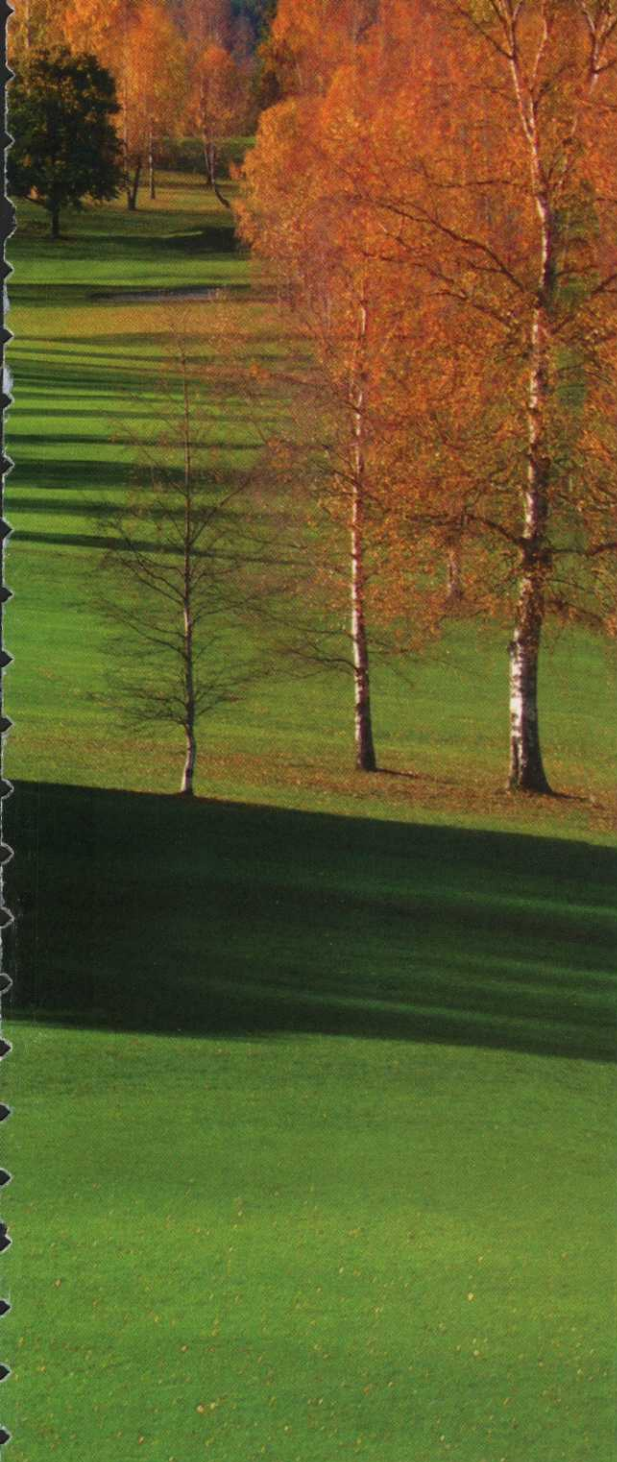


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A Little Help From His Friends



Desert Mountain's Shawn Emerson courts consultants to propel agronomic excellence.

BY DAVID FRABOTTA

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Find Your Niche

In part four of our Growing the Game series, we examine several marketing initiatives that golf courses use to create more rounds.

By David Frabotta and Bruce Allar

Growing the Game [PART 4]



On Steve Mona

The GCSAA's longtime CEO has accepted a job with the World Golf Foundation. In their columns, Larry Aylward and Joel Jackson discuss Mona's legacy and what's next for the association. See pages 8 and 20. Also see page 12 for reader comments about Mona's tenure.

News with a hook

14 Superintendents as Historians

About the cover

Art Director Kristen Morabito combined images from around Desert Mountain to showcase the facility's dedication to continuing education.

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Turfgrass Trends

This month, *Golfdom's* practical research digest for turf managers discusses how bentgrass cultivars perform against some pests as well as how dark-green varieties dominate turfgrass breeding for color. See pages 45-50.

Online Exclusive



Hear these podcast interviews only at www.golfdom.com/podcasts:

- Syngenta Professional Product's Matt Giese discusses snow mold control.
- The Toro Co.'s Steve Wood discusses the company's role in implementing biodiesel technology.



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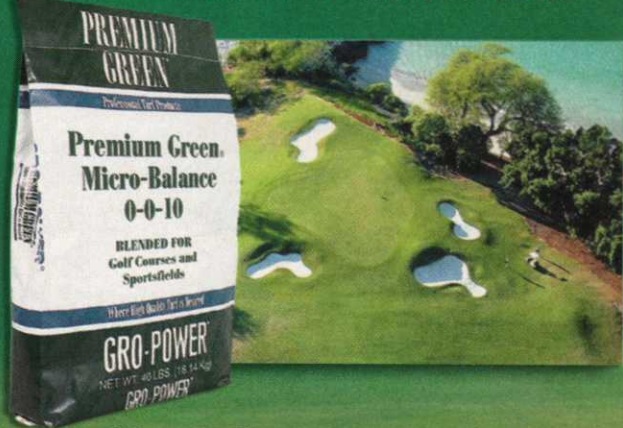
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- Current John Deere Customer

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- Current Toro Customer

"I like the adjustable reel speed. I plan on buying this mower."

- Current Toro/John Deere Customer

"Much better than our current walking greens mower. I like the simplicity of the reel and traction drives."

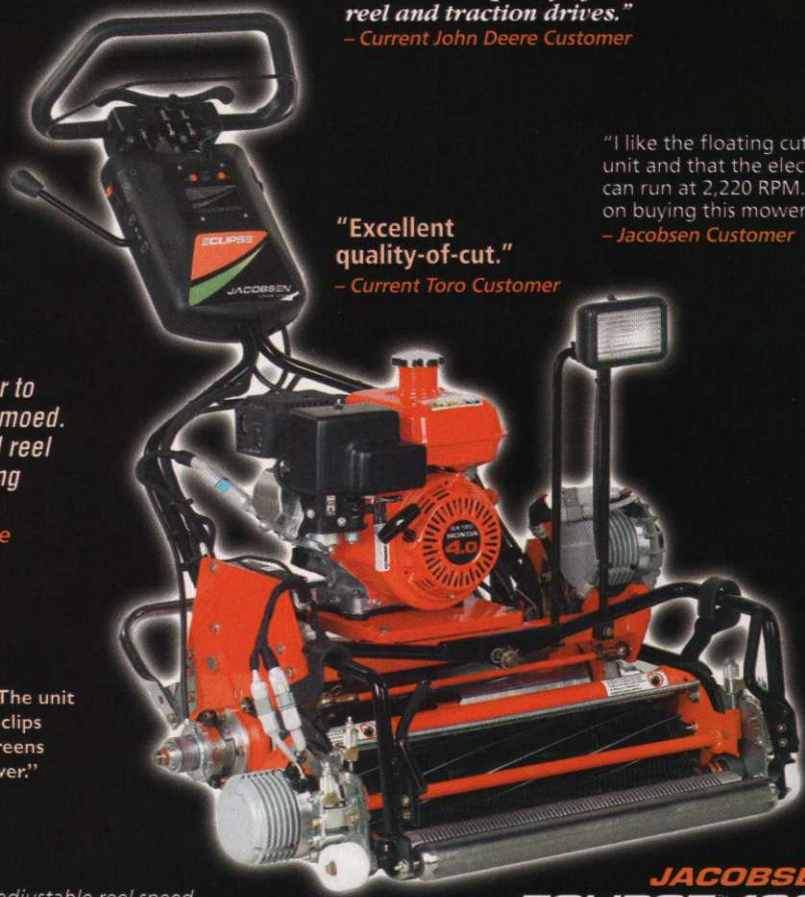
- Current John Deere Customer

"Excellent quality-of-cut."

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"I like the floating cutting unit and that the electric reels can run at 2,220 RPM. I plan on buying this mower."

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Unless you've been living under a granite tee marker, you've heard the news that Steve Mona is leaving the Golf Course Superintendents Association of America. Even if you weren't surprised by the news, it still may have jolted you. That's because Mona has been a mainstay in the golf course maintenance industry for several years as the GCSAA's CEO. The man with more energy than a class full of kindergartners will be missed.

So what kind of legacy will Mona leave behind when he assumes his new post as CEO of the World Golf Foundation in a few months? For certain, Mona will be remembered as a hard worker who didn't miss a day on the job in 14 years (incredible but true). He will also be recalled for his preference to live by the Golden Rule. If Mona saw the custodian of the GCSAA headquarters mopping floors on his way out the door, he would pay him the same respect as he would Arnold Palmer if he saw The King at some fancy industry shindig.

Mona didn't make many enemies during his tenure at the GCSAA. He was popular and well liked by most members. That's not to say that people didn't disagree with some of Mona's decisions. But they did so with respect and without bashing Mona like the New York media did to A-Rod when the ex-Yankee superstar was slumping. And let's not forget that Mona has led the association on behalf of its members. He didn't call the shots without input from the organization's staff and members, specifically its board of directors.

I've talked with people who disagree with several things the GCSAA has done under Mona's watch. They criticize the association for its handling of the Professional Development Initiative, saying the plan to establish standards to make the field more professional was watered down so as not to lose members. They also say the GCSAA wasted money on a study to determine whether the association should move its headquarters. Several years ago I heard accusations from a former GCSAA president that the association wasn't following Generally Accepted

What Legacy Will Mona Leave?

BY LARRY AYLWARD



A NEW LEADER
COULD BE GOOD FOR
THE ASSOCIATION.
THAT SAID, MONA
LEAVES SHAQ O'NEAL-
SIZED SHOES TO FILL

Accounting Principles in its annual report.

But despite the grumblings, even Mona's critics say the association is better off because of him. That includes superintendents Bob Marshall and Chris Gray, who both disagreed with the GCSAA's handling of PDI.

"I think he did a great job," says Gray, director of golf course operations at The Marvel Golf Club at Kentucky Lake. "I don't agree with everything he has done, but the association will miss him because he definitely has it moving into a direction of which the members are happy."

Marshall, the superintendent of Skaneateles (N.Y.) Country Club, says Mona did a good job, but he believes it's time for new blood to be injected into the association.

"I think a lot of good things happened under Steve's tenure," he says. "But maybe it's time for some new vision and direction."

Marshall has a point. Mona celebrates his 14th anniversary as CEO this month, and even he has said his lengthy tenure is an eternity for a person to head a trade association. A new leader could be good for the association. That said, Mona leaves Shaq O'Neal-sized shoes to fill.

I'll leave it to Matt Shaffer, the veteran superintendent of Merion (Pa.) Golf Club, to sum up Mona's career at the GCSAA.

"I feel as though the status of the superintendent was elevated substantially under Steve's leadership," Shaffer says. "I'm sure [he faced] some significant criticism from the GCSAA members. But if there wasn't any criticism, then he would have accomplished very little."

Aylward, editor in chief of Golfdom, can be reached at larryward@questex.com.



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The Big Picture

THE THINGS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

Connecticut Courses Get Face Lifts



Though the autumn leaves have turned in Connecticut, various renovation projects are underway in the Nutmeg State. These include a new 20,000-square-foot clubhouse at the private Mohegan Sun Country Club in Baltic; a \$5 million golf practice area at TPC at River Highlands in Cromwell, site of the PGA Tour's Travelers Championship; and a \$1.2-million remodel of the municipal East Hartford Golf Course. For details on these and other golf projects around the United States, visit www.golfconstructionnews.com.

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Disorder in the Financial House?



Are your finances a bit out of whack? If so, they can be fixed, according to Barbara Williams, a self-made millionaire and leader of the Success Institute of America. Here's how:

- § Assess your situation. Make an honest assessment of your current finances. Determine how much money you're forking out each month.
- § Decide where you want to be financially. Setting goals will help you focus. Decide what expenses you can realistically cut (daily mocha lattes, take-out dinners, etc.) to help create your action plan or roadmap for reaching your goal.
- § Make goal-based decisions. Make decisions based on whether they bring you closer to or further from your financial goals. Signing up for premium cable packages when you're struggling to pay the mortgage doesn't bring you closer to your goal.
- § Do something every day to move you closer to your goal. Attend a money management workshop, read a financial advice book or consult professional help.
- § Learn to manage the money you have now. Money management is the most critical factor in building wealth. Learn to manage the money you have now regardless of the amount.

Golf Rounds Played

The percentages below represent the change in the number of rounds played in August 2007 compared to the number of rounds played in August 2006.

REGION	AUGUST	Y.T.D.
New England ME, VT, NH, MA, RI, CT	5.7%	5.0%
Middle Atlantic NY, PA, NJ	0.5%	0.4%
East North Central MI, OH, IN, IL, WI	-8.0%	-0.4%
West North Central ND, MN, SD, NE, KS, IA, MO	-3.1%	-1.9%
South Atlantic WV, DE, MD, VA, NC, SC, GA	1.4%	-0.2%
Florida	6.3%	-0.2%
South Central KY, TN, AL, MS, OK, AR, LA	-2.9%	-6.2%
Texas	-5.5%	-10.6%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	5.4%	0.6%
Pacific WA, OR, AK, HI	-0.5%	2.7%
California	-0.3%	4.3%
TOTAL UNITED STATES	-1.6%	-0.5%

GOLF DATATECH

What Do You Want From Your Vendors?

We recently asked golf course superintendents: Aside from product performance, price and overall value, what is the most important company practice that might influence whether you do business with a manufacturer?

- 62%** Product support and training
- 19%** Continuing education symposiums
- 13%** Philanthropy/industry donations
- 6%** Professional meeting sponsorships

* Based on 70 respondents

