

MONEY TREE

Davey Tree's TreeSense mobile app quantifies tree benefits.

Trees make sense. They add depth and beauty to a golf course, they cleanse the air, absorb CO₂, reduce rainwater runoff and shield people from the elements.

But trees also make cents.

Trees do work in quantifiable ways. In fact, trees may be one of the best financial investments you make at your golf course facility.

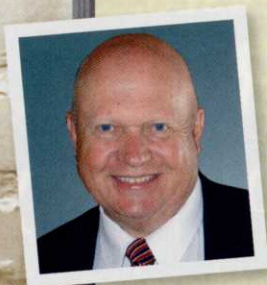
So how do you quantify that? Try The Davey Tree Expert Co.'s new TreeSense, a free mobile app.

TreeSense turns superintendents into "TREEconomists," who can qualify and quantify their trees' benefits and place trees in the best positions on a golf course or other landscape to maximize these perks.

To access, visit value.m.davey.com with your mobile device.



Get well soon, Dennis!



The GCI staff is eagerly awaiting columnist Dennis Lyon's recovery from injuries after being struck by a truck while walking his dog, Putter, Dec. 20. The driver of the truck stopped and called 911, while his faithful pooch ran home, alerting Dennis's family. He sustained injury to his left leg, pelvis, back and head and was taken to the University of Colorado Hospital. His son, Corey Lyon, has been

journaling Dennis's recovery online at www.caringbridge.org/visit/Dennislyon1. We'll also be running any updated information we get on his progress on the GCI Twitter feed and Facebook page.

Currently, Dennis is successfully done with his surgeries and recovering at Kindred Hospital in Denver. Though he's going to be off his feet for a while, we're pulling for him to be back on his game as soon as possible – and not just because we like reading his columns.

If you'd like to send notes and get well cards, address them to:

Dennis Lyon
c/o Corey Lyon
1456 S. Grand Baker Cir.
Aurora, CO 80018



ROLL CALL

Charles Kornmann has been named superintendent at Lee Park Golf Course, Aberdeen, S.D.

The United States Golf Association selected turfgrass scientist **Dr. Wayne Hanna**, of Chula, Ga., as the recipient of the 2012 USGA Green Section Award.

The Golf Course Superintendents Association of Northern California (GCSANC) will recognize **Richard H. Harris** and **Robert D. "Bo" Links** for their exceptional contributions to the game of golf.

Season's Greenings

The GCI Facebook page is a great place for superintendents to share top tips and industry news. We've had a few oddballs post about turfgrass throughout the seasons, but this is the first time turfgrass itself has posted on our Wall. A pair of season's greetings images appeared in our

feed from the species we love to hate: *Poa annua*. "I wish all my friends and enemies a very Merry Christmas," says *Poa*, showing that a holiday wish can bring us together, even when the entire industry can't decide what to do with the plant.

We look forward to our time together (and our battles to the death) in the new year with you too, *Poa*.



An app for a tap



A new smartphone service seeks to answer the age-old question heard around the course: "Where's the beer cart?"

Scan4beer, a service of Retail Action Development, uses QR codes and a golfer's smartphone to connect a player and his drink of choice. A unique code is posted in each golf cart, and a quick scan by a smartphone bring up a remote menu via a special web app or a free application downloaded from iTunes or the Android Marketplace. The menu isn't just limited to beer, but also other drinks and available snacks.

Once the order is placed, an algorithm tells the beer cart driver where the golfer is likely to be by the time it arrives there, as well as plots a direct route to the cart, cutting down wait time and bumping up concessions revenue with greater efficiency.

The service is available nationally in the first quarter of 2012.