

# IN THIS ISSUE

How do you

# MEASURE UP?

18

## COVER STORY

### 18 HOW DO YOU MEASURE UP?

GCI's State of the Industry report gives you an exclusive benchmark for your maintenance operation.

## FEATURES

### Q&A

### 10 SUSTAINABILITY STANDARD

The Lodestone Golf Course project turned a scar in the landscape into a standard for new course development in Maryland.

### Equipment

### 28 ART OR ENGINEERING?

GCI's Monroe Miller takes a close look at the methodology behind backlapping and blade sharpening.

### Irrigation

### 36 SYSTEM SHAKE UP

Now is the time to make those improvements to your irrigation system.

### Turf maintenance

### 46 SECURITY BLANKET

When snow doesn't happen, topdressing might just be the answer to protect your greens from a lack of snow and winter's chilly winds.

## DEPARTMENTS

- 6 Teeing off  
Data dump
- 8 The Whiteboard
- 76 Travels with Terry  
Equipment ideas
- 80 Classifieds
- 81 Ad index



73

### 52 *Turf maintenance* DEALING WITH POA PUSH-UP GREENS

The turf team at Blue Hill Country Club troubleshoots the thatch and soil issues that were hampering their greens.

### *Industry trends*

### 56 FITTING IN

While golf turf management remains a male-dominated industry, women are succeeding as superintendents.



### *Course maintenance*

### 64 CROSS YOUR T'S AND DOT YOUR I'S

A tee complex's appearance can significantly impact golfer satisfaction and influence their opinion of overall course conditioning and playability.

### *Professional development*

### 70 TAKING SOCIAL MEDIA SERIOUSLY

Tips to gauge whether your approach is the right approach.

## COLUMNS

- 16 **Game plan**  
Henry DeLozier:  
2012: Hedge your bets
- 27 **Inside the ropes**  
Tim Moraghan:  
Good news, bad news
- 35 **Johnny turf nerd**  
John Kaminski:  
The mark of a true professional
- 44 **Irrigation issues**  
Brian Vinchesi:  
Irrigation 2012
- 62 **The Monroe doctrine**  
Monroe Miller:  
The stress test of 2011
- 68 **Design concepts**  
Jeffrey Brauer:  
The state of the golf course design  
industry
- 82 **Parting shots**  
Pat Jones:  
Of turf and tulips

### 2012 Golf Industry Show 73 AN INSIDER'S GUIDE TO LAS VEGAS

Not a high roller? Want to get off The Strip? GCI's Vegas beat writer, Helen M. Stone, provides the end-all, be-all of Sin City's must-see sites and experiences.

### 77 *Product spotlight* SHOWSTOPPERS

It's easy to get caught up in the shiny lights of GIS 2012 in Las Vegas, but don't forget to check out these bright spots on the show floor.