

Golfdom

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Extreme
✓

Customer Service

22 Golf courses can boost business — and grow the game — by serving their clientele to the max.

BY LARRY AYLWARD

Growing the Game [PART 2]

columns

- 6 Pin High
'Brown' Is Not
The New 'Green'
- 18 From the Back Tees
Water, Water
Woes Everywhere
- 20 Turf M.D.
Pythium Biology
Explains Plenty
- 56 Shack Attack
It's Super-intendent!

departments

- 10 Off the Fringe
- 16 Hole of the Month

Turfgrass Trends

This month, *Golfdom's* practical research digest for turf managers discusses the making of Machrihanish Dunes Golf Club in Scotland, as well as the importance of a golf course realizing its carbon footprint. See pages 41-47.

Online Exclusive

Read these stories only at "The Ticker," located at www.golfdom.com



Calling All Entries – Rain Bird accepting creative works for Intelligent Use of Water film competition. Be a filmmaker, make a statement and win some money in the process.

Fertilizer Facts – AGROTAIN International offers "Understanding the Global Urea Fertilizer Market," the first installment in a five-part educational series that golf course superintendents can learn about the fertilizer industry.

Part 3: Mining for Molecules

30

Why Cut Back on Pesticides?

If products are less toxic with lower use rates and superintendents use them responsibly, then what's all the fuss about?

By Larry Aylward

38

I Wish I Had a Mower That Could ...

Superintendent offers top-five list of what he hopes future mowers can do (not that he isn't impressed with what they can *already* do).

By Ron Furlong

About the cover

We think Art Director Carrie Parkhill scored a hole-in-one by illustrating the anecdote that helps define excellent customer service.



50

Cool Products: Part Two

Here's more of the up-to-date technology that companies showcased at the Golf Industry Show in February.