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ANTI-SOCIAL BEHAVIOR

Unless you've been hiding in your 1950s-era fallout shelter out back of your isolated cabin in the North Woods, you are certainly aware that technology is changing the way we communicate. Thus, I'm sure you're not the least bit surprised to see GCI devoting an issue to the topic of social media and how superintendents are using it.

We've been all Twitter and Facebook and such for years now. That's because our job is to provide you with good, relevant info on every viable platform – print, digital edition, website, newsletters, video, podcasts, social media, etc. Hell, we'd use carrier pigeons if enough people wanted it and we could figure out how to tape little bitty Syngenta and Toro ads on the sides of the birds.

We have to be on every platform because we're at a crossroads in the communications business where your media consumption is evolving. The age of communications choice is here and we're damned well going to be on the leading edge of it.

A recent study we did indicated 86 percent of you still definitely wanted a printed edition of the magazine.

That's bad news for tree huggers, but good news for us since you still want our "core" product because you like to hold it in your hands, turn the pages and keep it in that bigass file behind your desk for future reference.

On the other end of the spectrum, 6 percent said, "Never send me anything on paper again." Surprisingly, the demographic of the "totally digital" respondents wasn't just techie kids; it was largely older guys who are committed to reducing clutter. They have reached a point where they want to un-hoard. I dig that.

The vast majority of you told us you wanted a little taste of everything. Some wanted to browse the website daily for news. Some preferred the portability of the digital app that allows you to carry the mag around on your phone or iPad. (Did I mention we're the only magazine in the industry that has a mobile app?) A couple mentioned they loved the digital stuff but eagerly anticipated the print version of my column to line their cockatoo cage.

But the really interesting thing about that

study was how many of you wanted it all. You wanted to be alerted via Twitter that we just posted a video demonstration of a new grinding technique on our website and to also be able to read a how-to story about it in print before you sat in on our webinar about the topic. And, like the old Burger King commercials said, we're happy to give it to you your way. That's the way we roll.

The real question is how you and your colleagues are employing those same technologies and tactics to advance your interests at your facility.

I encourage you to read and digest the package of stories whether you're already a full-blown Twitter-head or you're one of the remaining few still trying valiantly to stay off the grid. To those brave souls, I address the following words of wisdom:

Remember how you told everyone that you'd never give up vinyl records?

Remember when you claimed you didn't need no stinkin' cell phone?

Remember how you refused to use e-mail because it was "impersonal"?

Some people don't adapt until it's shoved down their throats. Then, three days later, they always say, "I can't believe I didn't do this before!"

The bottom line is that the communications revolution that started in 1832 when Samuel Morse began sending electronic dits and dashes over a thin copper line has not stopped and will not stop because you "don't have time to fart around on Facebook." When you dismiss social media, you dismiss the future. The future will, in turn, dismiss you.

So, embrace it, my Luddite friends, for it is here to stay... at least until the current platforms become passé. In the meantime, I offer all of you stubborn types who claim they won't succumb to this "silly" trend one final thing to think about: In 26 years of studying ways that superintendents can effectively communicate with golfers, I have never seen anything half as effective as blogging combined with social media to share programs, practices and professionalism. If you don't figure that out, the guy who takes your job certainly will. GCI



Pat Jones
Editorial director and publisher

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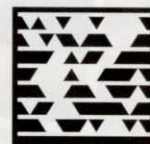
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GOLF



This winter's big numbers

We thought the last two summers were the ones to remember, but that's only because we didn't know what was coming for the winter of 2011. Regardless of what the lack of a solid winter throughout much of the country means for golf, the season just kept breaking records with temperatures and conditions that kept the heat on turf – more than a dozen major cities hit new all-time highs through the month.

Accuweather.com compiled a list of some of those astounding numbers. Here's a look at March 2012:

The 'Heat Wave' of March 2012, By the Numbers

9 The number of consecutive days that Chicago, Ill., has broken a record high, from March 14 to March 22. Eight of those days saw the mercury climb above 80 degrees, which is normal for mid-June.

93 The temperature swing that occurred over the course of just nine days in International Falls, Minn., from a low of minus 14 degrees on March 9, to a high of 79 degrees on March 18. Also, 10 straight days of new record highs (March 13 to March 22).

26 The number of inches of snow that melted over the course of just seven days in Caribou, Maine, from March 15 to March 22, thanks to the unusual warmth. Also, 18 inches of snow was still on the ground when the first record high fell on March 18 (64 degrees).

32 The gap, in degrees, between the old and new record high on March 21 in Marquette, Mich. The new record high was 81 degrees, obliterating the old record of 49 degrees. The margin of defeat was so great that the low temperature that day was even higher than the old record high temperature.

21.2 The temperature departure (in degrees fahrenheit) from normal for the month of March thus far in Winnipeg, Canada. This occurred despite temperatures having dropped below zero for four days early in the month.

1921 The last year it was above 80 degrees in Boston before March 28 of any given calendar year. In reaching 83 degrees on March 22, this came to fruition for the first time since March 21, 1921.

86 The new all-time record high temperature for March in Detroit, Mich., set on March 22. In fact, a new all-time high temperature was set two days in a row, with the mercury first climbing to 84 degrees on March 21.

60 The average low temperature in Chicago, Ill., from March 17 to March 22 of this year. Such low temperatures, about 30 degrees above normal, are more typical for mid-June.



FROM THE FEED

GCIMagazine
@GCIMagazine
Heard the odds of winning the Mega Millions jackpot now are lower than two aces in the same round of play. Which would you rather have?

Joe Jemsek
@jemsekgolf
Mega Millions, would buy my own golf course and make every par three with funnel style greens for the hole-in-ones!

Join the conversation
on Twitter @GCIMagazine!





Gangway!

Do you have any large swaths of turf about, oh, 40 yards wide that need to be cut regularly? A record-breaking mower coming from Jacobsen might fit the bill, even if it doesn't fit in your shop. The J96-OVRKILL will operate 96 22" reels in two rows: 64 reels up front and 32 below the driver. The mower will be powered by a 550 HP, V-12 big block engine.

"Our customers are looking for ways to save time, and the J96-OVRKILL gives them the opportunity to cut all fairways in one pass," said Ric Stone, VP of Sales for Jacobsen.

When an operator is done with a fairway, they simply lift the massive wings of the J96-OVRKILL as they rise some 60 feet in the air. Stabilizer bars strengthened with titanium keep the mower from tipping over during transport.

The engineers at Jacobsen realized that the J96-OVRKILL wouldn't be able to fit in most maintenance sheds, so they included an integrated cover that expands over the entire machine with a push of a button.

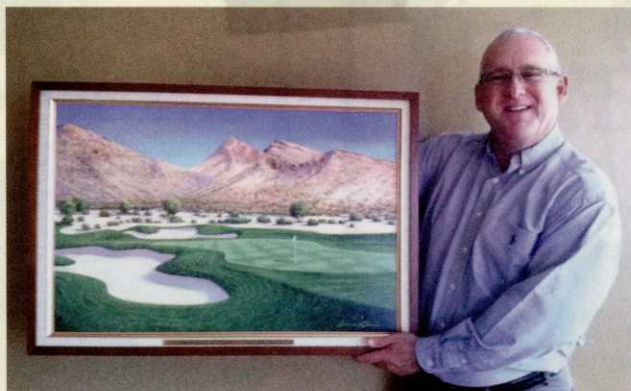
And if you believed any of this, we've got a course in Antarctica to sell you as well! Happy April Fool's!

A pill a day

Cancer affects everyone, and golf course industry professionals are on the front lines in dealing with several types. They're also among those continuing to get information out there on health, cancer prevention and survival.

Dana Garmany, former CEO of Troon, appeared on NBC Nightly News in March as part of a story on fighting cancer recurrence. In his interview, Garmany shared how he has been taking an aspirin daily for the past 10 years at his doctor's recommendation to prevent heart disease. Now the routine might be able to help him prevent another battle with colon cancer, for which he was diagnosed and treated.

According to the story, people who take aspirin have a 15 percent lower risk of dying of cancer and a 38 percent less chance of developing colorectal cancer.

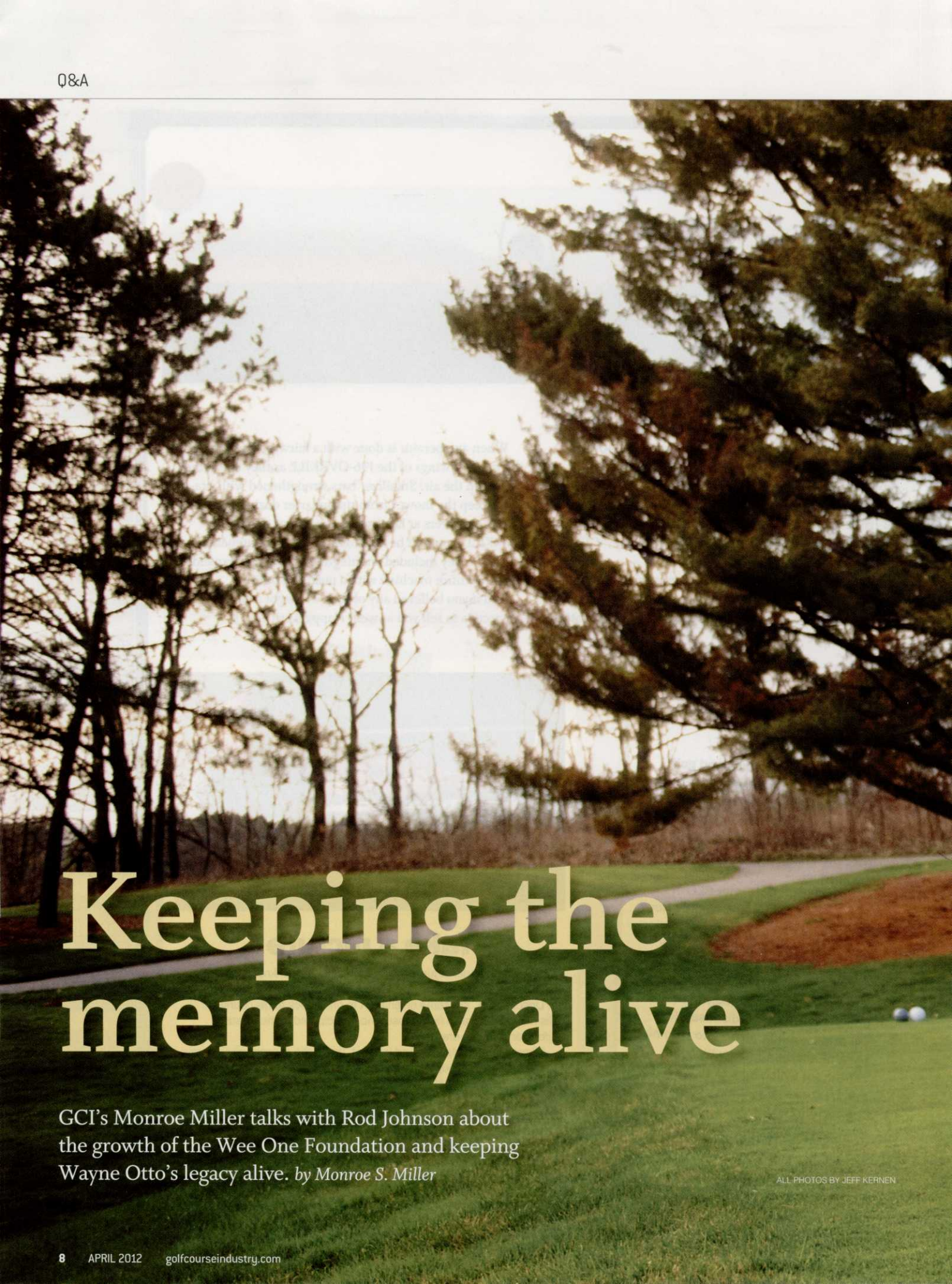


Take a picture

Most superintendents just brought home small knickknacks from the Golf Industry Show. Steven Merkel of Landscapes Golf Group, LLC, in Lincoln, Neb., got some original art to bring back to his course. His name was drawn from those who participated in the Arysta LifeScience booth drawing.

"Based on participation and interest, this is the second year in a row to offer golf course superintendents the opportunity to win an original painting," says Michael Maravich, turf and ornamentals marketing and product manager. "We handed duplicate prints to all attendees at the show, but the one-of-a-kind, framed piece was certainly the grand prize."

Arysta commissioned Lawrence J. Churski, known for his outdoor scenes, to complete the rendition of the fifth hole at Red Rock Country Club Mountain Course in Las Vegas.

A photograph of a golf course. In the foreground, a green fairway leads to a sand trap on the right. A path winds through the middle ground. The background is filled with tall, thin trees, some with bare branches and some with green needles. The sky is bright and overcast.

Keeping the memory alive

GCI's Monroe Miller talks with Rod Johnson about the growth of the Wee One Foundation and keeping Wayne Otto's legacy alive. *by Monroe S. Miller*

ALL PHOTOS BY JEFF KERNEN



“We raised \$40,000 for him and when we gave him the check he said, ‘Oh my.’ He died shortly after that, on October 21.”

— Rod Johnson

On the professional level, we have many examples in the world of golf and golf turf management of what can be done to honor exceptional individuals and their exceptional contributions. We can think of the Col. John Morley DSA Award, the O. J. Noer Turfgrass Research and Educational Facility, the Old Tom Morris Award, the J. R. Love Scholarship, the Musser Award and the Watson Fellowship. These accolades were all named to honor an individual who had contributed so much, who inspired and who we don't want to forget.

Every once in a while a person comes along whose life and work affect people around him so significantly they are inspired to find a way, when he leaves us,

to never let his legacy be forgotten. They look for a method or a vehicle to honor him that is as unique as the individual was and his contributions were. The most effective way to keep his life before an audience is to provide support that is both valuable and not available by any another group.

So it is with the Wee One Foundation, created by a small cadre of close friend to help ensure that the life and work and ways of Wayne Otto are not forgotten anytime soon. The Wee One is so special because the funds generated are turned around and given to superintendents and their families who have experienced catastrophic and expensive health problems. It helps those in need of financial support because of that illness



Rod Johnson and Wayne Otto together at a course celebration.

or accident. The namesake and the mission make the Wee One a singular organization in our world of turf.

Except for seven years spent in Nebraska (1960 – 1967) as a golf course superintendent, Wayne's

life and career were in Wisconsin. He was the superintendent at Ozaukee Country Club, a course that bordered the farm he grew up on, for 35 years. He worked on the crew for two years after an Army Reserves stint, gradu-

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