

NOVEMBER 2011  
golfcourseindustry.com

# GOLF COURSE<sup>®</sup> INDUSTRY

SERVING THE BUSINESS  
OF GOLF COURSE MANAGEMENT



## SAY WHAT?

Ever feel like the other  
guy is speaking  
a foreign language?  
GCI's Bob Lohmann  
and Dennis Lyon  
take a stab at  
dissecting what GMs and  
superintendents are really trying  
to say to each other. P. 10