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

By Ron Furlong



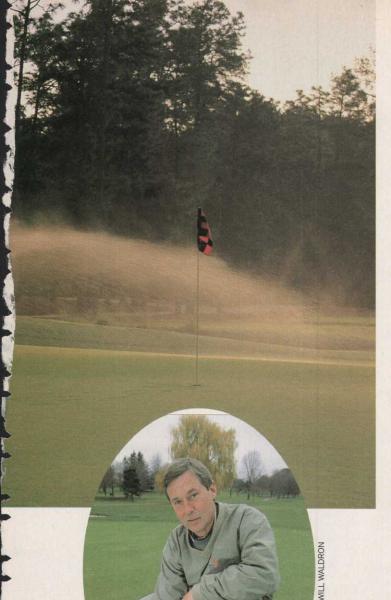
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cover story

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?

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.

■ 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.

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