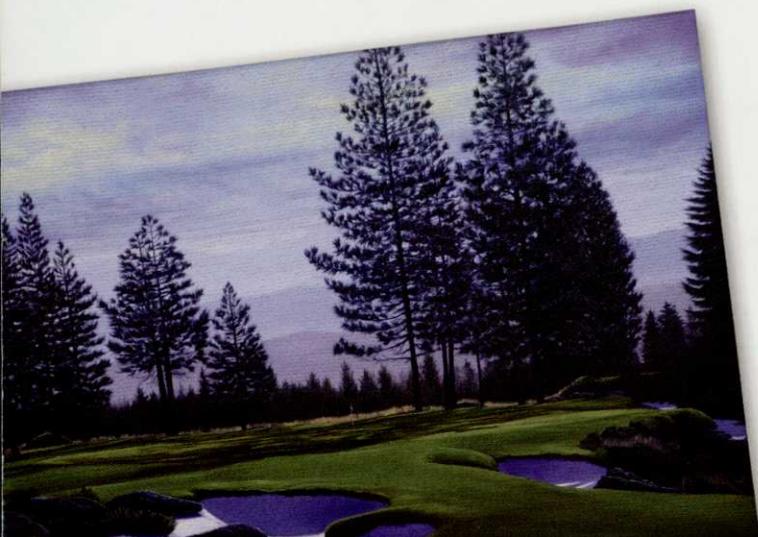




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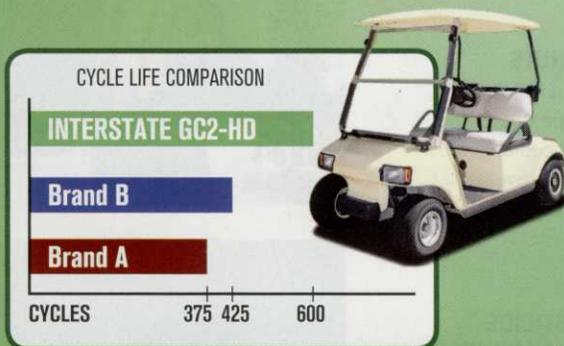


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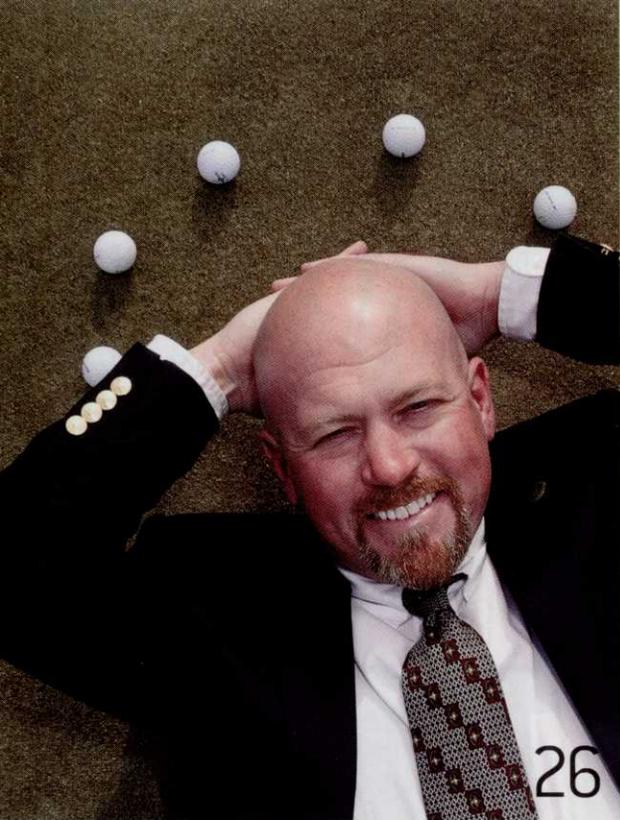
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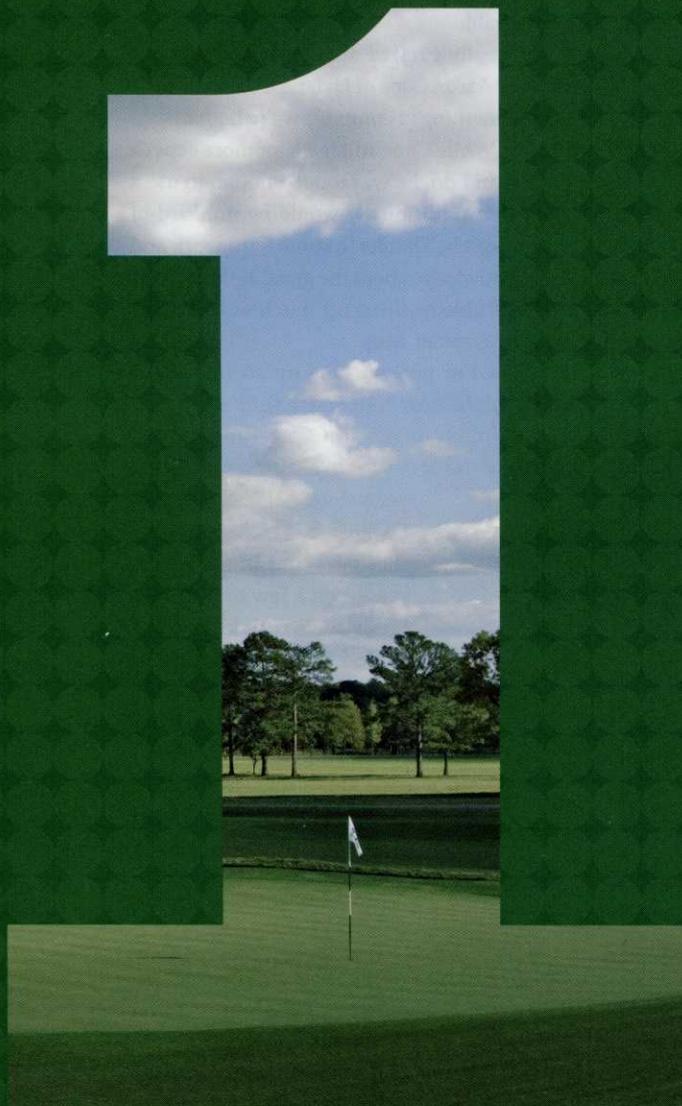
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Oklahoma State University
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receiving both sprinkler irrigation
and simulated rainfall.



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GETTING STARTED

Have you ever been infected by excitement? It's a weird bug to have, but it can get around. I'm just hanging about, writing what I write, when our publisher, Pat Jones, gets me started on turf.

I can honestly say that up to this point in my life, anyway I've never been excited to be writing about golf. I haven't even played the game. Sure, I've seen my fair share of games and have friends and family who play, but that's about as close to a course as I've gotten.

But then, as I'm reading more from you super through our new and improved Blogroll, and connecting with through our Facebook and Twitter pages, I can't believe it. I'm actually looking forward to finding out more about grass types, water usage and beneficial species. I'm hooked.

So what better time to start than with mere minutes before GIS 2011, ready to hit a huge show featuring the biggest players in the game?

If I ran into you during the craziness of the week, believe me, it was my pleasure to meet you and pick up some new and cool information. I'm really looking forward to covering the biggest and best ideas in the industry right here in our pages. If I didn't meet you during the week, I'm sure you at least saw me. I was the guy in the GCI shirt looking completely amazed at each new gadget I saw. Especially if I didn't run into you then, we should certainly talk. Send me an e-mail or give me a call and I will be glad to chat. Just as long as we don't actually play golf until I at least learn how to swing a club.

Speaking of clubs, there's some great advice for course growth in this month's issue, like in "Sustainability 2.0." I know at first glance it doesn't sound like the best idea during the financial climate of the industry, but rethinking things a little bit now with an eye toward being environmentally responsible might make the difference if times get tougher. Being green now could mean staying green then, which will help bring in more players and members later.

Pair that with plan guidelines from "Project Approved" and you'll not only start building your course on a sustainable foundation, you'll do it in a way that will keep your directors and members happy, and your budget manageable.

I'm really excited about our cover story, though. Aaron Cape of Hyland Golf Club and I have something in common we're both new to the job. While Cape still has a lot more experience than I do, he was tough enough to use a grass that traditionally would be unheard-of in the region. Thanks to some hard work and some knowledge about the grass, he kept a turf that was able to shrug off much of last year's intense summer heat.

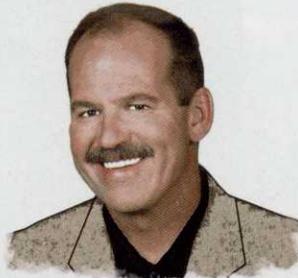
When I'm not working up stories about course-dwelling badgers, I find my home online much of the time. As I mentioned before, we're always active with our website,

newsletter, Facebook and Twitter pages, but if you check in at our Blog Central, you'll find a few new things. First, we're kicking off a guided tour of superintendents' blogs from around the world through the eyes of our wandering web correspondent, Jim Black. He's looking for the best (and some of the most ridiculous) information

out there to bring back to our website in his guest columns.

Second, we've updated our Blogroll with a map! It doesn't seem like a huge deal until you try it out. Find your section of the country (or your particular country, if you're outside the states) and click away. You'll find yourself instantly provided with several local superintendents' blogs local to you, with thoughts and posts about club concerns that come a little closer to home. If you don't see your blog listed, let us know! Every superintendent has something to bring to the online community.

So get connected with us there, and send me a note, if you like. I'm still learning about the industry, but I'm definitely eager to get there. Just wait until next year's GIS before asking me how excited I am about my game. **GCI**



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Editorial director and publisher

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We'd like to hear from you.

E-mail us at gci@gie.net with your thoughts and opinions.

FEEDBACK

Exceptionally average

My name is Bob Noxon. Keith Noxon refers to me in the December article (“(just an) Ordinary, average guy,” page 16) written about him being an “average guy” as the guy who passed along this concept. I felt obligated to provide a few more details.

I am a retired Marine officer who normally would not accept the term “average.” However, I once had a commanding officer – an EA-6 pilot – who truly was an amazing guy (call sign was “Skull”). He told me that when these “fast movers” land on the deck of a carrier they only get three possible scores – “Average,” “Below Average” or “Did Not Land.” Therefore, when he was asked “How are you doing, Sir?” he would always respond with “Average.” You see, being “average” among such a community was a total compliment.

My point is this, the article on Keith was exceptional, but I can tell you that Keith – and the entire Noxon family... immediate and extended – is anything but as far as accepting the civilian “normal” concept of

average. The Noxon clan totally pushes to be “civilian exceptional.”

Great article and your writer did a fine job detailing the challenges of your industry – cost, performance, etc. However, he missed the point a little bit: Being “average” in a business that requires exceptional personnel to really make it happen means you are average in an organization of already exceptional personnel.

Bob
“Silver Fox”
Fredericksburg, Va.

Want to read this article?

Enter <http://tinyurl.com/64obdnv> into your Web browser to read “(just an) Ordinary, average guy”

November kudos

You should know that the November issue of *Golf Course Industry* was excellent from front to back, in my opinion.

Stephen G. Cadenelli, CGCS
Cape Cod National Golf Club
Harwich, Mass.

Want to read the November issue?

Enter <http://tinyurl.com/6kas5cf> into your Web browser to read the November digital edition.

Kudos

I can't tell you how much I enjoy your magazine and love your witty, personal editorial style.

Vicki Martz
Victoria Martz Golf Design, Inc.
Jacksonville, Fla.

Go get 'em

Good to see you so fired up, Pat. Go get 'em.

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ONLINE FEEDBACK



EDITOR'S NOTE:

On Jan. 11, GCI retired its newsletter and debuted Fast & Firm. In conjunction with a revamped GCI website, this newsletter introduced a whole new format and approach that provides you – the readers – with a tight, concise package of information that you need to know.

Fast & Firm feedback

Congrats on the new approach and continuing to look at ways to “break the mold” as it relates to industry news reporting and getting beyond the superficial to the “So what?” Like the name (Fast & Firm) and the refined direction from one quasi-media guy to a full-time media guy. Nice play as well on the title, it’s where golf course maintenance is going to have to go to meet the crunch between what the customer is willing to pay and how frequently they play and what we can afford to maintain and make a profit on the facility side.

James Koppenhaver
President
Pellucid Corp.



From Twitter

Love your mag. Info without the bullshit.

Trevor Dargan
Woodenbridge Golf Club
Wicklow, Ireland
Tweeted from @tjdargs
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