

CONVERGENCE

The crowdsourcers at Wikipedia tell us that “convergence” is the “the tendency for different technological systems to evolve toward performing similar tasks (whereby) previously separate technologies such as voice, data, productivity applications and video that now share resources and interact with each other synergistically.”

In simpler terms, convergence is that stupid thing you carry around that lets you talk, text, email, search, watch, navigate, locate and otherwise interact with about 3 billion other wired humans around the planet.

We here at GCI's global science lab are always trying to stay one step ahead of the technology convergence wave. We've been online forever. We've been digital and mobile for years without (hopefully) losing track of the fact that nearly all of you still demand the paper edition. And we continue to be the only publication in the industry (and one of the few business magazines nationwide) to offer a native app version of our publication that truly is where convergence happens.

The app has been a remarkable tool for many readers not just because it's cool. It is most definitely cool but it's also very useful. For one thing, it's completely portable. Once you've downloaded the issue, you can read it anyplace at any time on your iPhone or iPad. Many folks tell me they appreciate being able to read the issue on a plane or anywhere else without a connection.

The app also allows us to embed enhancements into the stories you get in the print edition. Videos, Superintendent Ra-

dio Network podcasts, downloads, bonus pictures, animations and, of course, links back to our site and others allow you to explore a topic completely without ever leaving the edition.

Now, we're taking that to a new level by offering special content you can ONLY find in the GCI app. We're starting with this month's edition (which should be available about mid-month) and I'm pleased to announce that our very first app exclusive will be ground-breaking instructional video created by our friends at Turf Republic that shows you how to create your own videos using the tools you already have or even a GoPro camera.



Pat Jones
Editorial director and publisher

If you haven't seen what some of your colleagues are doing with GoPros, make sure to check out the GCI video library on our site or visit Turf Republic. The bottom line is that they are

remarkable tools that allow you to tell your story from any point of view. You can mount them on a mower or aerifier, attach them to a tripod for time-lapse shots or even fly one around in a robotic drone if you're really looking to have some fun.

Wait! You don't have a GoPro yet? That's so sad. Here's a crazy idea... maybe you could get one for free! How? Just download the April app edition of GCI, find the exclusive Turf Republic video we've embedded in it and register to win your very own GoPro. That's the grand prize. We also have some slick GCI-logo gear for five more lucky entrants.

Yup... not only is the GCI app the best way to get the most out of the magazine... it also has a prize inside! It's like a digital box of Cracker Jacks. Enjoy the treat! **GCI**

GOLF COURSE INDUSTRY

Serving the Business of Golf Course Management

Vol. 26 No. 4

GIE Media, Inc.

4020 Kinross Lakes Pkwy, 2nd floor

Richfield, OH 44286

Phone: 800-456-0707

Fax: 330-659-0823

EDITORIAL

Pat Jones

Publisher/Editorial director
pjones@gie.net

William Olmstead

Assistant Editor
wolmstead@gie.net

Mike Zawacki

Editor
mzawacki@gie.net

Bill Brown

Contributing editor

Kyle Brown

Associate Editor
kbrown@gie.net

Bruce Williams

Senior contributing editor

SALES

Russell Warner

National account manager
216-236-5802

Dave Szy

Account Manager
216-236-5764

Traci Mueller

Account Manager
216-236-5895

Bonnie Velikonya

Classified sales
330-523-5322

Ted Schuld

Account manager
216-236-5937

Maria Miller

Conferences manager
330-523-5373

ADVERTISING/PRODUCTION INQUIRIES

Jodi Shipley jshipley@gie.net, 216-236-5867

GRAPHICS / PRODUCTION

Jim Blayney, Art director

Justin Armburger, Graphic designer

Helen Duerr, Production director

CORPORATE

Richard Foster Chairman

Chris Foster President and CEO

Dan Moreland Executive Vice President

James R. Keefe Executive Vice President

Marco Urbanic Integrated Data Systems Director

Helen Duerr Production Director

Lindsey Betzhold Audience Development Director

Maria Miller Conferences Manager

Kelly Orzech Accounting Director

Irene Sweeney Corporate Communications Manager

Kevin Gilbride Business manager, GIE Ventures

Golf Course Industry is a member of:

Golf Course Superintendents

Association of America

National Golf Foundation

Golf Course Builders Association of America

The Irrigation Association

Responsible Industry for a Sound Environment

