

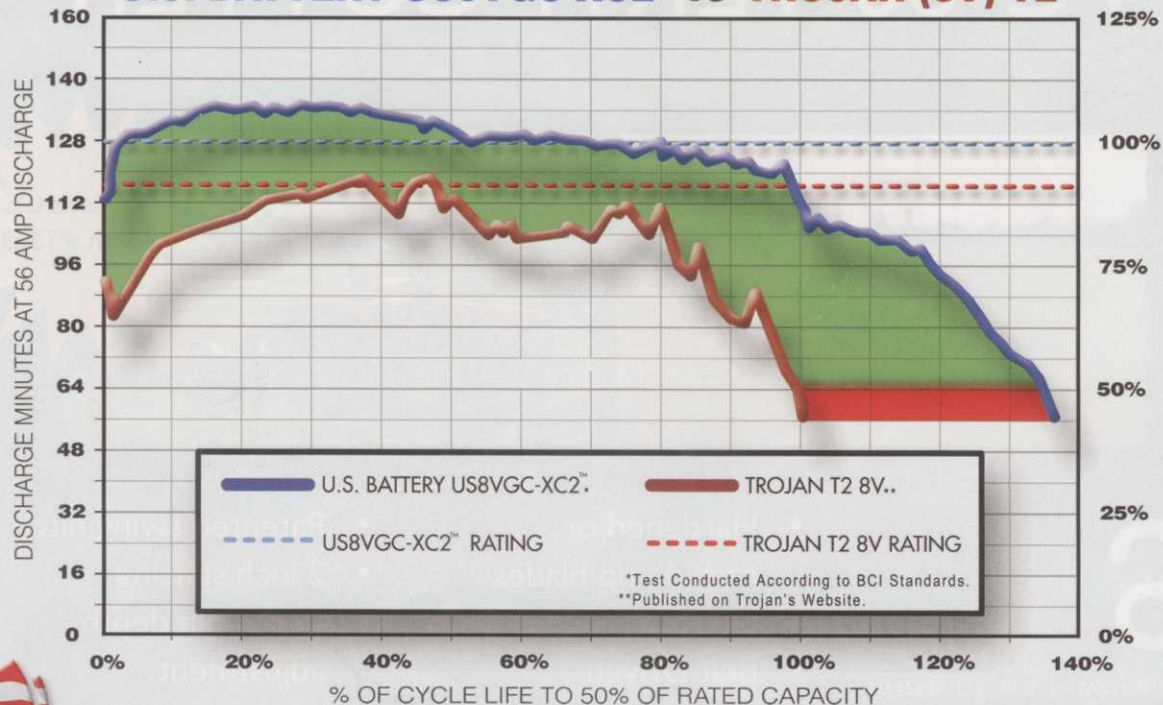


New from U.S. Battery - XC2™ Setting the standard in deep cycle batteries!

- X Highest initial capacity
- X Fastest cycle up to full rated capacity
- X Highest total energy delivered over the life of the battery
- X Ultimate compatibility with the wide range of chargers used in the field
- X High charge efficiency designed to meet the new California Energy Commission regulations for combined charger/battery charge efficiency



U.S. BATTERY US8VGC-XC2™ vs TROJAN (8V) T2



*Test Conducted According to BCI Standards.
**Published on Trojan's Website.

Working harder so you can work longer!

U.S. Battery has conducted laboratory tests using the strict BCI testing guidelines; the results above speak for themselves! With the introduction of XC2™, the U.S. Battery brand of batteries outperforms the leading competitor in all categories, creating the new standard for deep cycling batteries. These new test data make any current testing comparisons simply yesterday's news!

See our entire line sealed AGM and Deep Cycle FLA batteries at: www.USBATTERY.com

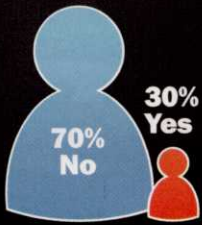


SUPER SOCIAL MEDIA

As part of its State of the Industry Research – make sure you read this issue’s cover story – Golf Course Industry asked

superintendents if they were using social media outlets – such as Twitter and Facebook – to distribute information and communicate with golfers or their club’s membership. Nearly 70 percent said they weren’t, according to the data.

Are you using Twitter, Facebook or other social media to distribute info or communicate?



Source: Golf Course Industry research

MY DAUGHTER DOES THAT FOR ME. If your daughter is a college graduate with a broad-based education that includes a degree in mass communications, I’d say you may be on the right track. However, if she’s 18 and her primary qualification is that she has Twitter and Facebook accounts, I’d say you need to reevaluate your choice of marketing personnel here. Just because she’s your daughter and can use Facebook and Twitter, doesn’t mean she has the skills necessary to market a business using social media.

I HIRED A COLLEGE INTERN. While college students may be part of the social media generation, it doesn’t automatically qualify them to do social media for you. Unlike traditional media, which is a communication to a

broad audience, social media is one-to-one marketing outreach. You are communicating directly to individuals and anyone who has ever posted an opinion in an Internet forum knows the online audience is not to be trifled with. Understand that your reputation is on the line. A social media marketing professional is an astute communicator who ensures each time the right tone, caring and message is delivered for maximum return and keeps your audience engaged. This dynamic is crucial for the success of the program.

I GOT 11 NEW FOLLOWERS ON TWITTER THIS WEEK. Of course, building followers is important, but you’ll never make a social media campaign work with the onesy-twosy approach. For my-

self, my company and our social media clients, we have a monthly benchmark for building followers. Now, this benchmark is not a gross number, but a net figure after we have weeded out spammers, chronic friend adders and marriage proposals from men in foreign countries.

Done right, it can create a base of thousands of followers. Done wrong, it wastes time and energy and, most important, gives people the impression that social media marketing isn’t important. In fact, it has become one of the most critical and fundamental components for any marketing strategy, which every company needs to put in place. **GCI**

Marsha Friedman is a PR consultant and founder/CEO of EMSI Public Relations.

VC-60 VERTI-CUTTER

SUCCESS FOR YOUR TURF



See us at GIS
Booth # 1323



- Hardened or carbide tip blades
- Up to 1 1/2 inches deep
- Belt Driven
- Patented swing hitch
- 2 inch spacing
- Quick pin depth adjustment

800-363-8780 | www.1stproducts.com

An Insider's Guide to Las Vegas

Not a high roller? Want to get off The Strip? GCI's Vegas beat writer, Helen M. Stone, provides the end-all, be-all of Sin City's must-see sites and experiences. By Helen M. Stone

Vegas, baby! Well, first off, calling it "Vegas" is a sure sign that you are a tourist. Locals use the full name. And please don't say "Nev-AH-da" — that's a major cringe factor. It's "Nev-AD-a," thank you.

The Las Vegas strip is home to an incredible array of restaurants, shows and gaming. Wandering the Strip can be a great way to spend a few hours or a few days. People-watching is cheap and fun entertainment. Dining options range from a two-buck hot dog at Slots Of Fun to a meal that can top \$200 a person at some of the "celebrity chef" establishments.

For dining options that the locals love, consider moving off the Strip for better value

and a great selection. There are options that cater to every budget and taste.

Mexican food is a sure bet throughout the Southwest, and one of the best in town is Lindo Michoacan (www.lindomichoacan.com). They make their own tortillas moments before you get them, and the chips are as fresh as can be. *Mucho* spicy salsa, carnitas to die for and margaritas that will make you shout "Ole!" are all reasonably priced and artfully prepared.

In the mood for Asian? Lotus of Siam (www.saipinchutima.com) is considered by some to be the best Thai restaurant in the country. Don't let its somewhat seedy surroundings fool you. Ask for the Northern Thai menu, but don't miss the number 14 appe-

tizer, *Nam Kao Tod*, a totally addictive crispy rice with sausage, herbs, peanuts and lime. They do amazing things with fish and seafood and the wine pairings are stellar.

Speaking of seafood, KJ's Kitchen (www.yelp.com/biz/kj-kitchen-las-vegas) is one of the most authentic Chinese restaurants in Las Vegas and the fish couldn't be fresher (some are swimming in tanks awaiting your order!). Did you know that Southern Nevada has a Chinatown? It's all along Spring Mountain Road, just minutes west of the Strip. This is a spotlessly clean, white tablecloth (but not too expensive) place where non-Asians are a minority. But don't worry, the menus have English

translations and the servers are friendly.

With its reputed Mafia roots, you'd figure that Las Vegas would offer "killer" Italian food. Well, Casa di Amore (www.casadiamore.com) fits the bill. It's a step back in time, with a charming brick building, cushy booths and even complimentary limo rides from your hotel. And the food... *magnifico!*

Okay, so you want an All-American bargain. Check out Ellis Island Casino and Brewery (www.ellislandcasino.com) for amazing

deals on steak, prime rib and bar-becue. It's nothing fancy, but how about a thick slab of succulent, perfectly roasted prime rib and a beer for less than \$15?

No visit to Las Vegas is complete without taking in a show or two. The city has become a home away from home for Cirque de Soleil, and there are two outstanding choices. "Love" is a must for music lovers. The soundtrack is pure Beatles, with built-in speakers surrounding you in your seat while the incredible gymnasts and athletes defy gravity and take you on a journey through the Fab Four's genius you'll never forget.

As a total contrast, "Ka" offers epic battles and death-defying visual effects that will leave you clutching your armrests.

One of our own

A GCSAA member for more than 18 years, PJ McGuire is a past president of the Southern Nevada GCSA chapter and has been honored for his work as a founder and president of the Nevada Golf Industry Alliance. But PJ has a second calling – as a stand-up comic.

PJ's new career has taken off like gangbusters – he's worked with the likes of Andrew Dice Clay in dozens of venues in Las Vegas and beyond. And now GCSAA show attendees have a rare chance to see a special show tailored just for golf. PJ will be playing at Alexis Park Resort on February 28-March 2 for four GCSAA special shows at 9 p.m. Visit www.pjthecomix.com for details. Don't miss it!



PJ McGuire (left) is recognized for his work.

The stage is as dazzling as the performers, lifting and tilting and elevating.

For a total Tinsel Town treat, "Jubilee" has thrilled audiences for more than three decades and is the over-the-top, glitzy showgirl spectacular that you would associate with Old Vegas. This is the real thing, with gorgeous showgirls sporting huge headdresses and skimpy sequin costumes (the late show is topless). The revue-style show offers everything from Samson and Delilah to the sinking of the Titanic.

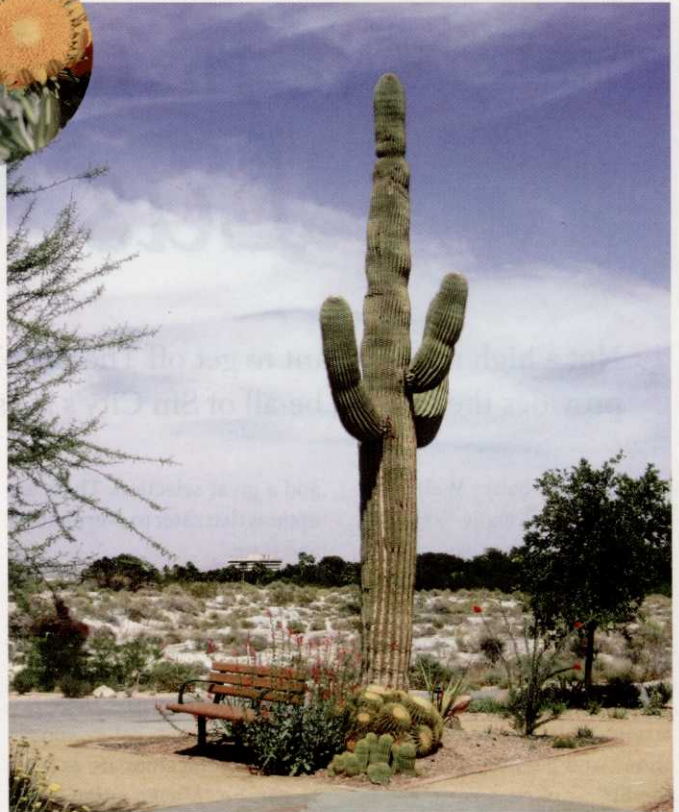
Need a break and want to let off a little steam? How about 10,000 square feet of vintage pinball machines? The Pinball Hall of Fame (www.pinballmuseum.org) is a wonderland of all the games you remember and some that you have never seen. Admission is free and the authentic, restored pinball machines range from a quarter to 75 cents.

NATURAL AND OTHER WONDERS.

Las Vegas may be famous for the Strip, but it is also central to a number of amazing recreational opportunities. You will need to rent a car, but most of these can be done in an afternoon.

First of all, if you have never seen Hoover Dam, this is a must. This amazing feat of engineering is truly one of the world's wonders (www.usbr.gov/lc/hooverdam). You can also walk across the newly constructed Pat Tillman Memorial Bridge, which is now the road to Arizona. The bridge is almost as dazzling as the dam itself and make this a destination you will kick yourself for missing.

The Springs Preserve is an even shorter drive from the convention area (or long cab ride) and offers a wealth of activities. The 180-acre site includes the Nevada State Museum, as well as miles of trails through the gar-



When the show is slow, get out of the city and visit the desert gardens of the 180-acre Springs Preserve.

dens. You can even rent a bicycle on weekends and take a spin on 2.2 mile loop trail. The Springs Preserve is a true getaway in the heart of town.

You can go a bit further and in about 30 minutes be out in one of the most spectacular desert parks in the Southwest. Red Rock Canyon Natural Conservation Area (www.redrockcanyonlv.org) has a 13-mile scenic loop drive that can give you a compressed geological extravaganza. But be sure to leave yourself an hour or so to take one of the many day hikes that are available. With any luck, the wildflowers will be popping.

If you have a bit more time, Mt. Charleston offers piney wood forests and if the weather holds up, you might be able to hit the slopes (www.skilasvegas.com). But even if there isn't any snow, Mt. Charleston offers miles of hiking trails to fit any timetable, plus a couple of decent restaurants/lounges to refuel after your mountain adventure. There is

even lodging if you want to make a weekend out of it.

Finally, a great desert day trip might be the best way to put the icing on your Las Vegas cake. Start in Boulder City and fuel up with a from-scratch breakfast at the Southwest Diner (www.southwestdinerv.com). Boulder City is a charming step back into history, and worth a visit on its own. You can also stop at one of the town's grocery stores or restaurants to pick up a picnic lunch, snacks and beverages for your road trip.

If you haven't seen the Hoover Dam, you need to start your desert adventure there. Then head to Lakeshore Road (National Park fee or pass required) and enjoy the views of Lake Mead. This will take you to Northshore Road, which leads you through incredible rock formations. You can stop at Redstone to get a close-up look.

Make sure to stop at Rogers Springs, where the Conservation

Corps built a catchment basin for the spring. A bit further on is Blue Point Spring, where you can spot relict (nearly extinct) leopard frogs frolicking in the reeds if you're lucky.

Keep going until the cutoff to Valley of Fire. This Nevada state park also requires a small entry fee, but the dazzling rock formations are well worth the price of admission. Be sure to stop at "The Cabins" for a great example of the Conservation Corps work —

the small abodes are hewn from the brilliant red rocks and boast incredible views.

Stop at the visitor center to learn about the geology, biology and history of the park, along with ideas on how to spend the remainder of your time. If you've made an early start, continue down the same road and take advantage of various hiking opportunities. You can marvel at an old movie set, experience an Indian fugitive's hideout or



The red rock formations of the Valley of Fire is an often-missed view for city-bound tourists.

squeeze through a slot canyon.

Down the road from the visitor's center, you can climb a ladder to see genuine Indian petroglyphs or take a couple short loop drives to view more amazing rock formations. By now, your day will be ending and you can take a quick drive to the freeway and be back in the city in about 45 minutes. A long day, yes, but one that will let you see a side of Nevada that most tourists miss.

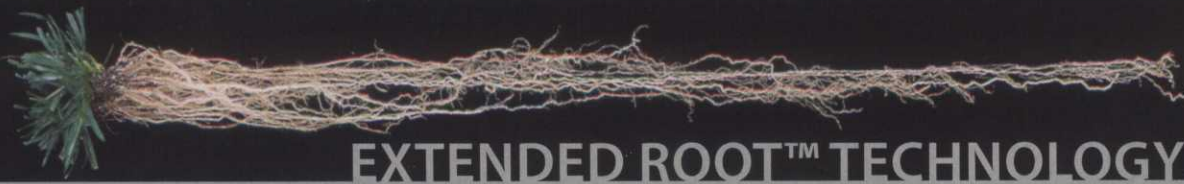
So this trip, treat yourself to a few adventures beyond the Strip. Southern Nevada offers adventures way beyond the neon. **GCI**

Helen M. Stone is a freelance writer specializing in the green industry and owner of Stone Peak Services, a Las Vegas-based communications and management firm. For more info, visit www.swtreesandturf.com.

First Friday

First Friday has been a Las Vegas institution for the past eight years, and was recently kicked up a notch by new owners (www.firstfridaylasvegas.com). This art-centered, free event in rejuvenated downtown Las Vegas features great music, cool cocktails and the best in people-watching. Restaurants offer special deals, and newly added food trucks also fuel the fun. While you're there, check out the domed light show on Fremont Street and make an evening of it.

Drought tolerant grass backed by complex technology



TRADITIONAL SEED

Pennington's Extended Root Technology provides increased root depth and mass to create stronger, healthier plants, significantly reducing the amount of water needed to maintain beautiful turf. It's the perfect solution for your budget and for our environment.

Pennington . . . a trusted brand since 1945.



Travels With Terry

Globetrotting consulting agronomist Terry Buchen visits many golf courses annually with his digital camera in hand. He shares helpful ideas relating to maintenance equipment from the golf course superintendents he visits – as well as a few ideas of his own – with timely photos and captions that explore the changing world of golf course management.



Terry Buchen, CGCS, MG, is president of Golf Agronomy International. He's a 41-year, life member of the GCSAA. He can be reached at 757-561-7777 or terrybuchen@earthlink.net.

PAVING THE WAY

In an effort to spruce-up the course, Mark Pelkey, superintendent, and Senad Begovic, equipment technician, at the Lyman Orchards Golf Club in Middlefield, Conn., designed and built a template to make concrete pavers in-house. Scrap sheet metal was shaped and mig-welded into the template forms for a full-sized and half-sized paver measuring 6 feet by 9 feet and 4 1/2 feet by 9 feet, respectively. After the first forms were made, one bag of concrete was mixed with one ounce of dye to create an earth tone paver. They made more template forms after seeing the great results. It takes approximately 240 pounds of concrete to produce one-half pallet of pavers, for a total cost of \$24. They are set up enough to remove from the forms and stackable the next day. Labor time is about 1 minute per paver regardless of the size and it takes about three hours to make a half pallet. Matt Fauerbach is director of agronomy, northeast region for Billy Casper Golf.



TWO BIRDS, ONE STONE

The greens and collars at the Navesink Country Club in Middletown, N.J., are sprayed with a Chem Turf Spray Hawk. The Spray Hawk used to be transported by the person who drags the hose on the back of a separate turf vehicle. Brett Scales, superintendent, and Jose Rodriguez, equipment technician, conceived and built a bracket to transport the Spray Hawk on the back of the 2010 Chem Turf 200-gallon sprayer which is mounted on a 2010 John Deere Pro Gator 2030. The Raven sprayer control panel was moved toward the driver so the hose dragger could ride “shotgun” on the spray rig, which eliminated the use of the turf vehicle. The steel plate that holds the Raven was cropped to allow more passenger leg room. In addition, a 2-inch by 4-inch by 12-inch rectangular square tubing was welded to the steel plate for the Raven to be moved and mounted to the center of the dashboard. The Raven is in a fixed position, but it can be moved back to its original position. To secure the Spray Hawk to the rear of the sprayer, U-shaped metal brackets were welded on the sprayer frame to support the Spray Hawk axle. A clevis pin was welded to the Spray Hawk and then secured to the sprayer with a 1/4-inch-thick steel bar 24 inches long bolted to the sprayer frame. The rubber tubing was also duct-taped to ensure the Spray Hawk fits snugly into the U-shaped brackets. **GCI**



SHOWSTOPPERS

It's easy to get caught up in the shiny lights of GIS 2012 in Las Vegas, but don't forget to check out these bright spots on the show floor.

Carryall 295 with 2-wheel drive - Club Car

- Medium-duty vehicle with heavy-duty capabilities
- Right fit for big jobs that require a vehicle that minimizes turf impact
- Specially designed tires, a rear-wheel drive train and a top speed of 19 mph help minimize effects on turf
- Gas-powered (23 hp / 17.2 kw) vehicle has a standard 800-pound payload with a 1,050-pound payload option
- Features include headlights, aluminum cargo box, rustproof aircraft-grade aluminum frame and a 2-year limited warranty
- Choice of bucket or bench seats

Booth 1948



Petro-Canada Lubricants

- Quicker recovery from damage and wear; faster green-up in the spring
- Decreases in the amount of water and nutrients required
- Turf that is better positioned to deal with drought
- Activates ISR (induced systemic resistance) and other systemic immune responses to turn on the natural defenses of the plant to fight off fungus
- CIVITAS ONE, harmonizer and synthetic isoparaffin all-in-one, is a new premixed formulation for greens and tees.
- Coming soon, coverage will be extended for control of warm season diseases, such as southern blight, spring dead spot, large patch zoysia and dollar spot for paspalum



Booth 2268

Visit us at
GIS Booth
1768

JRM Inc.
Innovative Turf Technology

Made in America for America
"Quality Matters"



NEW PRODUCT
"The Vulcan"
Fits Anglemaster, Foley,
Peerless and Neary

Tines • Bedknives • Blades
Blocks • Bedknife Grinding Wheels

JRM Inc. • Clemmons, NC
(888) 576-7007
www.jrmonline.com

Clearscape® ETQ™
Turf Fungicide

Clearscape ETQ fungicide - SipcarnAdvan

- Active ingredient: Tebuconazole plus pigment
- Combines tebuconazole, a much anticipated DMI fungicide, with ETQ pigment technology
- New tool for managing disease and turfgrass stress with a single product
- ETQ pigment enhances turf quality and manages turfgrass stress factors such as heat and UV light
- DMI fungicide technology controls disease by inhibiting processes related to fungal biosynthesis, which disrupts target pathogen growth
- Provides rapid plant uptake, preventative and curative control, low use rate, application flexibility and delayed resistance development
- Controls anthracnose, dollar spot, brown patch, pink and gray snow mold, gray leaf spot and other diseases in turf
- Excellent tank mix and fungicide rotation partner

Booth 1914

Clearscape®
Turf Fungicide

Clearscape T&O fungicide - SipcarnAdvan

- Active ingredient: Tebuconazole
- New active ingredient for golf course turf, nursery and landscape ornamentals
- DMI fungicide technology controls disease by inhibiting processes related to fungal biosynthesis, which disrupts target pathogen growth
- Provides rapid plant uptake, preventative and curative control, low use rate, application flexibility and delayed resistance development
- Controls anthracnose, dollar spot, brown patch, pink and gray snow mold, gray leaf spot and other diseases in turf
- Controls southern blight, leaf spot, anthracnose, scab and powdery mildew in ornamentals
- Excellent tank mix and fungicide rotation partner

Booth 1914



ECLIPSE2 walking greens mowers - Jacobsen

- Builds on the legendary quality-of-cut and control of the original Eclipse
- Customize and control mower settings to varying course conditions through a password-protected menu
- Patented true floating head and widest array of frequency of clip (FOC) settings combine to produce the desired playing surface
- Delivers industry-leading productivity with a maximum mow speed up to 3.8 mph while maintaining the tightest frequency of clip
- Available in a wide range of models

Booth 2432

LebanonTurf Reformulated Lebanon Pro - LebanonTurf

- Provides consistent, dependable and cost-effective solution for a wide range of lawn, landscape and general turf needs
- LebanonTurf Stabilized Nitrogen (LSN) reformulation ensures sufficient slow release nitrogen content to meet state requirements
- Products fortified with a polymer- and sulfur-coated urea to deliver nitrogen gradually to turf
- Biosolids stimulate beneficial microbial activity in the soil and encourage excellent turf response
- Products address a broad spectrum of turf needs

Booth 543



Legacy Pro and Sport - Broyhill

- Available with an improved fiberglass resin formulation
- Three-wheel drive vehicle is a hard working/pulling unit ideal for leveling bunkers (Pro) or pulling ball field finisher units (Sport)
- Optional hydraulic plow lift and rear leaf blower driven by the Legacy unit's engine
- Umbrella canopy now optional

Booth 743

HydroLink Watering System - Trojan Battery Co.

- Features advanced, single-point watering system
- Designed to work with 6-volt and 12-volt Trojan flooded batteries
- Once installed, a complete set of batteries can be filled in less than 30 seconds
- Vent assembly features an independent water level indicator, valve shut off and dual flame arrestors
- White indicator signals that the battery needs water; a black indicator signals that the battery has enough water
- Valve shut off controls cell electrolyte levels, works in conjunction with the hose end assembly and flow indicator to provide you with precise battery watering
- Dual flame arrestors prevent internal sparks from passing through the watering system to neighboring cells; external flame arrestor prevents external sparks from entering the battery
- One-piece Snake tubing assembly eliminates the need for multi connections resulting in fewer parts and quicker watering
- Also available with clampless tubing for customizable configurations

Booth 2229



Magnum UltraMax - Underhill International

- Heavy-duty, variable flow hose-end nozzles for use on golf courses
- Features robust "firefighter quality" construction
- Designed for syringing greens and tees and as a hand-watering tool for irrigating dry, patchy turf
- Nozzles are also practical for area wash-downs and equipment clean-ups
- Offered in four models with optional pistol or firefighter grips
- Full Throttle nozzle features a single variable flow in either high volume (15 to 40 gpm) or low volume (12 to 19 gpm), delivers a steady fog, jet stream or fan pattern
- Turbo Shift model has a dual variable flow that can be shifted from light coverage to a higher volume fog, jet stream or fan pattern; high-volume model offers 12 to 17 gpm and can be "turbo shifted" to 20 to 43 gpm while the low-volume model performs at 7 to 12 gpm and also turbo shifts to 14 to 17 gpm



Booth 2267

SMC seeding technology - RotaDairon

- Available through STEC Equipment
- Features a new peg-wheel system that precisely distributes seeds of any size, from bentgrass to wildflowers
- High precision is based on the volumetric adjustment of the peg-wheels, which are ground-driven, and distribute according to forward speed, resulting in seed savings and higher germination rates with less waste
- Design features include a protection grid, seed valve agitator and dividing plates; all easily removable for cleaning of the seed hopper
- Seed calibration can be done quickly, easily and in place with a hand-adjustable and measureable calibration system
- Seeders come in many working widths, and with slit, multi-pack and spike roller options



Booth 2107



Nortica - Bayer

- Naturally occurring active ingredient manages nematodes - before the problem starts
- Improved turf quality, density and color for highly playable turf
- Sprayable for easy application with no course closure
- Proven management of lance, sting and root-knot nematodes

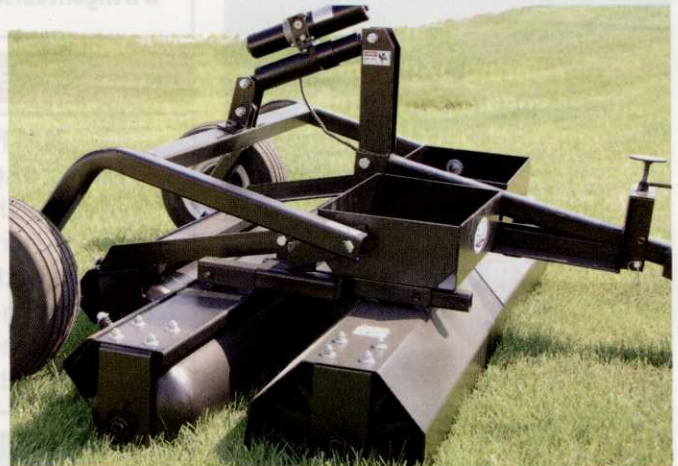
Booth 1600



Rain Bird Integrated Sensor System - Rain Bird

- Multi-component soil sensing system provides accurate snapshots of soil conditions and the ability to automatically adjust irrigation system run times
- Delivers real-time full central control integration
- Sensors transmit soil moisture, salinity and temperature data to the system's Soil Manager software, which works with the course's central control system to make real-time irrigation decisions
- ISS can automatically set individual station run times based on changes in soil moisture
- System's Data Loggers receive and store data from up to 18 sensors each, transmitting the information through a wireless mesh communication network to the Soil Manager Software.
- Data displayed on a large LCD screen with an extensive menu
- Data backup to an SD card

Booth 2248



TerraRoller - Broyhill

- Dual-purpose rollerspiker outperforms its competitors in versatility, size (64" wide) and speed
- Uses the three-gang rollers alone to speed up your greens
- Integrated spiker can be lowered into position to help greens breathe and speed water absorption with virtually no surface disruption
- Hydraulic lift provides easy operation and ample ground clearance during transport
- 12-volt lift option for vehicles without hydraulics

Booth 743

HELP WANTED

HELP WANTED

Supervisors, foreman, operators for Golf Construction and other related projects.
Email resume to rboylan@mid-america-golf.com

FOR SALE

Discount Small Engines & Parts

Small engines & parts
from Briggs & Stratton, Kohler,
Tecumseh, Robin and more.
www.smallenginesuppliers.com

Also, look up your own parts
and buy online at
www.smallenginepartssuppliers.com

How to Outsmart Mother Nature...

Use **EVERGREEN™**
The Turf Blanket the World Relies On

- Earlier spring green-up
- Faster seed germination
- Deeper root development
- Delays dormancy in fall
- Ideal winter blanket
- Best for quick turf repairs
- Available in any size
- 3, 7 or 10 yr warranty covers

For details call
1-800-387-5808 today!

covermaster.com

E-MAIL: info@covermaster.com

COVERMASTER™
COVERMASTER
COVERMASTER
AHEAD OF THE GAME

COVERMASTER INC., REXDALE, ON, M9V 5C3
TEL 416-745-1811 FAX 416-742-6837

GOLF CLUB MANAGEMENT

LEARN ALL ABOUT GOLF CLUB MANAGEMENT

THREE DAY TRAINING SEMINAR
UNITED STATES GOLF MANAGERS
ASSOCIATION

Usgolfmanagersassociation.com
1-888-346-3290

MERGERS & ACQUISITIONS

ATTENTION OWNERS/BUYERS

Thinking of buying or selling
your Golf Course Business/
Commercial Real Estate?

Specializing In:

- GOLF COURSES
- ACQUISITIONS
- MARINAS

CALL: Eddy A. Dingman, CNS
Coldwell Banker Commercial NRT

National Golf & Marina Properties Group

847-313-4633

www.golfcourseandmarinasales.com

SEEDS

NATIVE SEEDS

Largest distributor of native
seed east of the Mississippi, from
Canada to Florida! We specialize in
upland to wetland sites, including
bioengineering for riparian sites. See
what a difference natives can make!

www.ernstseed.com – 800/873-3321

PLACE YOUR CLASSIFIED AD TODAY

Call Bonnie Velikonya at
800-456-0707 or email her
at bvelikonya@gie.net.

GOLF COURSE
INDUSTRY

ENVIRONMENTAL REGULATIONS ARE CHOKING OUR INDUSTRY. We must continue to raise the level of understanding about how golf courses can positively impact the environment and our communities. Local superintendents are trying to raise awareness, as is the industry's lobbying effort. This must continue and we must all get involved. Remember: A healthy golf course is better than a neglected cornfield.

I'm over 50 so perhaps the following hurts me more than it hurts you. Still, it's penny-wise and pound-foolish for clubs to view hiring a younger superintendent as a cost-savings measure. Nothing against the up-and-comers, but some top-flight supers with years of experience, knowledge and tenure are being dismissed or their positions eliminated for financial reasons. And I know from my perch as a consultant who helps clubs hire new supers that the options for us older guys are limited.

TECHNOLOGY. The gizmos and gadgets being introduced to the game are fun, but will they really help? Will apps engage more golfers or simply create more slow play? How much information can we absorb, and more important, how much will truly help how we play? Now contrast what's happening technologically in the world around us with what's happening at the governing bodies, which are considering putting more restrictions on equipment—shaft length, grooves, ball distance, belly putters, etc. How will less technology help the average golfer? How will that help bring new golfers to the game? If they see reasons to limit the power of the pros, I'm all for it; but not for the vast majority of golfers, the public.

As I said at the beginning, golf isn't all doom and gloom. I'm encouraged by the international emergence of golf. I think it's great that professional events are being won by golfers from all over the world. Golf in the Olympics could be a real boon to our business. At the PGA Show, architect Robert Trent Jones, Jr., said he was really excited to know that golfers from Latvia and Sweden will be competing against one another in Rio on a world stage. He's right.

One element of the new Golf 2.0 campaign that impressed me was the addition of the Boys & Girls Clubs of America. That's 4 million kids we can introduce to golf now and keep as golfers for their entire lives. If we can get a few of them to love the game the way we do the long-term outlook for golf will become much rosier. GCI