COMPANY	WEBSITE	PAGE
Aquatrols	www.aquatrols.com	44, 57
BASF	www.betterturf.basf.us	13
Bayer Environmental Science	www.backedbybayer.com	21
Bruce Williams Golf Consulting	www.williamsgolfconsulting.com	52
Champion Turf	www.championturffarms.com	22-23*
Cushman	www.cushman.com	7
Dupont Professional Products	www.proproducts.dupont.com	19*
Ecologel USA, Inc	www.ecologel.com	52
Irrigation Consulting	www.irrigationconsulting.com	65
Jacobsen	www.jacobsengolf.com	5
John Deere Golf	www.deere.com	68
JRM	www.jrmonline.com	45
Kalo	www.kalo.com	22-23*
Knox Fertilizer	www.knoxfert.com	49
Maruyama US	www.maruyama-us.com	9
Penn State Outreach Marketing and Communications	www.outreach.psu.edu	8

WEBSITE	PAGE
www.redexim.com	53
www.sipcamadvan.com	67
www.stecequipment.com	47
www.syngentaprofessionalproducts.	2-3, 51
www.trojanbattery.com	43
www.terraspikeusa.com	45
	www.sipcamadvan.com www.stecequipment.com www.syngentaprofessionalproducts. com www.trojanbattery.com

PRODUCT PAYBACK S	UPPLEMENT	Table 1
Becker Underwood	www.beckerunderwood.com	29
Bobcat Co	www.bobcat.com	31
Foley United	www.foleyunited.com	35
Geoponics Corp	www.geoponicscorp.com	33
Rain Bird	www.rainbird.com	37
Redexim Charterhouse	www.redexim.com	39
Wiedenmann North America	www.terraspikeusa.com	41
*Denotes regional advertising	3. Of the second	

## (MORAGHAN continued from page 48)

lower scores, shorter distances traveled on each hole and even fewer lost balls.

Let me share another perspective. A few months ago, I took a lesson from PGA Teaching Professional Marty Nowicki at Turning Stone Resort in upstate New York. He had his own ideas about getting golfers to play from the right tees, especially when they are starting out.

"Move up to the 100-yard mark and treat every hole like a par 5," Marty suggested. "Scoring 5 for a new golfer with some good basic advice is a good score. If you can't get down in 5, start from 50 yards or even 30 yards with the same objective. That is how people should learn this great game.

"If we applied this concept to other sports," Marty went on, "you would never start a new skier on a double Black Diamond trail, for example. You would start her learning how to put on the equipment, how to walk in those heavy boots, how to put on the skis. Once she accomplished that, you would teach her how to walk in skis, and so on."

Which reminds me of the concept, taught by some golf pros and usually to kids, of beginning on the putting green with three-inch putts. Then moving further from the hole, then off the green, then back into the fairway, and so on.

I've seen studies that prove golfers who start this way – from the hole back – shoot lower scores faster than golfers who began on the driving range.

So we should all embrace whatever ideas get golfers playing better, faster, more intelligently and having more fun. Wherever you work, whatever you do, we should all have those goals in mind. **GCI** 





Design, GPS, Evaluation and Audit Services



Independent Golf Course Design Services Experience on more than 300 Golf Courses

Corporate Office: (978)433-8972
Providing innovative design solutions worldwide.

www.irrigationconsulting.com