Contents

May-June 2010  Volume 48, Number 3

2 Dan Potter
The 2010 Recipient of the USGA Green Section Award

4 The Hidden Cost of Trees
The cost of planting a tree is just a small down payment on a large bill.
BY DAVID A. OATIS

9 Your Piece of the Revenue Pie
At many courses, less than 25% of golf facility revenues are budgeted for turf maintenance.
BY ROBERT VAVREK

12 Firm and Fast, At Last!
Economic challenges may serve as the incentive to improve conditions.
BY BRIAN WHITLARK AND DERF SOLLER

16 Getting the Word Out — It’s Easier Than You Think!
Improvements in communication technology make it all possible.
BY CHARLES “BUD” WHITE AND LARRY GILHULY

19 Perils and Pluses of “In-House” Renovations
Some jobs are appropriate as in-house projects, but some are better left to outside contractors.
BY JAMES F. MOORE

24 A Labor of Love or a Love of Labor?
A detailed labor analysis is effective for tracking costs and making decisions.
BY PATRICK J. GROSS

28 A Penny Saved is a Penny Earned
How an energy audit may save you big bucks in the years to come.
BY CHRIS HARTWIGER

32 Does the Grass Know the Cost?
Don’t get your green thumb by handing over cash.
BY STANLEY J. ZONTEK, DAVE A. OATIS, DARIN BEVARD, KEITH HANN, JIM SKORULSKI, BOB VAVREK, AND ADAM MOELLER

38 Turf Twisters