In Life and Golf, Nothing Is More Important Than Water

By Demie Moore

Nothing is more important than water for life on earth. And not only is water vital to life, it’s vital to golf — for the turf, the golfer, and the aesthetics and wildlife on the golf course.

More efficient use of water and resources affected by water is, and always has been, at the heart of Aquatrols’ existence. So we are pleased to again be sponsoring Golfdom’s Water Wise series in partnership with Rain Bird. In this and the next two issues of Golfdom, you’ll have the opportunity to read and contribute to information about what’s happening on golf courses for the more efficient use of water and its conservation.

The default perception of many is that golf courses, and the people who manage and maintain them, are excessive consumers and wasters of water. As an industry, we know most golf courses are very conscious and careful about their water use for economic as well as environmental and agronomic reasons. At Aquatrols, we know many of you who are shining examples of water-wise superintendents as consultants and shining examples of water conservation specialists. But that’s where it ended up, because those interviewed — with a little coaching on how to meet the press — were able to tactfully and tangibly show what they’re doing can work. As I understand it, the idea for that article didn’t start with the intention of describing golf course superintendents and golf course irrigations, while still containing bits of information that some in the industry don’t like, is a great example of how knowing, documenting and being able to explain what you’re doing can work. As I understand it, the idea for that article didn’t start with the intention of describing golf course superintendents as consultants and shining examples of water conservation specialists. But that’s where it ended up, because those interviewed — with a little coaching on how to meet the press — were able to tactfully and tangibly show what they’re doing can work. Do you know, are you documenting, and can you calmly and confidently explain what’s being done at your course to use as little water as possible as efficiently as possible?

For more than 50 years Aquatrols has been supplying information and products to help you efficiently use and conserve water by managing soil wettability. How water moves into and through soil is a vital but sometimes forgotten aspect of overall water-use efficiency. Our co-sponsor’s area of expertise, irrigation system technology, is another aspect. But water use on golf courses entails many angles — from the design of the course and turfgrass selection to equipment conditions, plant growth products, playing conditions demanded and a superintendent’s specific management practices.

We encourage all practitioners and suppliers to look at what you’re doing today, and what you can do tomorrow to be an example, contributor, spokesperson and role model for the wise use of water, not just on the golf course, but wherever water is used.

Because nothing is more important than water.

Moore is an Aquatrols’ Director, involved with Corporate Relations, Education and Training.