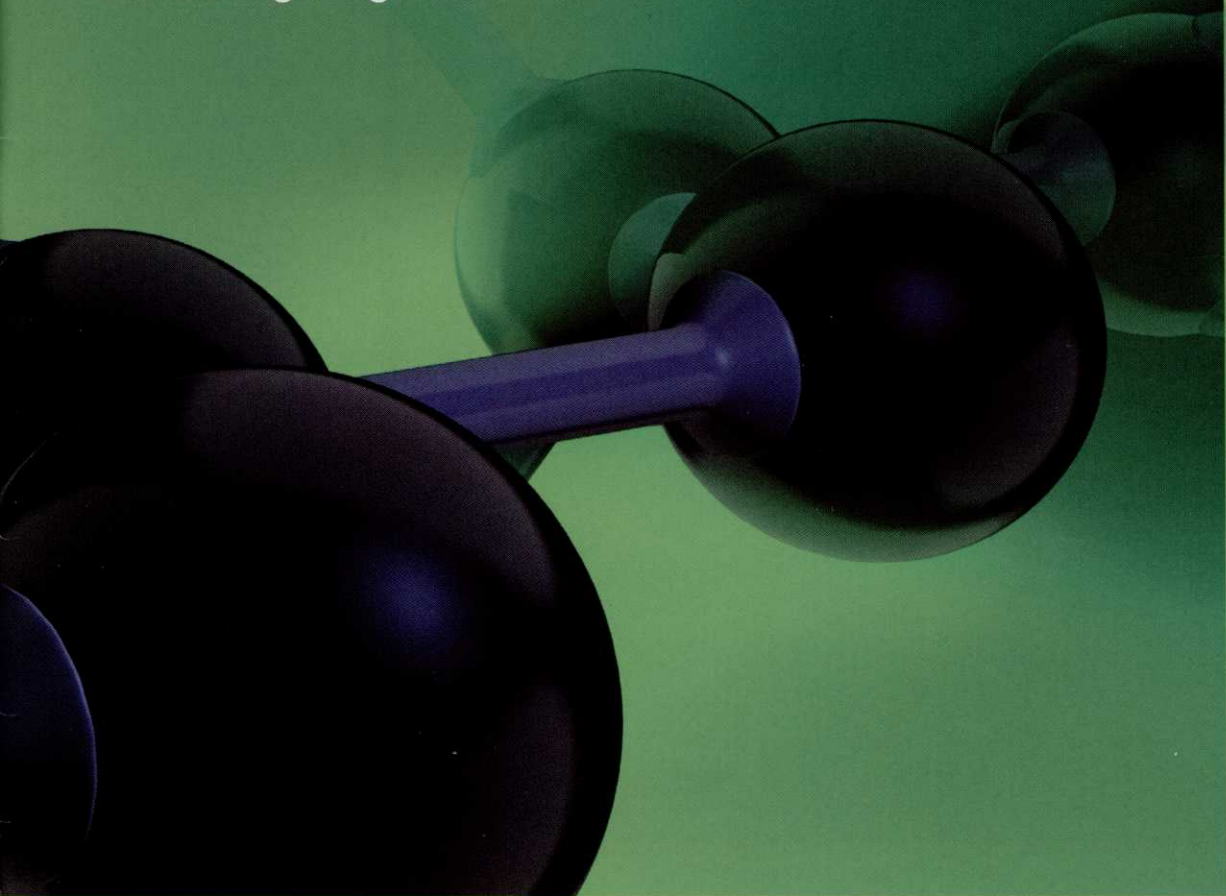


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1998

1998

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2009

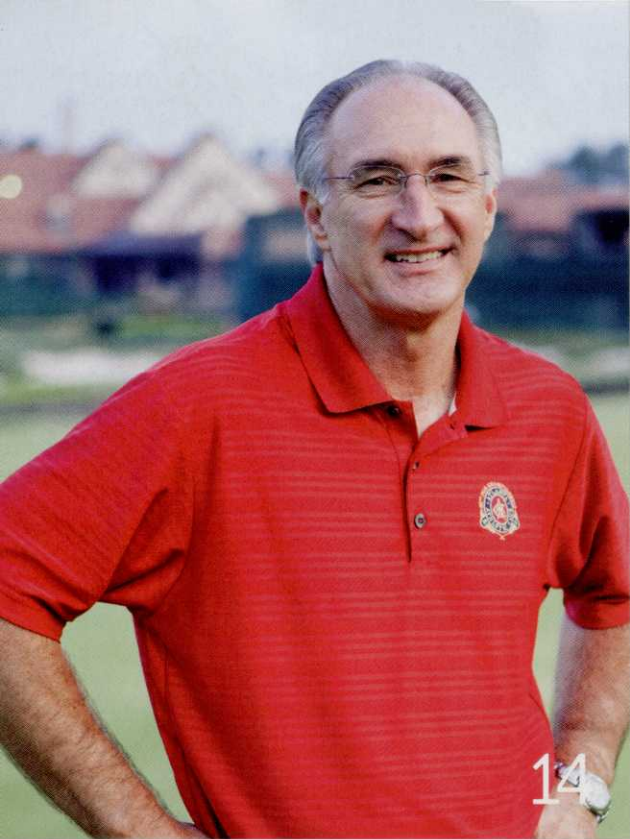
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2011

Standard Quick Adjust cutting units transform height-of-cut adjustment into a painless, super-fast operation with a cordless drill. And the 2500 gas E-Cut Hybrid model is the quietest engine-powered riding greens mower in the industry. Interested in learning more? Visit JohnDeere.com/Golf to take a short highlight tour. Then contact your local John Deere Golf distributor for a demo.



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For one week in August, the eyes of the golfing world were set on Ken Mangum, his crew and Atlanta Athletic Club's Champion Bermudagrass greens.

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Product spotlight
As costs rise, it pays to be smart about using water on your course. Here are some ways to keep the course budget strong while maintaining healthy, well-watered turf.





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MEET YOUR TEAM

In the movie *Citizen Kane*, the ambitious publisher played by Orson Welles cherry-picks the best writers from his rival newspapers to assemble what he triumphantly introduces as "The greatest staff in the world." I now have the pleasure of doing the same.

First, let me state our philosophy: We gather the best minds in the business to tell you exactly what's going on in your market. We inform, provoke and stimulate. We are passionate about this business and the people in it.

Unlike Mr. Kane, we didn't have to raid staffs to assemble our amazing team. In two notable cases, they have been part of this publication since it was called *Golf Course News*. More recently, in most cases, they approached us because they believed they could write candidly about their views and experiences.

I'll start with a couple of veterans. Terry Buchen is, quite simply, a marvel. Legendary super turned longtime turf/operations consultant to some of the world's best clubs. "Travels with Terry" has been a mainstay of this publication – and part of the golf course maintenance culture – for 20 years. He visits scores of courses and shares the little things that make a big difference in great operations.

Jeff Brauer writes like he designs courses – with intensity and purpose. I'm always amazed that a guy who sometimes goes out of his way to be politically incorrect could have been president of the buttoned-down, tartan-coated ASGCA. What matters most is Jeff is a real-life, working golf course designer with a vast understanding of how architecture and maintenance interact.

I tossed Monroe Miller into the columnist meat grinder a couple of years ago after he retired from storied careers as both forever super at Blackhawk CC and the longtime editor of the Wisconsin Grassroots chapter magazine. Monroe combines a fierce passion about the people in this business with disarming Cheesehead candor. He's not afraid to poke bears with sticks when he sees something wrong and he's warm and insightful when he points out the good stuff going on. Love this man.

I was on the phone with Tim Moraghan

about 10 minutes after he parted ways with the USGA begging him to write for us. The guy set up a zillion national championships, knows everybody and has a persistent habit of telling the truth...how could he not write for us? Even better, his spectacular spouse Karen is one of the PR moguls of the golf business who – I think – secretly edits Tim's columns.

Do not – I repeat – do not engage Brian Vinchesi about the advanced engineering side of irrigation design and operations. Your head will explode with his smartness. He's probably lost track of the number of Top 100 facilities where he's designed systems. Brian's probably one of the most knowledgeable and committed experts in water conservation, as well. He's another guy who has cloned himself because he's EVERYWHERE...and he still finds time to fly fish in New Zealand. Amazing.

Bruce Williams is – quite simply – The Man. Totally connected, on top of the market, successful in every arena from managing a couple of the world's greatest courses to placing his peers in the best jobs in the world. And he finds time to write astoundingly in-depth and useful

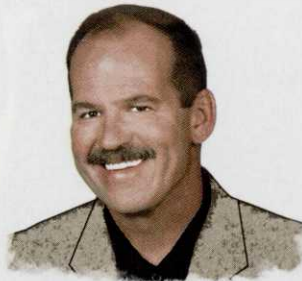
articles for us. Now he's focusing his attentions on China. Watch out, China.

I still had a full head of hair the first time I met Dennis Lyon a quarter of a century ago. He never had hair, even then. But under that shiny dome lies the brain of a man with keen insights on how superintendents can be businesspeople, leaders and innovators within a successful public golf operation. He and Bruce are both GCSAA past presidents. He and Monroe are both DSA winners.

Finally, I'm pleased to introduce our newest addition: Henry Delozier. Coincidentally, I just got through telling several folks at the GCBA meeting that Henry is the smartest guy in the industry and they should listen to whatever he says. Now he's saying it for us.

I've run out of space to adequately mention Bob Lohmann's online contributions, our Digital Turfhead, Jim Black, our young social media guru, Nick Klinkhammer, and 20 other regular contributors.

Our cup runneth over with talent. GCI



Pat Jones

Editorial director and publisher

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Serving the Business of Golf Course Management

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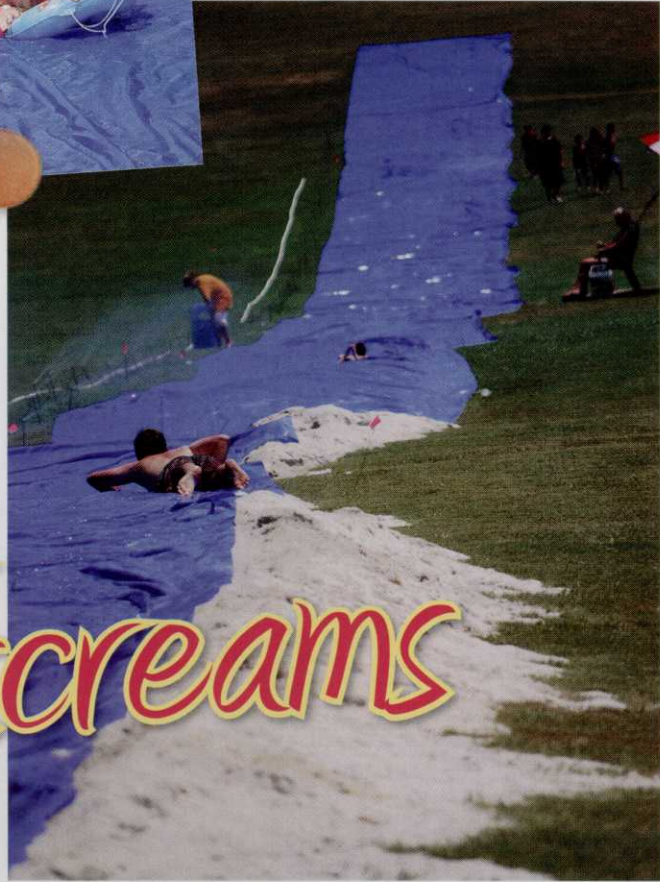
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Summer screams

The heat just wouldn't let up at Cypress Bend Resort, leaving the course and hotel with fewer customers interested in sticking around. A drought wracked the nearby city of Toledo Bend, so of course, the course owners set up a 700-foot slip and slide on the driving range and let the kids have fun on the turf for a day.

That's what they thought the obvious answer was, anyway.

"This area is so devastated by drought, we wanted to think of something to get people and get their spirits up. That was our biggest concern here," says Jeb Smith, superintendent.

Between the concept to the event was only about 11 days, giving Smith a short time to work together an irrigation system that could provide plenty of cool, refreshing water without being a constant reminder to local residents of the course's usage in a citywide drought — especially for a non-golf event.

He got to work with a local irrigation company that had handled large water slides before, and went out for parts. He orchestrated a low-misting system, fed by a 1-inch pipe down to half-inch poly pipes to keep the pressure even throughout the slide.

Even though the course's water came from a separate source than the city and wasn't being restricted, the resort didn't want to even give the impression that they were being irresponsible with water. Besides the low-misting system, they launched a social media and news campaign to not only drum up interest but to bring attention to the low-volume irrigation system.

"I told him about the event and said, 'We need a lot of water for this, but we can't make it look like we're using any,'" says Kerry Bennett, general manager of the resort.

Smith was out at 4:30 a.m., finishing the preparations for

the slide around 10 a.m. on the 107 degree day, opening the floodgates for about 200 local kids and their families.

"I was really impressed with the turnout," says Bennett. "The system worked great. After they had gone on the slide, they would be leaving and say, 'Hey, where was all the water? I didn't even see it.'"

The Cypress Screamer brought in new people and more importantly, business. There were rooms booked at the resort during the event, and the local community got a chance to see the golf course in a way that some hadn't before: just a fun place to be.

"The kids absolutely loved it," says Smith. "Most of the people I saw out here were people that don't normally come out to the course. You never know, you're liable to get a member out of something like this."

All the action didn't even damage the turf, as the crew pulled up the slide as soon as the day was done, and the low-volume mist kept water from pooling, as well.

Even so, they're planning on changing the location next year. Not for the turf's sake, but because a much steeper slope along the driving range is calling, and it's not called the Cypress Screamer for nothing.

Need to cool off?

Check out the Cypress Screamer in action, including a helmet-cam view at <http://bit.ly/n4Pkg3>.