

# Golfdom

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## Mining for Molecules

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Chemical companies say they are as committed as ever to the golf industry, despite a down economy and potential new environmental regulations.

BY LARRY AYLWARD

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How to Kick Them Out

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### It Was on With the Show in New Orleans

Many superintendents didn't travel to The Big Easy because "of my course's cutbacks." But that was expected.

By Larry Aylward,  
Curt Harler and Daniel Jacobs

#### About the cover

Like a scientist, Art Director Carrie Parkhill mixed two images from iStock International Inc. to concoct our cover.



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### Breaking the Glass Ceiling

The odds were against Italy's Beatrice Franceschi to break into the U.S. golf architecture business. But with a little help from Nicklaus Design, she is well on her way.

By Jon Scott

Beatrice Franceschi consults with Chris Cochran of the Nicklaus Design Team.



### Turfgrass Trends

This month, *Golfdom's* practical research digest for turf managers discusses iron deficiency stress in Kentucky Bluegrass. An update on soil mapping is also included. See pages 43-52.

### Online Exclusive

Watch this video podcast only at [www.golfdom.com](http://www.golfdom.com):



If you could change one thing about the golf industry, what would you change? We asked this question to several exhibitor representatives at the Golf Industry Show in February. See and hear what they had to say.