"Getting Out the Word," the first installment of our three-part series on water management, examines how the golf industry can convey its message of responsible irrigation.

BY LARRY AYLWARD

Time for Change
The golf industry must modify its ways to remain viable.
By Geoff Shackelford

Working as One
Management team at Kirtland Country Club unites to sell its master plan to members.
By David Frabotta

About the cover
Golfdom Art Director Kristen Morabito used this image from iStock International to take a simple approach to our cover's design.

Out of Sight
Superintendents rave about underground decoder systems used for golf course irrigation.
By Matthew Mikucki