

# In Life and Golf, **Nothing** Is More Important Than Water

BY DEMIE MOORE

**N**othing is more important than water for life on earth. And not only is water vital to life, it's vital to golf — for the turf, the golfer, and the aesthetics and wildlife on the golf course.

More efficient use of water and resources affected by water is, and always has been, at the heart of Aquatrols' existence. So we are pleased to again be sponsoring *Golfdom's* Water Wise series in partnership with Rain Bird. In this and the next two issues of *Golfdom*, you'll have the opportunity to read and contribute to information about what's happening on golf courses for the more efficient use of water and its conservation.

The default perception of many is that golf courses, and the people who manage and maintain them, are excessive consumers and wasters of water. As an industry, we know most golf courses are very conscious and careful about their water use for economic as well as environmental and agronomic reasons. At Aquatrols, we know many of you who are shining examples of water-wise superintendents, and we're proud to be part of the water management program at your facilities. Still, the saying "perception is reality" tends to hold true. Hence, current per-



ceptions will influence opinions and policy until we can do something to establish a different perception.

What are we as an industry and you at individual golf facilities doing to reprogram that impression? Knowing, documenting and explaining what we're doing in a respectful manner to those who doubt is key to having a chance of changing the uncertain and negative perceptions out there. A recent New York Times article on superintendents and golf course irrigations, while still containing bits of information that some in the industry don't like, is a great example of how knowing, documenting and being able to explain what you're doing can work. As I understand it, the idea for that article didn't start with the intention of describing golf course superintendents as consultants and shining examples of water conservation specialists. But that's where it ended up, because those interviewed — with a little coaching on how to meet the press — were able to tactfully and tangibly show what they're doing. Do you know, are you documenting, and can you calmly and confidently explain what's being done at your course to use as little water as possible as efficiently as possible?

For more than 50 years Aquatrols has been supplying informa-

tion and products to help you efficiently use and conserve water by managing soil wettability. How water moves into and through soil is a vital but sometimes forgotten aspect of overall water-use efficiency. Our co-sponsor's area of expertise, irrigation system technology, is another aspect. But water use on golf courses entails many angles — from the design of the course and turfgrass selection to equipment conditions, plant growth products, playing conditions demanded and a superintendent's specific management practices.

We encourage all practitioners and suppliers to look at what you're doing today, and what you can do tomorrow to be an example, contributor, spokesperson and role model for the wise use of water, not just on the golf course, but wherever water is used.

Because nothing is more important than water. ■

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