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THE ZONTEK AWARD

There are, I am told, a few of you who read this magazine backwards. You claim to start with the back page and read whatever ramblings I've offered in "Parting Shots" and then you leaf through in the exact opposite manner in which we have intended.

Stop doing that. It disrupts the whole feng shui of GCI.

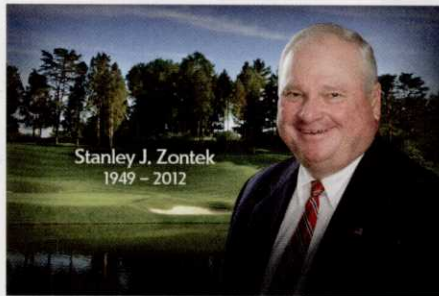
Anyway, those of you who read backwards already know that I wrote my column about the advice I'd give to young people considering a career as a superintendent these days. The very short version is: you damned well better be passionate about this business or you'll never make it.

When I wrote that, I heard a little voice in the back of my head saying 'Right on.'

It was Stan Zontek's voice.

In the months since Stan passed, I've heard dozens of awesome, funny, outrageous Stan stories. All of them were in different contexts – speeches, course visits, trips overseas, etc. – but they had one common theme: his passion and enthusiasm for turf, turfheads and the game of golf.

What, I've been wondering, could we do to continue to foster that passion even though Stan's not around in person to do it for us?



To that end, I'm pleased to announce that we have created the Stan Zontek Memorial Scholarship Award to be presented to an outstanding turf student who demonstrates the passion and commitment to the spirit that

Stan embodied. The award, an unrestricted grant of \$2,500, will be given to one student based on academic performance, advisor/superintendent recommendations and an essay about why they're passionate about a career as a superintendent.

I'll do the judging for this one myself. Maybe Stanley will whisper into my ear a little and help. He'll probably be saying, "Jonesy, pick the Penn State kid." In my imagination, even Stan's ghost bleeds Nittany blue.



Pat Jones
Editorial director and publisher

For the love of God, download the new GCI app. By now, we've probably pounded you to death with emails and website articles and notes tied to carrier pigeons and skywriting over the San Diego Convention Center telling you to please download the new app. It's just that good.

Big props go to our entire technical team for creating this thing, but it truly does take a village to do something like this. We're a modestly sized company with just about 100 employees who work on about 20 different magazines in about a dozen different markets. The core group of people who thought up, developed, designed and wrote this app was probably about a dozen folks. There are huge media companies that haven't done anything nearly this innovative. Seriously, I'm very proud and very humbled to get to be a part of it.

Mostly, I hope you like it and you find it useful. It's fun as hell, that's for sure, but the idea is to create a full multimedia experience – right there on your iPad or phone – that enhances your ability to learn and get better at your job. Frankly, we're just beginning to harness the power that this platform gives us. In short, it's pretty damned good but it's just the tip of the iceberg.

I hope you're enjoying GCI and all the strange places we go. Come along for the ride with us. I promise it'll never be boring! **GCI**

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We'd like to hear from you.

E-mail us at gci@gie.net with your thoughts and opinions.

One short

We'd like to say that we planted this as an Easter egg to see if everyone was paying attention. In reality, it was just an oversight on our part, but you guys are definitely paying attention. Many of you emailed to let us know that in John "Johnny Turf Nerd" Kaminski's January column – "Top 10 excuses (and my answers) for not continuing your education" – he forgot to include a No. 8. So here it is:



Kaminski

8. I forgot to register

This is more of an afterthought since I somehow forgot to include No. 8 in the original publication. It just goes to show you that sometimes you need to slow down, take a breath and regroup. If you forgot to register for an educational conference then it's probably a sign that you're putting too much on yourself and could probably use this as an opportunity to get away from the day to day!

Enter bit.ly/127Ads8 into your web browser to read John's column.

What it's really like

I wanted to let you know that Pat's "Running scared" column (Parting Shots, December 2012) was right on and well written and most importantly good advice to all.

Good job. Also downloaded the mobile app and I am looking forward to using it regularly.

Don Rossi
Director of sales
Cleary Chemical Corp.

Reading Pat Jones' work has been a regular and enjoyable activity. Pat is one of the few people writing about the turf industry that really understands how tough it is out there.



His article "Running scared" (Parting Shots, December 2012) is another example of this insight, and I thank him for being forthwith about how golf maintenance is these days.

It is rather disheartening to see members of the industry press on a regular basis still trying to pass along the idea that things aren't as dire as they really are, or hearing an industry organization heralding a small upswing in rounds as the beginning of the end of terrible times.

Things are not good out here, and I only fear they will get worse.

Oklahoma-based superintendent
Name withheld by request

To read this column, enter bit.ly/X6AzaZ to read Pat Jones' column, "Running scared."

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[EDITOR'S NOTEBOOK]

Keeping green green

Rain Bird's Intelligent Use of Water Summit shares smart-water practices that work, and encourages the golf industry to take a leadership position in innovative water management practices.

Brown doesn't have to be the new green if the industry better manages its available water resources and applies practices that more efficiently and effectively keeps turf green. That was the resounding message of Rain Bird's 2013 Intelligent Use of Water Summit, which took place last month at Michigan State University.

The conference on stewardship of water resources in the golf industry and featured a lineup of water experts and golf course superintendents who described the programs and efforts in practice to conserve and better utilize available water.

Keynote speaker and author of "The Big Thirst" Charles Fishman says there is no "global" water crisis. Rather, all water issues are local issues that need to be solved at the local level.

Fishman argues that, as a resource, water is too cheap, and with such a low price point it contributes to waste and inhibits the development of new ways to use and conserve it.

"Free is the wrong price for water. When a resource as important as water is free it's misused There is no incentive to use it correctly Water is so cheap it's starved of innovation We could solve all of our water problems by charging just a little bit more. No one is immune to water problems."

Many of the tools and technology needed to use water more efficiently already exist, Fishman says. Instead, they're just not being used.

"We have the tools we need (for smart water use)," he says. "What we need is the leadership (to use them)." He adds

the golf industry can play that leadership role and serve as a benchmark for innovative, smart-water use in their respective communities. Examples are readily available among superintendents who have overcome water challenges. Fishman adds that smart water practices bring added benefits, as well.

"You save a little on water and then there's a cascade of savings that goes along with it," he says, adding smart-water practices also reduce energy and material costs. "You start saving on water and other good things happen."

Here are some other key points that came up during the various panel discussions.

U of Calif's Dr. Ali Harivandi: "Drought has become a part of our life ... because of that we have to look at other sources of water if you want to survive in (the turf) industry (Solutions are) expensive, but we can do it. Especially in areas where we don't have access to water We can all start praying for rain ... but we can also use the science and knowledge that is out there."

Desert Mountain Club's Shawn Emerson: "Brown is the new green? Where did they get that from? I'm about growing green grass. In saying that, I want to be more efficient and more educated (about water use) ... and we have the tools today to do this (grow green turf efficiently). You have to understand that you need to put all of the processes together" Emerson also added that, when it comes to irrigating efficiently and smart water use, knowing your numbers is job security. Superintendents need to take their technical skills and run with them, but they should never stop learning and improving.

Atlanta Athletic Club's Ken Mangum offers some great advice: "Your two eyes are the most important tools you have as a superintendent Be observant. See and notice things (on your course) before they become obvious to others."

Rutgers turfgrass researcher Stacy Bonos reports on ongoing research and developments to breed bentgrass and fescue that is both salt tolerant and drought resistant ... they have breeds that are solid (stay green) for each individual stress, the challenge is a single breed that remains green when exposed to both criteria.



From THE FEED

The new GCI app went live, and readers took a spin with the January issue. Naturally, redefining how magazines can be read made quite a splash in social media. Here's what readers have been saying.

Campbell Chemicals @campbellturf

Showed new @GCI magazine iPad mag app to our turf committee today. Let's just say they were very impressed



Michael Benkusky @benkuskygolf

Awesome new iPad app by @GCI magazine. Come back and wipe your fingerprints off my screen!



Jeff Ryan @jeffryan

Great re-tooling of the app it's a quantum leap forward. Now about the face of the organization.....



Gary Deters @gdeters_turf

Just downloaded the App. It is ridiculous good. All that info in my phone. Thanks.



Andrew Hardy @pheasantturf

Thank you for scaring the crap out of me on the iPad app. Almost made my son cry haha



iTurfapps @iturfapps

About time someone harnesses the ability and power of an iPad for multimedia delivery! Great job @GCI magazine on new app!



Bob Porter@hiawathaturf

Best thing I noticed right away. It downloads the issue for reading offline, like most other magazine apps. Nice!



David Beanblossom@DBeanblossom

love, love, love the new iPad app. It's going to take me days instead of hours to read each magazine now. #awesome, #fantastic



Join the conversation
on Twitter @GCI Magazine!



Recycling rewarded

Remember a few months ago when we took notice of Royal Oaks Country Club's new GreenDrop Recycling Stations throughout the course, making it easy for players to self-sort recyclables on the fly? It turns out the GCI team wasn't the only group paying attention.

The Vancouver, Wash., course was named Facility of the Year by the Oregon Golf Association for its efforts, as well as in recognition of hosting annual events raising funds for local non-profit organizations. Marcia LaFond, club manager, received the award at the 2012 OGA annual awards meeting.

While the stations have shown up around the country, Royal Oaks is the first golf facility to place them on the course.

GOLF.COMEDY

Golf has been a centerpiece of famous comedy for years, from the wit of Bob Hope to the ineffable Caddyshack. It was really only a matter of time before a new platform for comics went back to the course. Comedian Paul Rodriguez is at the head of the brand new web series "Comics Open," featured on ClickonGolf.TV.

Rodriguez plays a course owner who changes his clubhouse to a comedy club just for the chance to be his own emcee; he also imports a Russian mail-order bride (Maria Zyrianova) to be his new golf partner.

Agronomics might not be at the forefront of the jokes, since the first season has Rodriguez chipping a shot out of an open grave and an army tank trekking across the fairway. But River Bend Golf Links outside Jacksonville, Fla., owned by Stephen Joost and Scott Gladysz, provided a fitting home for the slapstick, being a former U.S. Navy-owned course.

"Golf has hundreds of jokes that have been told over the years," says Paul Madden, the show's producer. "We'll mine those, and mix in a few new ones. I don't think that well will ever run dry."



GCI GOES NATIVE

If you're reading this page digitally and nothing is moving - stop everything and go download our new app right now. Just search for "GCI" in the iTunes store and you'll snag our new native app edition. The new issue will load within the app, taking you on to what the future of magazines looks like. Both the iPad and iPhone versions will be available in time for the Golf Industry Show.

Head to bit.ly/GCIapp13 to pick up the new native app and prepare to be amazed!





Henry DeLozier is a principal in the Global Golf Advisors consultancy. DeLozier joined Global Golf Advisors in 2008 after nine years as the vice president of golf for Pulte Homes. He is a past president of the National Golf Course Owners Association's board of directors and serves on the PGA of America's Employers Advisory Council.

INNOVATION AT ITS BEST

Innovation comes in all shapes and sizes and from all corners of the golf business. Here are four examples of innovation that give us more to look forward to in 2013.

Jim Singerling, the longtime CEO of the Club Managers Association of America, gets my vote as one of 2012's unsung champions. Alarmed at ever-increasing insurance premiums (estimated in excess of 220 percent over the last decade) that made insurance practically unaffordable for many clubs, for Singerling enough was enough.

What he decided to do was take his argument – basically that underwriting standards for private clubs over-estimated their risk – directly to the insurance companies. At the same time he and CMAA staffers were creating what they call the ClubDNA Program to leverage the association's membership for lower-cost coverage. The work is paying off. Jeff Magoon, the CMAA senior vice president of risk management, reports that clubs have increased their coverage value and decreased their premiums by an average of 10 percent from 2012 levels. Here's

A recent trip to Asia gave me insight to the preparations teens are making for the [Olympic] Games. But the **real winner** will be golf and everyone in the world who loves the game.

hoping that the clubs that benefit will redirect the savings into new member services.

Kristopher Hart, a clever young man who loves golf, also displayed an innovative spirit. While a student at Bryant University in Smithfield, R.I., Kris tried to play golf as often as his pizza-sized college budget allowed. After graduation and landing in the investment field, it dawned on Kris that college students were prime targets for courses with a lot of white space on their tee sheets. Course owners who have embraced Kris' College Golf Pass have discovered new demand for golf in the 20-to-25 age cohort, a group that American Express says makes up 27 percent of the golf category spend.

More than 140 New England courses now welcome College Golf Pass players during off-peak times. Late last year College Golf Pass merged with the National Collegiate Club Golf Association, which represents more than 100 college and university competitive club golf programs, swelling CGP membership to nearly 3,000 students. Unless your course sells every tee time every day, you might see how College Golf Pass can increase demand with potential members.

Ever wish your swing had the consistency of a machine? Thanks to Scot Nei at the Tourbound Golf Academy in Chicago anyone can develop proper swing skills using his brainchild, the Swing Robot. As the robot proves, it doesn't take

long to develop a repeatable motion. Scot shows video examples of raw beginners progressing from dainty brushes at the ball to a bona fide golf swing in as little as three weeks. The ability to ingrain repetitive motion is enhanced significantly by consistent rehearsal on the robot. Will the Swing Robot revolutionize golf instruction? Perhaps. It will certainly accelerate teaching and learning swing basics. I'm all for anything that helps golfers find success. Success leads to fun and enjoyment, and that's what keeps us all coming back for more.

A final spirit of innovation recognition goes to the stodgy International Olympic Committee, which cleared the way for golf's return to the world stage in 2016. The anticipation is already starting to build for the global competition that will be held on the Gil Hanse-designed course in Rio de Janeiro. We've heard that Rory McIlroy is debating his participation because he's not sure which flag he should fly from his bag – Northern Ireland's or Great Britain's. Rest assured most of the world's top players will be there, with many countries seeing golf and the Olympics as a perfect opportunity to up their medal count. Fine players – many capable of winning gold – will emerge from every corner of the globe. A recent trip to Asia gave me insight to the preparations teens are making for the games. But the real winner will be golf and everyone in the world who loves the game. New champions will emerge, and the world will see golf for what it is – the greatest game of all. **GCI**

