

# Ideas Inspired by Bob Moore

BY DEMIE MOORE

*"The future is always beginning now."*  
—Mark Strand

**T**he above quote is an appropriate one for the final installment of the 2010 *Golfdom* Water Wise series, which focuses on future water regulations as well as some current water management practices on golf courses.

It's also a suitable quote for the man to whom I'd like to pay tribute in this column — my father, Robert A. Moore (Bob) — who invented soil surfactants and founded Aquatrols. He left this world on Nov. 4. One way or another my father was always interested in what could be done today that would impact tomorrow — a sort of applied version of recognizing that the future is always beginning now.

My father always espoused the idea that if you didn't like the way things were going, you should get involved somehow and try to make things better.



He had little time for sitting around and complaining. In many ways, this same philosophy can be applied to the issues facing water use on golf courses, including looking for how we can, individually or as part of our associations, become active in water discussions that will affect our future.

Who are the organizations and individuals who will be deciding your water regulations? What can you do at your course, directly and with your association, to get to know these organizations and individuals and work with them to shape the future?

Even if your association is using a government advocate, your direct involvement will help. There's no guarantee of the outcome, but there's a better chance of better regulations if the industry is constructively involved.

Dad was also a great believer in the idea that there were always ways through or around challenges — you just have to be willing to keep looking for options



and give them a try. Actually, that's how soil surfactants and Aquatrols started. In discussing how to get rid of a puddle — Dad turned the focus from trying to "change the soil" to the idea of "changing the water" — and he knew that could be done with surfactants\*.

Without a doubt, superintendents rank high as examples of this find-another-way mindset. However, is it applied as much as it could be in the realms of helping regulators find alternative ways to achieve goals compatible with good golf course management?

What are the challenges and objectives regarding water use in your area today? What's on the horizon? What's being thought about? And, if it isn't good for golf, what mutually beneficial alternatives can you offer that are give and take on both sides? Who else can the industry build alliances with to be heard? We need to work together to find and offer alternative approaches.

Finally, and clearly related to the previous two points, my dad came to realize over the years how important it was to get an idea of how other people looked at things. Even if you think they're off base, you need to get some idea of other people's perspectives in order to develop ways for getting them to see your ideas.

These are some ideas that Dad passed on to us that have served us well in life and at Aquatrols. On behalf of Aquatrols, we hope these thoughts will encourage you in what you're already doing, and inspire you toward what yet needs to be done — for the future is indeed always beginning now.

Thanks for the advice, Dad! ■

*\* We now know it's both the soil and the water that need managing, but the idea started with changing water.*

*Moore is an Aquatrols director involved with corporate relations, education and training.*

