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# THE WORST-CASE SCENARIO



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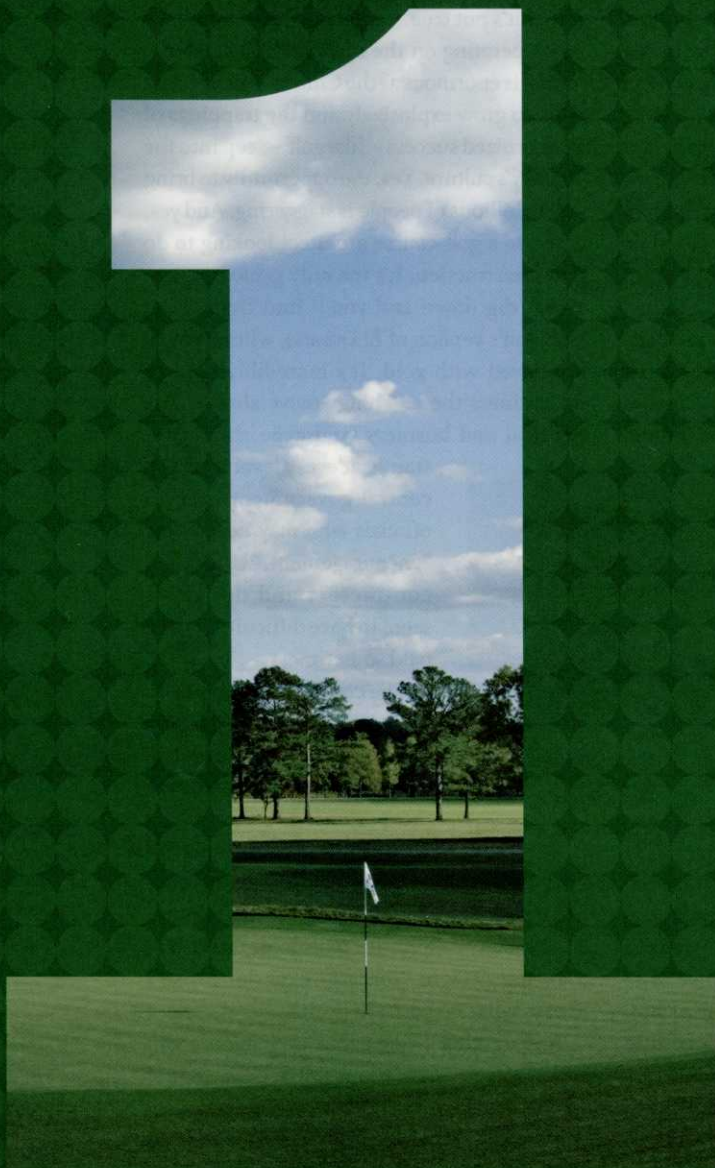
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## GCI GOES GLOBAL

Over the past decade, there has been a steady migration that's a little like the pioneers who crossed North America 200 years ago to stake a claim on new ground and build a new life. But this time, the movement has been West to East and – instead of settling new lands – these pilgrims are bringing golf to millions of new potential players.

With the U.S. golf market dogpaddling to stay above water, designers, builders, suppliers and even superintendents have packed up and headed to the new promised land... Asia.

And now, GCI is heading Eastward, too.

I'm pleased to announce that we are partnering with the Singapore-based Asia Pacific Golf Group to publish GCI International, a digital magazine that will bring relevant and much-needed turf and course management content to the region. The first issue will be published next month and distributed electronically to 30,000+ folks at more than 4,300 courses in eight countries. APGG has vast Asian experience, connections and circulation reach. We bring content, industry knowledge, U.S. relationships and (ahem) a little attitude to the party.

GCI International will combine original stories, technical features, product guides and more from U.S.-based experts with localized content created by our APGG partners. The core magazine will be in English, but technical and how-to pieces will be translated into Mandarin, Korean and Bahasa Indonesia so a superintendent in Seoul or a course manager in Beijing can get the core information they need to better manage their turf and operations.

By the way, if you work regularly in Asia as an agronomist, researcher, consultant, designer/builder or supplier, we want to hear from you NOW! We want you to share your expertise, ideas and experiences with our new readers there. Email me please.

We've been considering going international for a long time, in big part because everyone keeps yapping about how "China is booming." We've published stories and talked at length about how the People's Republic is the only place on the planet new courses are being built and how, despite a government moratorium on

new construction, facilities were still springing up like lotus blossoms across the vast nation.

The only problem with "China is booming" is that it's not true. Yes, about 500 courses are now operating on the mainland. Yes, the potential is enormous as the Chinese middle class is set to grow explosively and the trappings of Westernized success – like golf – seep into the country's culture. Yes, the opportunity to bring golf to billions of people is staggering. And yes, if you're a golf course architect looking to do new construction, it's the only game in town.

But dig down and you'll find that China isn't golf's version of El Dorado, where streets are paved with gold. It's incredibly hard to do business there. Things move slowly. The political and business landscape shifts constantly at every level from the

central government to local officials who may need some "encouragement." U.S.-based contractors and designers seem to have difficulty getting paid sometimes.

The courses that have been built struggle with achieving quality conditions because maintenance staffs simply are inexperienced, can't get the products they need and are

sometimes using the wrong products because of kickback-driven deals done by higher-ups. As a result, despite incredible demand and amazing designs, the golf experience isn't always what it should be.

And another thing about the China boom myth – as my new friend Mike Sebastian of APGG has tried to show me – is it obscures the fact that the wider Asian market is perhaps even more interesting and more promising in the long run. Business practices are more predictable, golf is growing nicely and maintenance is appreciated by players and operators.

So, let's replace "China is booming" with "Asia is growing and learning" and start with the simple goal of giving our brethren there solid information about turfgrasses management.

So, we're off like Marco Polo on a bold, adventurous voyage into the unknown – well, admittedly more likely a United 747 to Beijing via Heathrow. Tag along – figuratively, of course – and together we'll figure out what golf and turf maintenance looks like in a global era. GCI



**Pat Jones**

Editorial director and publisher

# GOLF COURSE INDUSTRY

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GIE Media, Inc.  
4020 Kinross Lakes Pkwy, 2nd floor  
Richfield, OH 44286  
Phone: 800-456-0707  
Fax: 330-659-0823

### EDITORIAL

**Pat Jones**  
Publisher/Editorial director  
pjones@gie.net

**Mike Zawacki**  
Editor  
mzawacki@gie.net

**Bruce Williams**  
Contributing editor

**Kyle Brown**  
Associate editor  
kbrown@gie.net

**Jim Black**  
Contributing editor

### SALES

**Russell Warner**  
National account manager  
330-523-5385

**Ted Schuld**  
Account manager  
216-236-5937

**Bonnie Velikonya**  
Classified sales  
330-523-5322

**Martha Corfman**  
Manager, books  
330-523-5366

**Maria Miller**  
Conferences manager  
330-523-5373

**Jodi Shipley**  
Marketing coordinator  
330-523-5368

### GRAPHICS / PRODUCTION

**Andrea Vagas**, Creative director  
**Helen Duerr**, Production director  
**Heidi Clevinger**, Production coordinator

### CORPORATE STAFF

**Richard Foster**, Chairman and CEO  
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Hurdzan/Fry Golf  
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Interlachen Country Club

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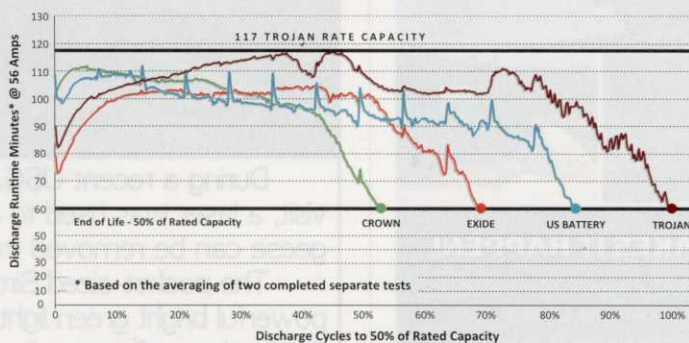




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We'd like to hear from you.

E-mail us at [gci@gie.net](mailto:gci@gie.net) with your thoughts and opinions.

## FEEDBACK



### Reading glasses required

Nice job on the January GCI. Great writing, nice mix of editorial topics. Keep it up!

Wait, I forgot you're an old fart now...

Nice job on the January GCI. Great writing... nice mix of editorial topics. Keep it up!

**Brian Rund**  
Director, branding and marketing services  
Nufarm

### Senioritis

In anticipation of you becoming a "senior," welcome to my world. I used to think turning 50 would be the end of the world... but the sun comes up in the morning and sets in the evening. After 35 years as a superintendent "I" get to play in the Super Senior flight. How does that grab you? And if you look at some of the handicaps, these guys are good.

A lot of single-digit handicaps. Not mine mind you, but it is better than 20.

**Alan Culver, CGCS**  
Mahoney Golf Course  
Lincoln, Neb.

P.S. You should be getting something in the mail shortly from AARP. Please join. We seniors need all the help we can get.

To read "Sandbagging Old Fart," enter <http://tinyurl.com/6loyord> into your Web browser.



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## Honest assessment

Thanks, Nate, for that honest article ("Stopped In My Tracks," January 2012) that many people would not open up about, such as Pat Jones did about drinking (Catharsis, August 2010) I hope a lot of young superintendents take note of your article and you will then have made a life difference for them. Thanks again.

Joseph Hubbard, CGCS/CEMP  
 Director of golf maintenance  
 Broken Sound Club  
 Boca Raton, Fla.

To read "Stopped In My Tracks," enter <http://tinyurl.com/6qdl7b8> into your Web browser. To read "Catharsis," enter <http://tinyurl.com/29f8obe> into your Web browser.

## Profane, funny and entertaining

I enjoyed reading the November Whiteboard item "Ammo Attitude/Super With Attitude." Maybe it would be of interest to know that the ground on which the Wawashkamo Golf Club (Mackinac Island, Mich.) stands was a battlefield during the War of 1812...

Your editorials, while somewhat profane, are always funny and entertaining. Keep up your good almost work.

Douglas W. Jetter  
 Clayton, N.C.

To read "Ammo Attitude/Super With Attitude," enter <http://tinyurl.com/6scks86> into your Web browser.

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## A bird's eye view



The seasons may be throwing everyone else off, but the birds know when it's time to nest. A pair of bald eagles made a home out of Bear Trace Golf Course, part of the Harrison Bay State Park in Harrison, Tenn., last year, hatching their clutch of eggs not too far off from the greens. As bald eagles typically do, they've returned to the area this year to raise some new eaglets.

And, if you're an aspiring birder, the best part is you don't even have to go all the way there to watch. Superintendent Paul Carter set up live streaming webcams high among the course's treetops to chronicle the majestic birds, which they've named Elliott and Eloise, and the stream is available online at [www.harrisonbayeaglecam.org](http://www.harrisonbayeaglecam.org). One camera focuses on a side view of the nest, and the other – which can be streamed on mobile devices, is aimed from directly overhead.

Carter funded the project with help from the Friends of Harrison Bay State Park and the USGA Green Section, the East Tennessee and Middle Tennessee superintendent associations, Toro and Smith Turf and Irrigation and the local Volunteer Electric Cooperative, along with others. While the cameras do watch the happy couple (which are currently taking care of another clutch of two eggs), Carter is careful not to reveal the actual location on the course to protect their privacy.

If just watching the eagles isn't enough coverage for you, Carter also blogs about the family's progress at [hbspeaglecam.blogspot.com](http://hbspeaglecam.blogspot.com) and tweets updates at @HBSPeaglecam.

## The Great White (green) North

Although all the golf courses in Alaska have unique weather and seasons compared to everywhere south of there, they take on the same struggle with the environment. The Anchorage Golf Course, however, now has a new distinction: It's the first course in the state to receive a certification in Environmental Planning from Audubon International.

The certification comes through the Audubon Cooperative Sanctuary Program for Golf Courses, and the plan for working with an eye to the environment comes from course assistant superintendent Jeff Buelow.

The program provides advice for courses working on projects that enhance habitat for wildlife along the course, including things like placing nesting boxes, conserving water and maintaining food and cover for wildlife.

