

Trust

It's why Jeff Corcoran puts our hybrid technology to work at Oak Hill.

Oak Hill, East Course

The last major of the year, the 2013 PGA Championship, is coming to Oak Hill for the third time. And Jeff Corcoran, manager of golf courses and grounds, will be ready, thanks in part to John Deere. "Most importantly, the equipment does what we ask it to do. There's the peace of mind you get from the removal of the hydraulics from the reels. That, along with the relationships you build with the people in the company, it's been really important for Oak Hill and it's been a great partnership."

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CATFISHED

Backwards readers (that means you Cozette Hadley) will already know that my back-page column addresses the recent positive use of social media by Tim Moraghan. Here, I'll briefly take on a not-so-positive thing that also happened on Twitter recently.

Without going into endless details, we got collectively "catfished" last month. In short, someone created a fake online identity and pretended to be a superintendent. He was pretty adept at it and it went on for months. The imposter even created a fake wife, fake turf problems and fake celebrations. He was found out when chapter leaders and others in his purported home state started wondering who the hell this guy was. He was busted.

A couple of our most thoughtful social-media-savvy superintendents, Greg Shaffer and Andrew Hardy, wrote about the whole sad saga over on our website but the bottom line is we were had and people reacted in a variety of ways. Some were embarrassed, some were angry, some were amused and some said they'd been on to him the whole time.

I knew the guy's handle and may have in-

teracted with him a little, but wasn't nearly as connected to the guy as Greg, Andrew and a bunch of others. So I didn't have a sense of betrayal. It didn't even really piss me off.

Instead, I felt a little sad that our collective naïveté was taken. "Till now, there'd been a kind of "we're-all-in-this-together" spirit among the turfheads who are most active on social media. After all, Twitter has created sort of a new, global version of the local chapter. Ideas are constantly shared, as are opinions, bad jokes and the occasional tacky comment. Most importantly, friendships are made and bonds are formed.

So, this sordid little episode happened to the fraternity only because they are a fraternity. The same culture of fellowship that makes this such a great profession also makes it vulnerable to something like this because we welcome others so readily.

Personally, I think getting catfished is a small price to pay for the camaraderie we enjoy in our industry. I hope it won't deter anyone from joining in or from continuing to enjoy all the amazing benefits social media offers to us. It's a cautionary tale but not a reason to opt out. **GCI**



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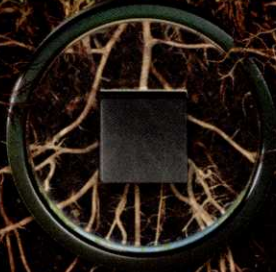
Responsible Industry for a Sound Environment



A quick note of apology about the mess that appeared in this space last month. We screwed up and managed to reprint a chunk of a previous month's column on top of it. The correct version of the column is on our website in the July issue section.



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[REPORTER'S NOTEBOOK]



Here's what is IN THE BAG

Back in July, GCI Assistant Editor Katie Tuttle took the trip out to Hershey, Pa., to attend a LebanonTurf media event highlighting their newest product. Lebanon has been very secretive of the product over the past few months, releasing teaser advertisements to draw in curious customers, and even making a website where people could go and sign up to be informed the minute the product information was released on August 5.

At the event, held on July 27 at The Hotel Hershey, Chris Gray, Marketing Manager - Professional Products for LebanonTurf, finally revealed what exactly is in the bag.

Country Club MD is a new, GN 80, homogeneous fertilizer that Gray says is "the next stage in the evolution of golf course fertilizers." For those curious, the MD stands for Maximum Dispersion, which is what this product offers. Country Club MD is made up of three granular components: Meth-Ex (A slow release, methylene urea nitrogen source), sea plant kelp meal (which helps the plant prepare for the stressful conditions as a result of fertilizing), and humic acid (which serves as a soil microbial stimulator and organic chelator). The last two

components are also the biostimulants that facilitate the particle dispersion.

When it comes down to a competitive advantage, Country Club MD offers superintendents a product that provides stress protection for the turf, no mower pickup, and no particle migration. It can also be used over a wide variety of turf types, because the small particles can drop into the tightest canopies. Gray says they wanted to make sure that no matter what environment, whether it be bentgrass, *Poa annua*, Bermudagrass, etc, the product would work.

More about Country Club MD can be found on the product's website (countryclubmd.com), as well as in the LebanonTurf insert in this month's issue.



GCBA Summer Meeting

GCI was on hand for the Golf Course Builders Association's Summer Meeting, held July 23-25 in Monterey, Calif.

The meeting was three days packed with education, networking and of course a little golf, this year at Bayonet Golf Course located about 15 minutes from the event hotel. Education covered the full spectrum of hot-button issues in the golf industry, and included GCI's own Pat Jones, senior contributing editor Bruce Williams and columnist Henry DeLozier among its esteemed list of guest speakers.

One event highlight was Steve Christman receiving the GCBA's Perry Dye Service Award. Christman, owner/president of Eagle Golf & Landscape Products, received the honor for his commitment to the GCBA and its membership, as well as for being an innovator as a distributor of products to golf course contractors throughout the U.S. and abroad. This was only the fourth time the Perry Dye Service Award has been granted.

Another highlight was the event's various charity auctions, which generated more than \$50,000 for Sticks For Kids.

Check out the app edition for more photos from the GCBA Summer Meeting.



From THE FEED



The golf industry Twitter world felt a little shaken up a few weeks ago when a usually vocal superintendent feed went quiet, and it was discovered that the writer wasn't a superintendent at all. In the end, no harm was done, but it left some feeling a little off-balance. Greg Shaffer (@gtshaffer) and Andrew Hardy (@pheasantturf) put together a response for us that sparked more conversation online. Superintendents said they learned about being careful in connecting with others online – but others said it wasn't even worth notice.

Tom Margetts@tomargetts

Well done Andrew and Greg #LessonsLearnedForSure



Issac Breuer@icerymer

Excellent article. "Social media really does have its place in our industry." Agreed!



Ellie Parry@groundsmaiden

Great article guys that puts Goobergate in perspective and in the past #respect



Patrick Reinhardt@gasouthernngcm

"Let's quit backtracking" ...Haha. Well played @gtshaffer and @pheasantturf.



Dave Wilber@turfgrasszealot

In truth, never underestimate the value of online community, when the community get scammed, it gets stronger.



John Kaminski, Ph.D.@itweeturf

After reading the @GCImagazine article on #goobergate I've realized social media in turf has #jumpedtheshark. Does anyone REALLY care?



Jared Kalina@jaredkalina

No.



Join the conversation
on Twitter @GCIMagazine!



THE WIT AND WISDOM OF GOLF COURSE ARCHITECTS

In the world of golf, its architects are the true artists, the people who mold 150 acres of woods, pastures – and sometimes lava sites – into the playing fields for millions of sportsmen. In the first volume of *Putting a Little Spin on It*, newly released as an eBook for Kindles and Nooks, long-time golf writer Mark Leslie gleans the best from 25 years of interviews with the cream of the architects crop.

"I've been blessed to be able to meet and interview the best golf course designers in the world," said Leslie. "People with the class of Arnold Palmer and Gene Sarazen, the wit of Patty Berg and Jeff Brauer, the downright 'good guyness' of Ben Crenshaw and Jay Morrish, the earthiness and straightforwardness of Bob Cupp and the late Ed Seay, the creative genius of Pete Dye, Jack Nicklaus and, well, scores of their colleagues."

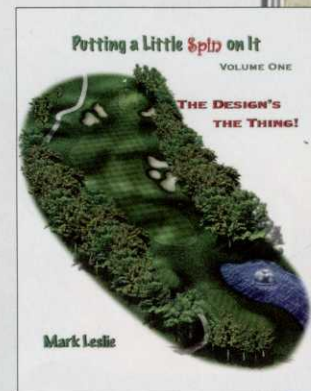
While this first volume, *The Design's the Thing!*, conveys the reflections of golf's designers, the upcoming second volume will allow golf course superintendents and other turfgrass experts to tell their side of the industry.

Leslie, the founding editor of *Golf Course News* (now *Golf Industry*) and contributor to numerous golf trade and consumer publications, added, "I thought it was time to put together a wide range of insights from them – many of which have never been published before."

Volume Two, *The Grooming's the Thing!*, will acknowledge the importance of course architects, but addresses the question: Where would they be without the men and women who groom these playing fields?

Leslie will reveal hundreds of insights, tips, buffs and rebuffs from golf course superintendents and other turfgrass experts in all points of the country – from Tim Hiers in Florida to Ted Horton in California, from USGA Green Section National Director Jim Snow and his colleagues to such university luminaries as Drs. Joe Vargas, James Beard and Frank Rossi.

Leslie, a journalist since 1970, has won national awards from the Golf Writers Association of America, Golf Course Superintendents Association of America and Turf & Ornamental Communicators Association. He resides in Monmouth, Maine.



Mark Leslie



Sharpen your APP-TITUDE

13 mobile apps you can't live without. GCI's Bill Brown breaks 'em down so you can load 'em up to your mobile device.

Mobile devices have become more and more a part of our ordinary daily lives.

Pad, pod or phone. Tablet or 'droid. They've integrated into nearly every facet of our daily routine – work, family, fitness and even sleep. But it's the “apps” that really make these devices come alive.

For turfheads, this is no different. Apps enrich and enhance your life both on and off the course. That's why I am walking you through the various apps that will help you in the daily grind of turf management and simplify some of your daily processes. We will look at apps in productivity, blogging, specific apps to manage turf, cloud storage and some that I think are just really pretty darn cool.

→ Productivity



Evernote

Where to find it

App Store, Android Market, Web-based

Description

Evernote is a free and easy to use app that allows you to become more productive. Evernote allows you to create reminders, capture photos, create to-do lists, record voice memos and sync all of this across all your mobile devices and your desktop computer. The best part about this app is everything in the app is searchable. A premium subscription option allows you to upload searchable PDF's and share notes for collaboration.

Assessment

Evernote became my digital trunk for managing my course and now my business. This app allows you to create notes that include, voice memos, photos, scanned PDF's or just plain type that can be organized into a Notebook system. Turf managers are using Evernote to store product labels to retrieve for quick reference. Creating invoice tracking and payment systems, to-do's for course staff and even equipment maintenance notebooks. Scouting the golf course with Evernote allows you to take a photo of issues, add a voice note and with the geotagging of notes, will hold a reference point.

👍 Pros

- Integration with third-party apps.
- Allows sharing of notes and notebooks for collaboration with other users.
- OCR for PDF documents lets all your scanned documents become searchable within the app.
- Accessible from any mobile device and your desktop.

👎 Cons

To fully harness the power of this app, such as offline viewing, PDF search, and note sharing you need to purchase a premium account. However, at only \$45 a year, it is a bargain.

→ Productivity

ScannerPro

Where to find it
App Store



Description

Turn your iPhone or iPad into a portable scanning device. Quickly and easily scan receipts, invoices, contracts or even a whiteboard. Save your new document to Dropbox, Google Drive, Evernote or send via email. New update offers realtime border detection which allows you to see what you will be scanning and eliminates the need to manually crop your newly scanned document.

Assessment

This is a great app for turf managers to use in place of a fax machine or in the absence of a copier. This application is great when needing to sign and return documents. This comes in handy in meetings when handouts are limited or information is written on a whiteboard or easel. Taking a picture and creating a document can be completed extremely quickly and saved to your device, cloud storage or emailed to others. Think it's chicken scratch? The character recognition is the best of any scanner app on the app store, providing you with a legible scanned document.

Pros

- Easily integrates with DropBox, Evernote, Google Drive to store all your scanned documents in the cloud.
- Recent update allows for superior character recognition and real time border detection, eliminating the need to manually crop scanned images.

Cons

Won't scan images to color, will output a B&W image.

iMovie

Where to find it
App Store



Description

iMovie for iPhone or iPad allows users to record, edit and publish professional looking videos quickly. Using the multi touch feature, turf managers can intuitively add videos, pictures, music to any movie. Easily drop in transitions, effects or use one of the themes in the application. iMovie offers quick sharing with both YouTube and Vimeo or you can send your finished production to iTunes.

Assessment

Turf managers continue to flex their technology muscles when it comes to communication with their members, shareholders and/or customers. Video has become increasingly more popular and iMovie will help elevate the presentation of these videos. Using iMovie, turf managers can create professional looking videos, literally from their cart, upload them to YouTube

or Vimeo and immediately share them on their websites or blogs. Not using an iPhone or iPad to record your video? No problem. Using the Apple camera connection kit, you can easily connect your digital camera to your iPad or iPhone and transfer videos to iMovie.

Pros

- Simple and easy app to shoot, produce and broadcast videos on a mobile device, period.
- Seamlessly integrates with both YouTube and Vimeo.
- Great use of touchscreen and multi-gestures to make movie producing simple and easy, even for a novice.

Cons

Can eat up device storage quickly if you are a regular movie maker.

- Only works within the Apple ecosystem.



QuickOffice

Where to find it
App Store, Android Market

Description

QuickOffice has recently become the No. 1 mobile office suite. This app allows you to ditch your laptop when viewing, editing and/or creating all Microsoft Office documents. QuickOffice will even view PDF files. If you store your files on a cloud storage service, QuickOffice will connect and provide you access to these files. Use a specific file often and save it locally to your device for offline viewing. QuickOffice even handles complex Excel spreadsheets and workbooks and in the newest release, will allow you to track comments and changes.

Assessment

QuickOffice is the best app on the market for viewing, creating and/or editing Word, Excel or Powerpoint

files. Many companies turn to Excel for their financials and other important operation's documents. This can lead to complicated spreadsheets and workbooks. QuickOffice handles these complicated files extremely well, allowing you to edit these types of files directly on your mobile device. The intuitiveness of the application puts QuickOffice above other mobile Office applications. Menus are visible and document formatting is easy to complete. Other mobile Office suites are cumbersome and slow because they are unable to handle the more complicated Office files. Having QuickOffice connected to my online cloud storage is key as I am able to receive a document via email, open in QuickOffice, make my changes and save to my Dropbox.

Pros

- Supports all versions of Microsoft Office documents.
- Provides an intuitive interface for creating and/or editing Office documents from a mobile device.
- Integrates seamlessly with many cloud services for quick access to documents.

Cons

Price.

