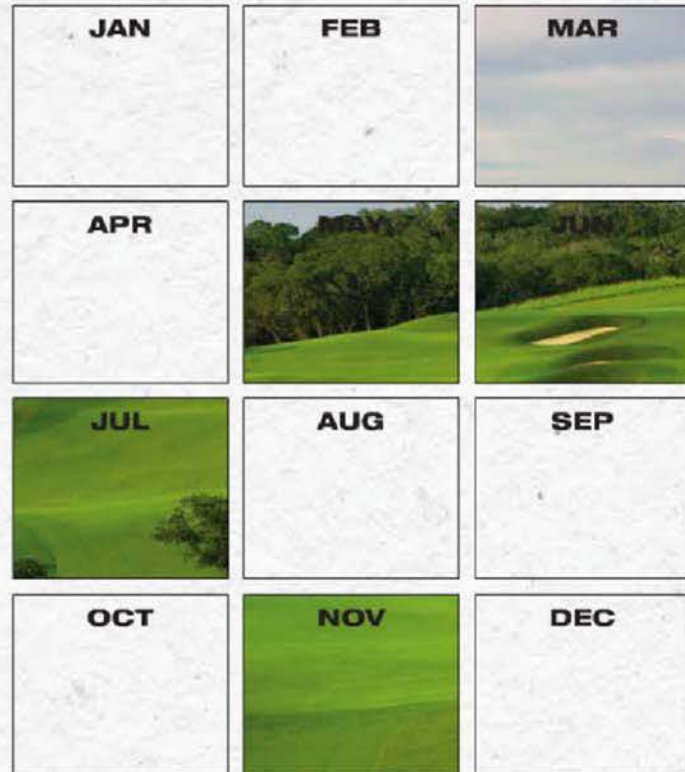


Daconil Action™ fungicide combines the power of Daconil® with a revolutionary turf protein booster that helps turf activate its own natural production of PR proteins. The result is turf that is stronger, healthier, and better able to defend itself. When rotated with Secure, your turf gets complete inside-out protection from disease. To see what superintendents are saying about the turf-boosting power of Daconil Action, visit customer stories on GreenCastOnline.com/DaconilAction.

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Daconil Action rotated with a traditional fungicide

multi-site contact you're leaving holes



Daconil Action rotated with Secure fungicide

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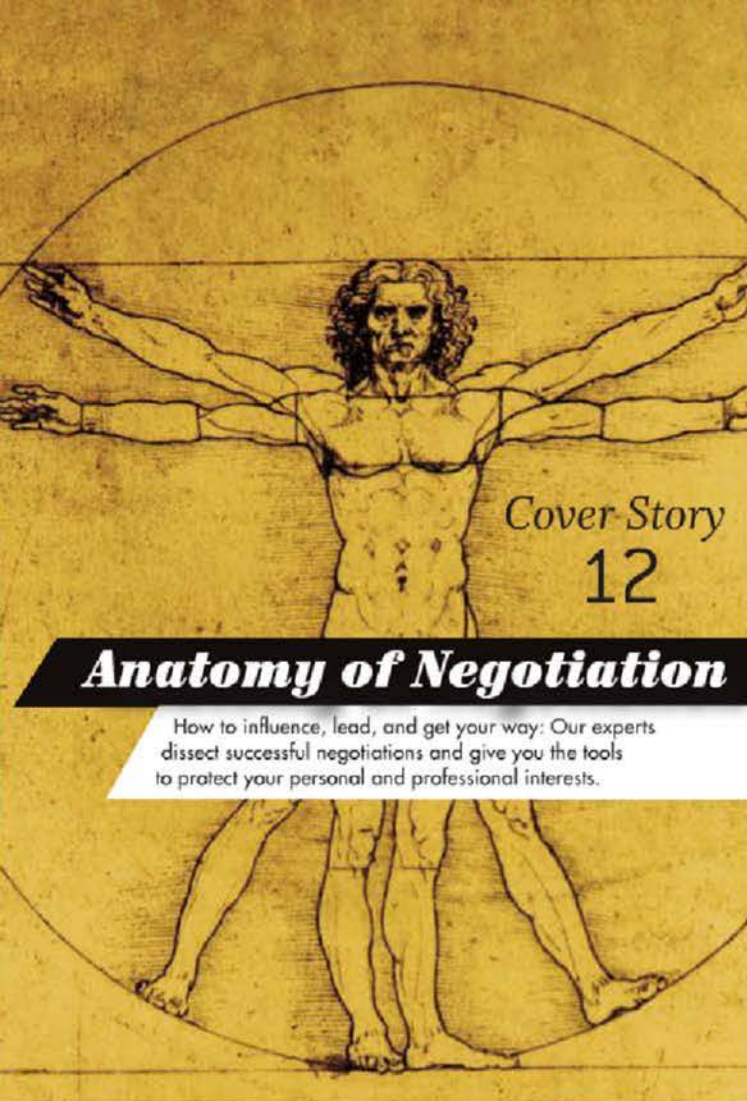


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Hole #17, Stadium Course at TPC® Sawgrass





Anatomy of Negotiation

How to influence, lead, and get your way: Our experts dissect successful negotiations and give you the tools to protect your personal and professional interests.

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TELL YOUR STORY

Three years ago, we weren't specifically looking to start our own podcasting network – we just had some great interviews from turf experts that didn't quite fit into print. Our multimedia page was the perfect place to showcase those stories, though, and people listened.

From those beginnings, we started the Superintendent Radio Network (SRN) with a focus on education. We wanted to share tips in short, accessible clips a superintendent could listen to on the fly, and even share with crew members. Podcasts are a great media for going in-depth on smaller topics. For example, we teamed up with Erik Sides to tackle the details of frequency of clip (check it out at bit.ly/1yKml2), or picked up the top tips of golf cart maintenance from Randal Crook at Club Car (look here at bit.ly/1y5cEW). Both have plenty of useful info for the start of the season.

But while covering those issues, we also ended up collecting plenty of great stories from around the golf industry. Some of my favorite moments come from interviews with superintendents who took on tough weather or an even bigger challenge. Don't get me wrong, I'm all about seeing your stories in print, but there's just something about hearing it told first-person by the superintendent that makes it even more powerful. Here are a few of my favorite stories direct from you in the last few years:

- Josh Heptig, superintendent at San

Luis Obispo's County Parks Golf Course, used old equipment to build a compost tea system and applied for grants to build one of the first zero-waste golf courses in the U.S. He shares how he did it, and some tips for saving money and building environmentally friendly programs. Look for it at bit.ly/1cSclKj.

- With the Players' Tournament coming up, superintendent Tom Vlach had to face down severe weather that could've undone all his team's hard work at TPC Sawgrass. He talks about how they got proactive to minimize the damage, including handling the media, at bit.ly/1nizOih.

- My favorite story from last year was part of our October "TurfBuds" cover story, when I heard the incredible story of how Bob Kohlstedt dove into



Kyle Brown
Associate Editor

the middle of a flood to save his dog, Gus, on the course. A superintendent does some amazing things on the job, but most of the time it doesn't include something as heroic as risking his life. Listen in at bit.ly/1fr01nP.

We've begun our third year of SRN, and I'm looking forward to gathering even more powerful personal stories from superintendents. Education is always a major focus of what we bring to the podcast, but hearing about what you're doing on turf's frontline makes what we do even more important. Check out these stories, and share some of your own in the upcoming season. GCI



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

Subscribing to SRN is easy and free. Head to bit.ly/1frSHT and listen in!

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Serving the Business of Golf Course Management

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Never too cold

Temperatures this winter may have hit unprecedented lows throughout the country, but that doesn't mean the work flow needed to freeze up.

Jason Adams, superintendent at Blue Hill Country Club in Canton, Mass., reports that during a typical winter his staff is hard at work removing trees and underbrush throughout the course. Even though they accomplished a tremendous amount, this year's snowfall amounts and extreme cold weather forced them inside at times.

Adams and his crew took advantage of those times by helping the mechanic in his preventative maintenance for the upcoming season, organizing the shop areas to be even more efficient in our daily operations, create pesticide and fertilizer programs, attend agronomic training seminars, refurbish golf course accessories and build budgets just to name a few.

One thing they had been doing is rebuilding old sprinkler parts and testing them.

"You might ask how we can test them without water or water pressure, right?" says Adams, "Assistant superintendent Alex Martin created a sprinkler tester from a prototype idea I had created many years ago as an assistant superintendent. By using some PVC parts, the shop com



Check out Jason Adam's turf maintenance blog by entering bit.ly/MLnSEK into your browser.



It's never too cold to test old sprinkler parts. Here's the testing device assistant superintendent Alex Martin developed.

pressor and a 24-volt transformer we are able to simulate water pressure and electrical signals just like in the field. [Martin] is able to rebuild and test bottom valves, pilot valves and even electric solenoids in the shop. This helps us prepare for the irrigation start-up in the spring and allows us to save money on irrigation inventory."

Say CHEESE!

GCI hit the ground running at the 2014 Golf Industry Show and we took a lot of pictures documenting the entire show. We've posted a few images here on Whiteboard, but you really need to check out the app for an exclusive digital slide show.



View tons of images via our issue app. You just might catch a glimpse of yourself.

From THE FEED



Augusta National's famous Eisenhower Tree, a 100 year old loblolly pine standing at about 65 feet, was cut down in February after suffering severe damage from the ice storms that plagued the southern United States. The course landmark towered over the fairway on the 17th hole and its removal will definitely change the view at this year's Masters Tournament. Check out what industry professionals had to say about the loss of the iconic pine.



Ron Whitten @RonWhittenGD

If a tree falls in the forest, does it make a sound? It does if the tree is the Eisenhower Pine and the forest is Augusta National GC



Luke Elvy @elvisgolf

Ironic that Bubba Watson's win at Riviera is being overshadowed by a tree on the last course he won at. #EisenhowerTree



Augusta.com @AUG_Masters

People are asking me if pieces of Ike's Tree will be sold to the public. I am pretty confident the answer is no. #Masters



Jason Sobel @JasonSobelGC

Adam Scott on the **Eisenhower Tree**: "Anything that lives will eventually die, I guess." Rory Mclroy: "It's a tree." Such sentimentalists.



Rick Reilly @ReillyRick

Will #Augusta replace the **Eisenhower tree**? R you nuts? In 2012, they replaced an entire 1000-sq-ft bathroom in 1 day.



Ted Bishop @tedbishop38pga

@TigerWoods says Honda is the start of new season. Says he won't miss **Eisenhower tree**! #PGATOUR @thepgaofAmerica @PGA_com @MattAdamsFoL



Join the conversation
on Twitter @GCIMagazine!



Check out the app version of this story for an interactive slide show.

2014 Tweet Up & Social Media Awards

Social media brought golf superintendents together offline for the third year running at the Aquatrols booth for this year's Tweetup. Turf pros crowded to talk about their work online as well as enjoy a few cold drinks and music.

We also named this year's winners of our Super Savvy Social Media Awards, a group of superintendents and academics who use social media to improve the game and each other's lives. Here are our favorites for this year. Be sure to check out the app version of this issue to watch videos from some of our winners who couldn't make it to the show.



Pat with "Best Use of Twitter" recipient Justin VanLanduit.

John Kaminski Award for Leadership

Micah Woods
Asian Turfgrass Center
Wanchai, Hong Kong

Overall Social Media Program

Nick Christians
Iowa State University
Ames, Iowa

Adam Ikamas
MIGCSA
Benzonia, Michigan

Best Use of Facebook

Gary Grigg, CGCS MG
Idaho/Florida

Jason Chennault
Turfgrass World
Moscow, Russia

Best Blog

Jason Haines
Pender Harbour Golf Club
Madeira Park, British Columbia

Jason VanBuskirk
Stow Acres Country Club
Stow, Massachusetts

Tom Vlach
TPC Sawgrass
Ponte Vedra Beach, Florida

Best Use of Twitter

Randy Samoff
Champions Golf Club
Houston, Texas

Ellie Parry
TurfJobs
Loughborough, United Kingdom

Justin VanLanduit
Briarwood Country Club
Deerfield, Illinois

Cale Bigelow
Purdue University
West Lafayette, Indiana

Best Multimedia

Adam Garr
Plum Hollow Country Club
Southfield, Michigan

Rick Brandenburg
North Carolina State University
Raleigh, North Carolina



Tim Moraghan, principal, ASPIRE Golf (tmoraghan@aspire-golf.com). Follow Tim's blog, Golf Course Confidential at www.aspire-golf.com/buzz.html or on Twitter @TimMoraghan

GOING AT THINGS ASS BACKWARDS

Tim Moraghan has the answers to fix golf – but will anyone listen?

Have you been in the golf business long enough to remember the Basakwerd putter? Introduced in the 1980s, it was constructed with the shaft entering at the far end of the club head (what we think of as the toe), and was touted as a solution to all our putting problems. But like so many promised miracle cures, it didn't help on the greens and didn't hang around very long.

I was reminded of this aptly named tool on the heels of the three golf-industry gatherings that kicked off 2014: the PGA Merchandise Show, the Golf Industry Show, and the USGA Annual Meeting. At all three, experts talked at length about the problems besetting golf and proposed solutions. In my opinion, most of the special programs, initiatives, best practices, and miracle cures are attacking the problem just the way the Basakwerd putter did: ass backwards.

There are better, and simpler, ways to tackle the challenges.

We should be careful about grasping at gimmicks. While I understand the concept behind 15-inch holes, oversized equipment, bunker bumpers, and kick ball on the course, these are unlikely to have a long-term effect on the game we know and love. Maybe some of those deviations from "real golf" will introduce people to the game and make them "real golfers." Maybe.

Wacky initiatives may get people out to the course once, but what does it take to truly hook people? Non-golfers are intimidated by the game because it's hard and expensive, and they don't want to embarrass themselves (particularly not at \$150 a go). Can you blame them?

What about attracting kids? I agree engaging youngsters is a good reason to modify equipment a little bit, just the way basketball, hockey, soccer, and other sports do. But, eventually kids have to grow into the equipment and need to play by the rules.

Before we go too far afield, let's take another look at the key issues we're dealing with and see if they can be altered just a little bit to make golf more welcoming. (I'll bet many of

of – the nuances of course set-up anyway, why penalize the majority to boost the egos of a few? (Save your tough pin positions for the club championship.)

We also should encourage nine-hole rounds. They get people around faster and are, not surprisingly, more fun. And for most people, enough.

As the experts most concerned with agronomy, how do some popular initiatives affect us?

“Since most average golfers can't appreciate – and can't take advantage of – the nuances of course set-up anyway, why penalize the majority to boost the egos of a few?”

these ideas will be applauded by the current crop of “real golfers,” too.)

Start with pace of play. Do we really need science to help get people around in four hours or less? Do you know what happens when beginners and average players are rushed? They make mistakes, lose balls, whiff, get frustrated, and, you can bet, start disengaging from the game.

And let's not get into the example that Tour players set on TV week after week. Until they are penalized for their excruciatingly slow routines, the rest of us have no reason to speed up ours.

Fixing pace of play is simple, and it's an area where those of us who maintain golf courses can take the lead. On busy days, set up the golf course a little easier. Point tee markers down the middle, trim back the rough, slow down the greens, put holes in accessible places, you get the idea. Since most average golfers can't appreciate – and can't take advantage

Reducing water, pesticides, and fertility is good for the environment, no question. But if these reductions negatively impact course conditioning, people may not want to play at a particular club or resort.

Dues-paying members demand good conditions. How dare so-called industry “experts” tell our members that they can't have what they want and are paying for. How dare they tell a superintendent not to do his job.

Native areas on a course are attractive and good for the environment. But they still require maintenance and golfers are still going to hit \$5 balls into them. Which leads to time spent looking for those balls, which leads to more frustration. Even with GPS tracking on golf carts and maintenance equipment that determines where native areas should be placed, golfers are still going to walk into them. So why have native areas at all?

(continued on page 58)