Artistry of Golf.

The golf course is your canvas. The decisions you make and the tools you use put your signature all over that course. But it’s a regard for the details that truly lend the course your own personal mark — including the seed you select.

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See us at the 2011 Golf Industry Show, booth number 2853, for a copy of the next Artistry of Golf series poster, “Number 17 at Martis Camp Club.”
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COVER STORY

ULTIMATELY ULTRA
New superintendent Aaron Cape takes a chance on new seed in old golf country, even if he stands alone.

FEATURES

CONVERGING ON CHANGE
Jim Keegan and his associates are trying to get facilities to change their old, unprofitable paradigms.

WATER YOUR COURSE
Treat an irrigation system upgrade as infrastructure to grow your course for the future.

PROJECT APPROVED
With a tough economy and steep competition, now might also be the perfect time to pull ahead by getting that capital improvement project approved.

SUSTAINABLE GOLF 2.0
It's not just for the environment anymore. In the midst of a historic recession, sustainability for the golf business has become synonymous with survivability.

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Career development
BUILDING YOUR PERSONAL BRAND
How employees, colleagues, members and guests perceive you can impact your efforts at your golf facility. Here are eight ways to maintain and maximize a positive personal brand.

Product spotlight
DEALING WITH DONUTS
Nearly exhausting his options to combat donuts, one superintendent swapped out irrigation heads to improve distribution uniformity on his golf course.

Real science
NUTRIENT AND PESTICIDE LOSSES CAUSED BY SIMULATED RAINFALL AND SPRINKLER IRRIGATION
Oklahoma State University researchers conducted field studies to measure both nutrient and pesticide runoff from plots receiving both sprinkler irrigation and simulated rainfall.
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GETTING STARTED

Have you ever been infected by excitement? It's a weird bug to have, but it can get around. I'm just hanging about, writing what me started on turf. I write, when our publisher, Pat Jones, gets friends and family who play, but that's about as close to a course as I've gotten.

Sure, I've seen my fair share of games and have and connecting with through our Facebook ally looking forward to finding out more about I'm hooked. players in the game? minutes before GIS 2011, ready to hit a huge show featuring the biggest and best new and cool information. So what better time to start than with mere minutes before GIS 2011, ready to hit a huge show featuring the biggest players in the game?

If I ran into you during the craziness of the week, believe me, it was my pleasure to meet you and pick up some new and cool information. I'm really looking forward to covering the biggest and best ideas in the industry right here in our pages. If I didn't meet you during the week, I'm sure you at least saw me. I was the guy in the GCI shirt looking completely amazed at each new gadget I saw. Especially if I didn't run into you then, we should certainly talk.

Send me an e-mail or give me a call and I will be glad to chat. Just as long as we don't run into you then, we should certainly talk.

Speaking of clubs, there's some great advice for course growth in this month's issue, like in "Sustainability 2.0." I know at first glance it doesn't sound like the best idea during the financial climate of the industry, but rethinking things a little bit now with an eye toward being environmentally responsible might make the difference if times get tougher.

Pair that with plan guidelines from "Project Approved" and you'll not only start building your course on a sustainable foundation, you'll do it in a way that will keep your directors and members happy, and your budget manageable.

I'm really excited about our cover story, though, Aaron Cape of Hyland Golf Club and I have something in common we're both new to the job. While Cape still has a lot more experience than I do, he was tough enough to use a grass that traditionally would be unheard-of in the region. Thanks to some hard work and some knowledge about the grass, he kept a turf that was able to shrug off much of last year's intense summer heat.

When I'm not working up stories about course-dwelling badgers, I find my home online much of the time. As I mentioned before, we're always active with our website, enewsletter, Facebook and Twitter pages, but if you check in at our Blog Central, you'll find a few new things. First, we're kicking off a guided tour of superintendents' blogs from around the world through the eyes of our wandering web correspondent, Jim Black. He's looking for the best (and some of the most ridiculous) information out there to bring back to our website in his guest columns.

Second, we've updated our Blogroll with a map! It doesn't seem like a huge deal until you try it out. Find your section of the country (or your particular country, if you're outside the states) and click away. You'll find yourself instantly provided with several local superintendents' blogs local to you, with thoughts and posts about club concerns that come a little closer to home. If you don't see your blog listed, let us know! Every superintendent has something to bring to the online community.

So get connected with us there, and send me a note, if you like. I'm still learning about the industry, but I'm definitely eager to get there. Just wait until next year's GIS before asking me how excited I am about my game. GCI
TOUGHNESS IS A VIRTUE.

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Exceptionally average
My name is Bob Noxon. Keith Noxon refers to me in the December article ("(just an) Ordinary, average guy," page 16) written about him being an “average guy” as the guy who passed along this concept. I felt obligated to provide a few more details.

I am a retired Marine officer who normally would not accept the term “average.” However, I once had a commanding officer – an EA-6 pilot – who truly was an amazing guy (call sign was “Skull”). He told me that when these “fast movers” land on the deck of a carrier they only get three possible scores – “Average,” “Below Average” or “Did Not Land.” Therefore, when he was asked “How are you doing, Sir?” he would always respond with “Average.” You see, being “average” among such a community was a total compliment.

My point is this, the article on Keith was exceptional, but I can tell you that Keith – and the entire Noxon family… immediate and extended – is anything but as far as accepting the civilian “normal” concept of average. The Noxon clan totally pushes to be “civilian exceptional.”

Great article and your writer did a fine job detailing the challenges of your industry – cost, performance, etc. However, he missed the point a little bit: Being “average” in a business that requires exceptional personnel to really make it happen means you are average in an organization of already exceptional personnel.

Bob
“Silver Fox”
Fredericksburg, Va.

November kudos
You should know that the November issue of Golf Course Industry was excellent from front to back, in my opinion.

Stephen G. Cadenelli, CGCS
Cape Cod National Golf Club
Harwich, Mass.

Kudos
I can’t tell you how much I enjoy your magazine and love your witty, personal editorial style.

Vicki Martz
Victoria Martz Golf Design, Inc.
Jacksonville, Fla.

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EDITOR'S NOTE:
On Jan. 11, GCI retired its e newsletter and debuted Fast & Firm. In conjunction with a revamped GCI website, this e newsletter introduced a whole new format and approach that provides you — the readers — with a tight, concise package of information that you need to know.

Fast & Firm feedback
Congrats on the new approach and continuing to look at ways to "break the mold" as it relates to industry news reporting and getting beyond the superficial to the "So what?" Like the name (Fast & Firm) and the refined direction from one quasi-media guy to a full-time media guy. Nice play as well on the title, it's where golf course maintenance is going to have to go to meet the crunch between what the customer is willing to pay and how frequently they play and what we can afford to maintain and make a profit on the facility side.

James Koppenhaver
President
Pellucid Corp.

From Twitter
Love your mag. Info without the bullshit.

Trevor Dargan
Woodenbridge Golf Club
Wicklow, Ireland
Tweeted from @tjdargs to @GCImagazine

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