

From THE FEED

The new GCI app went live, and readers took a spin with the January issue. Naturally, redefining how magazines can be read made quite a splash in social media. Here's what readers have been saying.

Campbell Chemicals @campbellturf

Showed new @GCI magazine iPad mag app to our turf committee today. Let's just say they were very impressed



Michael Benkusky @benkuskygolf

Awesome new iPad app by @GCI magazine. Come back and wipe your fingerprints off my screen!



Jeff Ryan @jeffryan

Great re-tooling of the app it's a quantum leap forward. Now about the face of the organization.....



Gary Deters @gdeters_turf

Just downloaded the App. It is ridiculous good. All that info in my phone. Thanks.



Andrew Hardy @pheasantturf

Thank you for scaring the crap out of me on the iPad app. Almost made my son cry haha



iTurfapps @iturfapps

About time someone harnesses the ability and power of an iPad for multimedia delivery! Great job @GCI magazine on new app!



Bob Porter@hiawathaturf

Best thing I noticed right away. It downloads the issue for reading offline, like most other magazine apps. Nice!



David Beanblossom@DBeanblossom

love, love, love the new iPad app. It's going to take me days instead of hours to read each magazine now. #awesome, #fantastic



Join the conversation
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Recycling rewarded

Remember a few months ago when we took notice of Royal Oaks Country Club's new GreenDrop Recycling Stations throughout the course, making it easy for players to self-sort recyclables on the fly? It turns out the GCI team wasn't the only group paying attention.

The Vancouver, Wash., course was named Facility of the Year by the Oregon Golf Association for its efforts, as well as in recognition of hosting annual events raising funds for local non-profit organizations. Marcia LaFond, club manager, received the award at the 2012 OGA annual awards meeting.

While the stations have shown up around the country, Royal Oaks is the first golf facility to place them on the course.

GOLF.COMEDY

Golf has been a centerpiece of famous comedy for years, from the wit of Bob Hope to the ineffable Caddyshack. It was really only a matter of time before a new platform for comics went back to the course. Comedian Paul Rodriguez is at the head of the brand new web series "Comics Open," featured on ClickonGolf.TV.

Rodriguez plays a course owner who changes his clubhouse to a comedy club just for the chance to be his own emcee; he also imports a Russian mail-order bride (Maria Zyrianova) to be his new golf partner.

Agronomics might not be at the forefront of the jokes, since the first season has Rodriguez chipping a shot out of an open grave and an army tank trekking across the fairway. But River Bend Golf Links outside Jacksonville, Fla., owned by Stephen Joost and Scott Gladysz, provided a fitting home for the slapstick, being a former U.S. Navy-owned course.

"Golf has hundreds of jokes that have been told over the years," says Paul Madden, the show's producer. "We'll mine those, and mix in a few new ones. I don't think that well will ever run dry."



GCI GOES NATIVE

If you're reading this page digitally and nothing is moving - stop everything and go download our new app right now. Just search for "GCI" in the iTunes store and you'll snag our new native app edition. The new issue will load within the app, taking you on to what the future of magazines looks like. Both the iPad and iPhone versions will be available in time for the Golf Industry Show.

Head to bit.ly/GCIapp13 to pick up the new native app and prepare to be amazed!

