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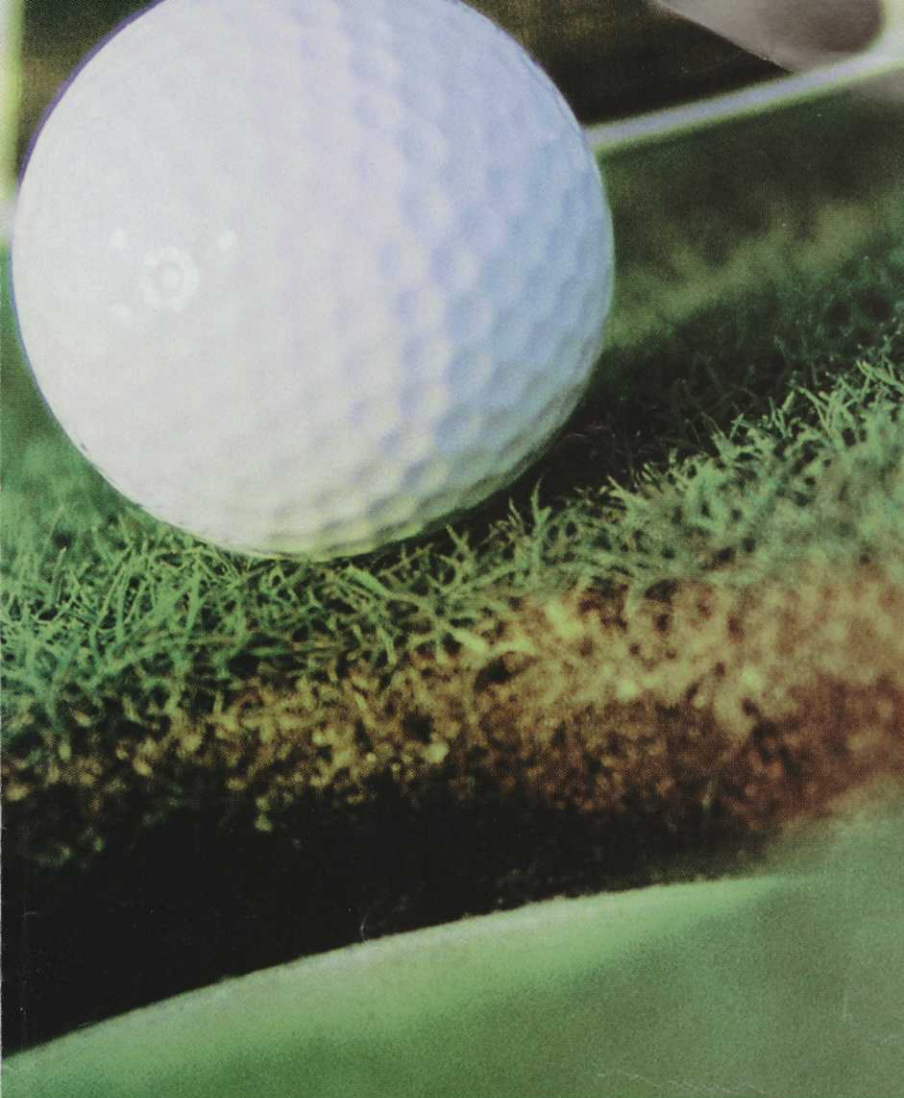


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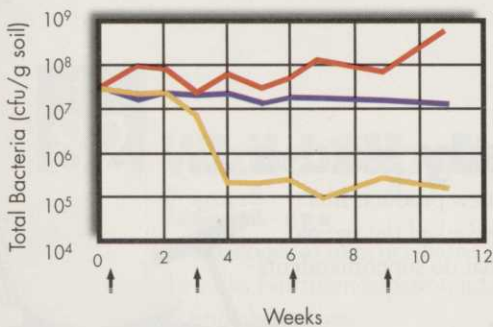
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**The bacterial population continued to increase with Nature Safe while the bacterial population decreased with the synthetic.**

Agriculture and Agri-Food Canada, Southern Crop Protection & Food Research Centre, Dr. George Lazarovits, 1998

<sup>1</sup> Soil Organisms And Their Role In Healthy Turf, Turfgrass Trends, August 1998, Elaine R. Ingham, Ph.D.  
<sup>2</sup> If You Care For Your Microbes Your Microbes Will Care For Your Turf, Golf Course Management, September 1998, Bud White, Agronomist

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# Golfdom

JANUARY/FEBRUARY 1999 • VOLUME 55 • NUMBER 1

## The New



46

### Mr. Golf's Magazine

From the roaring '20s through the Age of Aquarius, Herb Graffis' *Golfdom* was *the* source.

By Jim Brooks and Golfdom Staff

58

### If I Only Had a ...

As a bevy of new products hits the market, we asked the age-old question: What do superintendents *really* want?

By Larry Aylward

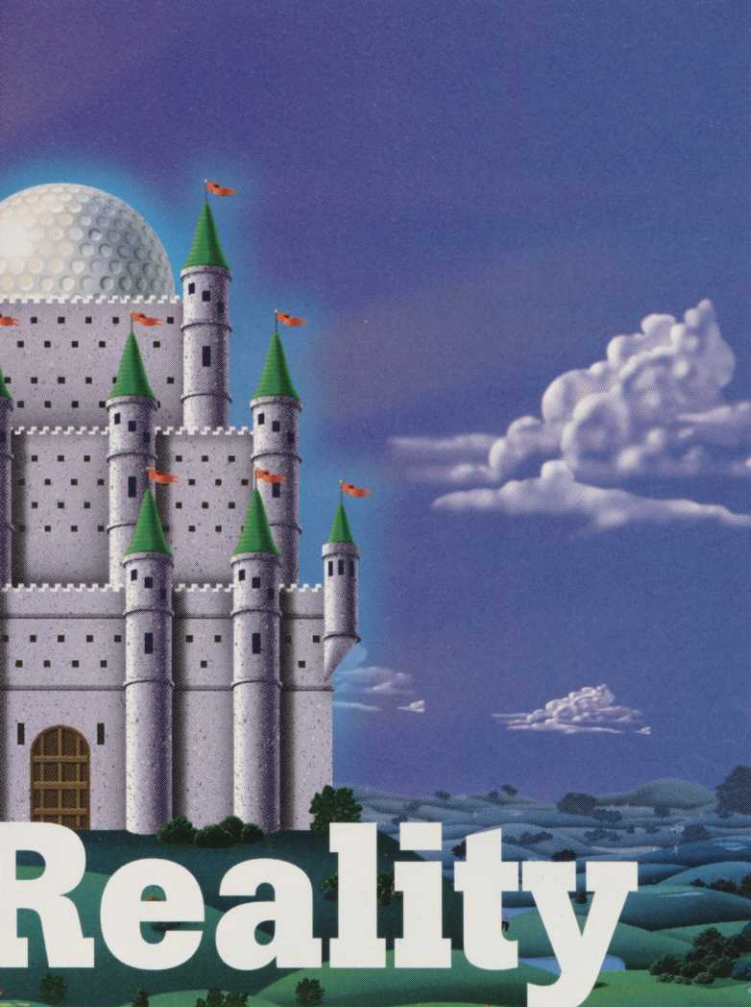


72

### Redmond Redux?

Sahalee CC's staff endured the demands of hosting the PGA tournament. Now that it's over, would they do it again?

By Leslee Jaquette



# Reality

## cover story

BY TERRY OSTMEYER

It's survival of the fittest for those involved in the golf course acquisition and management business. Competition is fierce, and only the strong will survive.

# 22

## 82 While Supplies Last ...

As stockpiles of mercury-based snow mold controls dwindle, Northern superintendents hustle to find alternatives.

By Bridget Falbo

## 89 Five-Minute Guide to the GCSAA Show

A different take on the big show.



### Behind the Camera

▲ We are pleased to announce that Golfoto's Mike Klemme, one of the world's acclaimed golf course photographers, will be snapping pictures for Golfdom.

### About the cover

Electronic illustrator Rob Schuster created this golf fantasy exclusively for Golfdom's rebirth using Adobe Photoshop on a Mac OS. Schuster lives and works in the Cincinnati area.

## columns

- 10 **Flagstick**  
Golfdom Is Back. So What?
- 56 **Shades of Green**  
Superintendents Stuck in the Middle
- 70 **Keeping It Green**  
Kermit the Frog And Paul Harvey
- 80 **Golf By Design**  
Green Committees: 'Stupid Is As Stupid Does'
- 96 **Out Of Bounds**  
As you head to Florida for the sun and fun of the GCSAA Show, take time out for one of life's pleasures

## case studies

- 54 **Maintenance**  
Just when Doug Petersan was considering leveling trees to protect greens at the Baltimore CC, he heard about a new amino acid treatment that offered hope.

## departments

- 14 Off the Fringe
- 91 Leaders
- 92 The Company Line
- 93 Events
- 95 Classifieds



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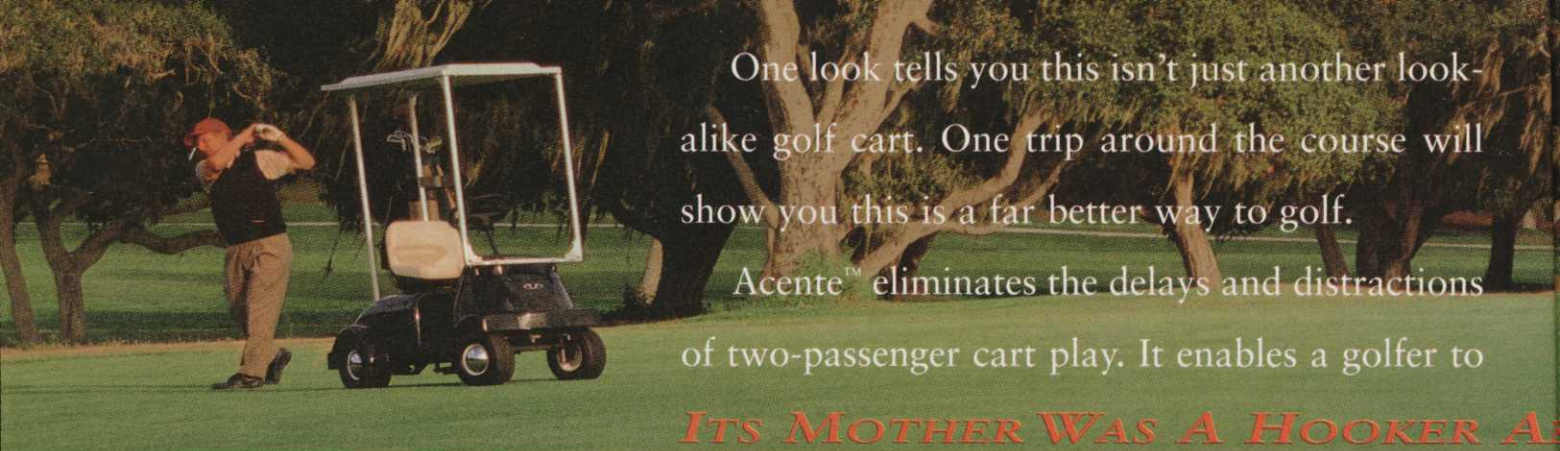
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**Golfdom will be designed for busy people.** Do you have time to wade through a sea of junk to find a few nuggets of useful information? Our layout style and story structure is intended to help you efficiently harvest the knowledge you need.

**Golfdom will look great and be fun to read.** We hope you agree that we're easy on the eyes. We also won't take ourselves too seriously. It's a magazine, not brain surgery.

**Golfdom will have an attitude.** Screw political correctness.

**Golfdom will take stands on behalf of its readers.** We're an independent publication with an agenda that advances the interests of superintendents and the industry. We won't shy away from controversy, and we won't pull punches.

Speaking of which, here is where we stand on what I think is the single most important issue out there.

The profession is in danger of becoming a victim of its own success.

Specifically, many of the veteran superintendents who have worked tirelessly for better compensation, professional recognition and, most of all, respect, are now being washed away by the tidal wave of young people who have been attracted to the business by those very attributes.

Woe be it to the entrenched, well-paid,

## Golfdom Is Back: So What?

BY PAT JONES



WE WON'T SHY  
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CONTROVERSY,  
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PULL PUNCHES

fifty-something superintendent who has to defend his position against a pack of savvy, college-educated, blazer-wearing studs willing to take his job for half the salary.

Add to that the growing bottom-line mentality of owners. "The course is looking pretty good," they say. "Why do we need good old Roy when we can hire young Bobby from up the street and knock \$40,000 off the salary and benefits budget line?"

Don't get me wrong – there's nothing inherently bad about this new crop of blazer-wearing studs. The overall quality of the profession continues to grow and these enthusiastic young guns are a big part of that. But there is something very wrong with bagging a highly qualified veteran for shortsighted fiscal reasons. The experience that comes with that extra \$40,000 may save an owner \$400,000 when push comes to shove.

So, what's the solution? Well, at the risk of being coy, we hope you'll return each month to the pages of Golfdom as we work through this problem and the other hot-button issues facing superintendents and our industry. This month's cover story, a look at management companies and their impact on the profession, is just the start of that process.

Finally, let me say with absolutely no humility that Golfdom is largely my creation. My honest intention is to give you the magazine I think you deserve.

I hope many of you remember me from my nine years on the GCSAA staff. I learned a lot from working with the best folks in the business, and I hope it shows in Golfdom's pages. You're the judge. I'd love to hear your verdict.

*Pat Jones is the editor/publisher of Golfdom. He can be reached at 440-891-3126 or [patrick.jones@advanstar.com](mailto:patrick.jones@advanstar.com)*