

# Golfdom

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## The Politics of **Water**

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### **All That Glitters Is *Not* Gold**

If the golf industry doesn't learn that expensive doesn't mean great, then the game's future is at risk

By Geoff Shackelford

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### **To What Degree?**

What does time spent behind a school desk have to do with being a capable superintendent?

By Ron Furlong



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### **No Offense, Mickey**

Here's how to get off Orlando's beaten path for a little R&R during the greatest show on Earth ... err ... turf

By Joel Jackson

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### **What's New?**

Here are some of the new items you'll find on the GCSAA trade-show floor

By Larry Aylward



WILL WALDRON

◀ Rick Slattery, superintendent of Locust Hill CC in Rochester, N.Y., realizes the country and the world may be on the verge of a freshwater crisis the golf industry can't escape.

## cover story

BY LARRY AYLWARD

Should superintendents irrigate for the lush, green look to keep golfers happy? Or should they decrease irrigation for the environment's sake and risk losing their jobs?

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### About the cover

Rob Schuster of Fort Thomas, Ky., created the digital illustration on the cover. He leaves it to viewers to decide whether the glass is half-full or half-empty.

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Change is the only constant in the lives of *Golfdom's* millennium kids  
By Frank H. Andorka Jr.

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