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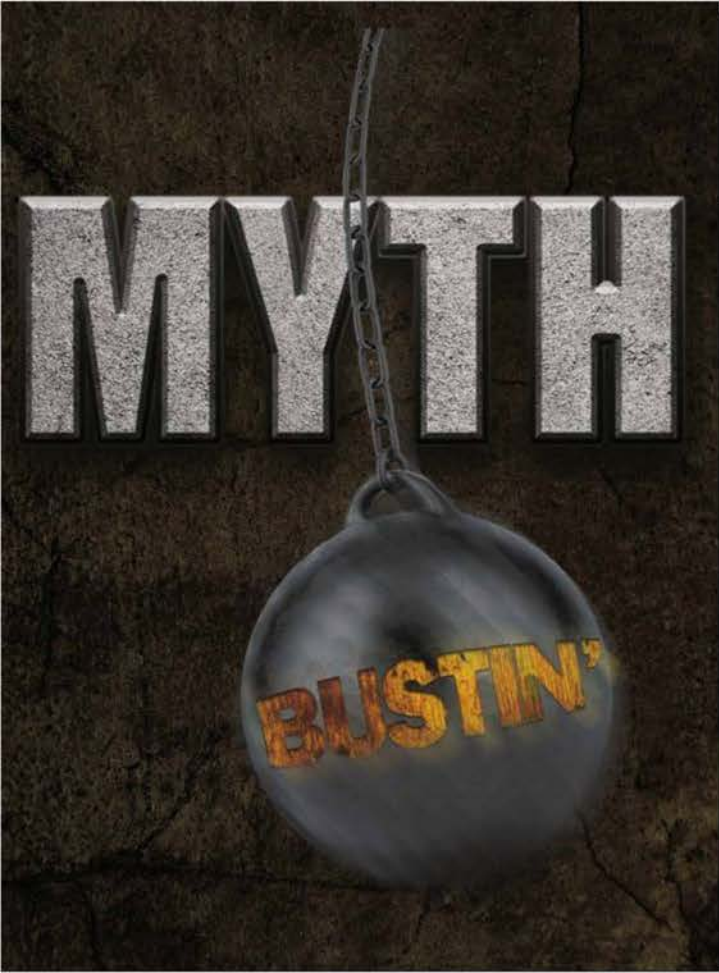
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A cross-section of soil showing grass roots and a central hole with a phone icon. The image is split into two halves by a central vertical line. On both sides, there is a thick layer of green grass on top, followed by a layer of brown roots and soil. In the center, there is a small white circle representing a phone, with a vertical dotted line extending upwards from it to the text above. Four white curved brackets are positioned around the central area, two on each side, pointing towards the center.

VISIT WINFIELD.COM/GOLFINSIGHTS ON YOUR
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The WinField logo, consisting of a stylized white 'W' shape on a black background.

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DON'T BE @THATGUY

People often ask me, "Pat... how can I become a social media powerhouse and dominate Twitter and Facebook?"

(Well, people don't necessarily ask me that exactly. Most of the time they're asking me if I'm Bill Cowher. But let's just pretend that they ask me – at least for purposes of having a premise for this column. Look, I have to write a gazillion of these damn things every year and I'm generally starting them about the time the printing presses are warming up. So humor me. But I digress...)

Rather than answering that question, I suggest that they study the social media habits of someone many of you know. I call him @thatguy. Here are a few great examples of the technique that's made him so...noticeable... online:

HE'S OUT TO CHANGE

MINDS. He's on a mission to convince the world that his cause is just and true, whether it's politics, religion or an ex-girlfriend who had the temerity to drop him. He knows that if he posts enough memes about something, all of his friends – despite their beliefs – will see the wisdom of his point and actually thank him for that pivotal 412th post about how Star Trek is vastly superior to Star Wars. He's 100 percent right, so he can ignore that rule about how social media is like a cocktail party and it's best to avoid loud discussions about touchy topics!

HE'S A MULTITASKER. He wants to cover all of his bases so he has cleverly set up his Twitter and Facebook accounts to be linked. That way every time he Tweets, it shows up on his Facebook feed. This allows his Facebook friends the opportunity to read posts like "This bar sucks!!

#nohotchicks." This is awesome because it shows that @thatguy is a rebel who defies the conventional wisdom that Twitter and Facebook are entirely different media. Besides, he's sure that his Facebook friends enjoy having all of those Tweets clogging up their feeds.

HE'S A CONVERSATIONALIST. Twitter is pretty much like texting, right? So why not have a long back-and-forth Twitter/texting conversation with someone else? Just because it's exhausting for his followers to try to make sense of all of it, there's no reason not to have that 50-post conversation about the starting QB for the Browns offline, is there?

HE'S A HASH ADDICT.

Clever use of hashtags is a hallmark of guys like @thatguy. He'll slap #turf, #golf and #LOL on everything to make sure his brilliance turns up in searches for those terms. Never mind that many consider this to be a case of #hashtagdiarrhea. This is particularly awesome when he's autoposting those Tweets over to Facebook (see above).

Nope, my friend @thatguy sets the bar pretty high when it comes to social media. You probably have no chance of being a Twitter Tycoon like him because you're probably keeping your posts apolitical, crafting Tweets and Facebook posts in a style that fits the media, being considerate of your followers by not over-conversing, and keeping your hashtags #simple, #relevant or #fun.

So, when people ask me how to become an uber-expert who can establish a great social media presence and keep followers engaged, I tell them that there's one simple rule: Don't be @thatguy. GCI



Pat Jones

Editorial director and publisher

He's on a mission to convince the world that his cause is just and true, whether it's politics, religion or an ex-girlfriend who had the temerity to drop him."

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Catch up on Carolinas

The annual Carolinas GCSA Conference and Trade Show in Myrtle Beach continued to draw the attention of the national golf industry as the largest regional show. Here are a few highlights from the Nov. 18-20 show:

- Attendance at the show held steady this year, with about 2,000 superintendents and others coming together at the Myrtle Beach Convention Center. Last year's show brought in about 2,100 participants.
- Gross revenues from the event overall hit an all-time high of \$650,000, with about 200 individual companies represented on the show floor. In total, 384 booths were sold.
- Out at Barefoot Resort, 327 golfers took on the annual Carolinas Championship, with Matthew Wharton of Carolina Golf Club in Charlotte, N.C. taking the victory with a round of 79 on the Fazio course. Of those not golfing, 63 shot sporting clays, won by Randy Mangum of Corbin Turf and Ornamental Supply.
- In the classrooms, 1,326 seats were sold across 28 seminars.
- Brian Powell, CGCS of Old Chatham Golf Club in Durham, N.C. as the new president, with Bill Kennedy, CGCS from Chechessee Creek Club in Okatie, S.C. as the new vice president. David Lee of Hope Valley Country Club in Durham, N.C., was elected secretary-treasurer. Chris DeVane of Forsyth Country Club in Winston-Salem, N.C., joined the board of directors.
- George Fisher received the Carolinas GCSA's highest honor, the Distinguished Service Award for his work in the golf industry for more than 40 years. Fisher started as a golf superintendent and has worked in sales and customer relations management with Smith Turf and Irrigation since 1998.

The AeroLawn 3000 made its debut, getting a bird's-eye view of the Carolinas Championship. Check out the footage by heading to bit.ly/GCICarolinas13.



From THE FEED



The relationship between superintendents and vendors is incredibly important to both sides – and when they're working together, everyone benefits. But when competition plays rough, sometimes superintendents feel like they need to push back.

Clay DuBose @ClayHomerun

In 2014 business with some vendors will be done differently, some will like it, some won't!



Clay DuBose @ClayHomerun

Some sales folks are destroying relationships, trashing other companies and their products trying to get ahead.

Jennifer Seevers @jenniferseevers

If you can't sell your product on its own merit without degrading others it may be time for a new line of work.



Terry Davio @terrydavio

Not a good way to do business at all.



GCI Magazine @GCI Magazine

Going negative is never, ever a way to win customers long-term.



Tommy Hewitt @turf_hewitt

No company has the perfect product all the time. Be honest and you will earn my trust then my business.



Mike Mixon @mikesgolfshop

STAY POSITIVE ! STAY POSITIVE ! STAY POSITIVE !



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on Twitter @GCI Magazine!



Clarification

In Henry DeLozier's November 2013 column, "No other business like it," he incorrectly cited National Golf Foundation statistics concerning the participation levels for women and minorities, underrepresenting both groups. In fact, women account for almost 20 percent (19.8 percent) of all golfers and minorities account for about 19 percent (19.4 percent).

{ EDITOR'S NOTEBOOK }

Bruce William's 2013 Asian Golf Tour

A recent trip to Asia was fruitful and there are a few interesting observations to share. Asia is a huge continent, so it takes a while to get around to the many golf meccas that exist or are in development. We often hear China is golf's next frontier for development. Trust me when I say there is so much more to golf in Asia than China.



Since there are no real accurate records let's say there may be between 500-600 courses in China, as some are known as people's parks. There is currently a moratorium on building or permitting golf courses in China with the exception of tourism zones that are dictated by the government to encourage travel, tourism and outside money coming to China.

Most of the architects and builders tell me they have quite a few projects on the drawing board and are just waiting for the new regulations and permitting to take place. Nobody is sure when that will happen, but if and when it does it could be a huge development boom in China. In the meantime, 500 courses that have been developed in the last 30 years is nothing to sneeze at.

Many of the expat jobs that once existed in China have been filled by local superintendents who were trained by the US, UK and Australian superintendents involved in the construction, grow-in and opening of those clubs. There are still a couple dozen of the old guard, but the norm is to transition to Chinese superintendents. Therefore, China is not the land of promise it once was for those seeking superintendent jobs. – Bruce Williams



SUPERINTENDENT
R·A·D·I·O N·E·T·W·O·R·K

Podcast pick of the month

It seems like there can never be too much potassium as a turf input, but is that really the case? Dr. Micah Woods, chief scientist for the Asian Turfgrass Center, talked with us about why it's a better idea to take more control of it as a part of our ongoing series on sustainability. Head to bit.ly/1cjpVsM to hear it.

MYTH

By Jason Stahl

Our panel of experts sets the record straight on popular myths and misconceptions in golf turf maintenance.

Every industry has them – popular beliefs that have no basis in fact but are spread around eagerly with an air of certainty. Who knows where they start? A conference, a blog, the corner tavern? While they may be popular, most if not all are false.

Same goes for the golf turf world. In asking industry experts what the most common misconceptions are, they came up with no shortage of famous untruths covering cultivation practices, insect control and other topics.



MYTH #1

Warm winters mean more bugs, cold winters mean less.

VERDICT: False.

Rick Brandenburg, professor of entomology at North Carolina State University, says this is simply not true.

"Nature has a way of balancing itself," he says. "You could say since it was warmer that they survived, but so did a lot of their natural enemies. I don't care if you're in south Georgia or southern Canada, you can't assume that you will have more bugs if you have a warm winter."

First, Brandenburg says a warm winter in Canada doesn't compare to even a cold winter in south Georgia.

"White grubs such as Japanese and oriental beetles live in both Canada and South Carolina, so insects have incredible adaptability," Brandenburg says.

