

Make presentations more effective with Photoshop

By KEVIN J. ROSS, CGCS

Even the best superintendents can have a hard time expressing ideas to their board of directors and greens committees. While we may think our point is clear, there is a good possibility that those on the other side of the table may be envisioning something totally different.

To increase the effectiveness of presentation, it is helpful to use picture-editing software, such as Photoshop, to manipulate a photo to illustrate an idea. The full version of Photoshop is an extremely powerful and complex software program that is not truly needed by the non-professional. Photoshop LE (limited edition) is a popular version that is included in most scanner software bundles, and also can be purchased through computer stores and catalogs.

One of the most useful Photoshop tools offers the option to delete and add certain features in a photo. By using this option, golf course presentations can be enhanced tremendously. For example, if an architect is proposing the removal of a tree from an area on the golf course, you can easily show the before and after (see example above). Since removing a tree is a highly debated subject among the greens committee and/or board of directors, this can allow for a more educated decision before embarking on any changes/renovations to the golf course.

Many other golf course features can also be added to or deleted from photos to aid presentations and decision-making. Besides trees, some other popular features could be bunkers, cart paths and mounding, just to name a few.

The powerful ability to view before and after photos for presentations can be a great help in

today's golf course management world. Learning the basics of Photoshop is easy and can allow for more effective management and decision-making.



"Tree? What tree? There was never any tree on that hole..." Photoshop can help superintendents get approval for tree removal.

Two Strokes Ahead of the Competition

SyncroFlo[®] EAGLE[®] PUMP STATIONS



"Two hazards we avoid at the Atlanta Athletic Club are motor pump failure and lightning damage"

Todd Daniel - GCS, Atlanta Athletic Club - Highlands Course
Host Site of the 2001 PGA Championship

Green Touch

Continued from previous page

so productivity is greatly increased."

Sargent also added that having everything secured to the rack system reduces equipment damage and improves worker safety.

Since the introduction of the new bed rail line and exhibiting at the Golf Course Superintendents of America Show in Orlando, Green Touch has experienced strong growth.

"We have gone from never setting up entire courses, to doing six in the last three months," he said. "It is a big market [opportunity] and we are making a push to make sure that we provide the organization solution. We see nothing but room for growth." ■

GOLF COURSE NEWS

1 General Electric VFD Smart Drive™ Technology

prevents motor failure burnout with soft switching and elimination of power supply spikes and low voltage conditions.

Just two reasons why SyncroFlo Pumping Systems are better engineered for higher reliability!

2 Line Side Contactor Lightning Protection

disengages driver circuitry from network when not actually in operation greatly reducing risk of lightning strike damage.



SyncroFlo, Inc. ■ 6700 Best Friend Road ■ Norcross, GA 30071 ■ TEL: (770) 447-4443 ■ FAX (770) 447-0230 ■ www.syncroflo.com

SyncroFlo
Pumping System Solutions