other things.

By Christopher S. Gray Sr.

44

Where You Staying?

■ You might try an 'alternative' hotel to save some money. But hopefully you've picked a hotel where the bed bugs don't bite.

By Ron Furlong



48

Show Case

■ Here are some of the things companies will do and display at the big show

Compiled By Larry Aylward

Special Report

cover story

BY LARRY AYLWARD

Led by a liberal president, the Democrats now rule the roost in Washington. How will the party's dominance affect the golf course maintenance industry?

22

About the cover

Golfdom Art Director Kristen Morabito took a more newsy approach in her design to illustrate our cover story. Photo by iStock International Inc.

51 Water Wise: Part 3

In the final segment of the series, we explore what golf course irrigation will look like in 2025.

By Larry Aylward and
Christopher S. Gray Sr.



A New Year Brings New Ideas

As Editor in Chief of *Golfdom*, I'd like to wish you a Happy New Year and welcome you to our 11th year of publishing. It was 10 years ago this month that we launched *Golfdom*. It has been a great and fun ride, to say the least.

With the advent of a new year, we've made a few changes. The biggest change is we've moved Geoff Shackelford's column (formerly known as "Designs on Golf") to our back page and renamed it "Shack Attack." We decided we wanted to close the magazine with a columnist who would make a statement and leave readers thinking a bit. Shackelford, as you have probably noticed over the years, does that well.

"Shack Attack" replaces "Out of Bounds." Mark Luce did a wonderful job writing this column about "something completely different" over the years, and we'd like to thank him. The good news is that Luce will continue to write some out-of-bounds-like feature stories for *Golfdom*.

Finally, we've changed the name of Joel Jackson's column to "From the Back Tees." Jackson has written the "Shades of Green" column since *Golfdom*'s debut in 1999. But we thought with the word "green" taking on a more environmental connotation, it was time to change the column's name to update ourselves and not confuse new readers. Jackson picked the new name, which better reflects the myriad topics of which he writes.

Here's to a healthy and happy 2009! — Larry Aylward

columns

- 8 **Pin High**
Let's Give Obama
A Fair Chance
- 18 **From the Back Tees**
Birdies and Bogies
on a Tour of 2008
- 20 **Turf M.D.**
A Resolution to
Find Some Answers
- 76 **Shack Attack**
Newfound Minimalists

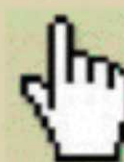
departments

- 10 Off the Fringe
- 16 Hole of the Month
- 72 Top Assistants
- 75 Classifieds

Turfgrass Trends

This month, *Golfdom*'s practical research digest for turf managers discusses tall fescue rooting in response to irrigation management, as well as summer decline in cool-season turfgrasses. See pages 63-70.

Online Exclusive



Watch this video podcast
only at www.golfdom.com:

Jim Singerling, CEO of the Club Managers Association of America (CMAA), adds some much-needed economic perspective to the struggling economy, particularly the golf industry. Singerling spoke at the Ohio Golf Summit in December.