

The Future – Ours to Influence

BY DEMIE MOORE

The future. What it will look like is impossible to tell because it depends so much on what happens between now and then, including what we do as individuals and as groups. The good news in this is while there are some things about the future that won't change and many factors affecting it that we can't control, we can still influence the future by our actions here in the present.

This applies as much to water and golf as it does to anything – and can be seen as both sobering and inspiring. There are some things that are not likely to change, at least in our futures.

For example, more people and improved standards of living will mean increased demand for limited supplies of fresh water and more policies regulating water use. Another example is continued rising costs for water, energy, labor and other materials.

There are many factors we can't control – the weather being one, how others use water being another, people's perceptions and the aforementioned policies being yet other examples.

However, there are quite a few things that we as an industry – and as individual members of the industry – can influence and even control by our actions now. Here, examples also include people's



perceptions and policies, which we can influence by our actions; and how much water we need and use, which is actually something we can control to a certain degree.

The sobering facts are the golf industry will increasingly be challenged to use less water more efficiently for a variety of reasons. The inspiring aspect of this is opportunities exist to meet those challenges. And those opportunities have economic and agronomic as well as environmental value to them.

In this issue, you'll get to read about some examples of how these challenges can be met in golf course design and day-to-day golf course maintenance. What is also key for the golf industry in meeting these challenges and favorably influencing the future is collaboration among all golf-related parties around the topic of sustainable water use on golf courses.

All together, from owners and architects, to superintendents and suppliers, to researchers and educators, to golfers and the industry of the game of golf – we represent many millions of people, acres and dollars.

If we work together to find ways – through design, technologies, management practices and public engagement – to show policy makers the value of golf and how efficiently water is man-

aged, we'll be able to reduce golf's overall water use and significantly influence the future of not only water availability for golf, but golf as a whole.

Aquatrols is proud to be part of this important process in a number of ways through research and product development on more efficient use of water in soils, and active involvement with initiatives of organizations like the Environmental Institute for Golf, Golf Environment Europe, the Irrigation Association and the Water Impact Alliance.

The future will be shaped by all of us. We look forward to working with more of you to have golf be, and be seen as, a good steward of water resources. ■

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