



WATER SUMMIT
WHETS APETITE
FOR SOLUTIONS

THE USGA GREEN SECTION tackled the challenge of sustainable water use on golf courses by holding a water summit in Dallas in early November. More than 100 attendees — including members from the allied golf associations, water regulators, academia and media — met for a day-and-a-half to share facts and figures and ideas about improving the sustainability of golf courses emphasizing water use. I met with some speakers to get their impressions of the session.

Q: What was your goal for this summit?

Jim Moore, director, USGA Green Section's Education Program: There are many plans about water use, and many people and organizations have been working on solutions to their problems. We hoped this meeting could help everyone come up with a set of general best management practices that could guide water-use regulations for all customers. There can't be one set of national guidelines, but each region could take the best ideas that fits their needs.

Q: How does the USGA communicate with the entire golf community to reach all audiences about water-use problems within a facility and the industry?

Mike Kenna, USGA Green Section director of research: We tell our Green Section personnel that when they produce electronic media they're writing to three audiences: 1) Golfers. In the first three sentences, they should explain why it's important to their enjoyment of the game. 2) Superintendents and club management. The piece must be of practical interest to them and reveal the problems at stake. 3) Academic, research and regulatory communities. Give them links to complete data.

Q: What stood out at the summit?

Kimberly Erusha, Ph.D., managing director, USGA Green Section: The diversity of the audience and their participation and engagement. Each group faces a learning curve of the challenges facing each discipline. I hope this becomes a turning point in how we work together on environmental issues.

Q: What are you learning about golf and water use?

Veronica Blette, chief of the WaterSense Branch, U.S. EPA: It's exciting to see golf take water issues so seriously. We face similar challenges. Golfers expect to play on nice, lush, green courses, and homeowners expect to have nice, lush, green lawns. We all need to work together to shift that focus to more sustainable residential landscapes and golf courses.

Good Business By Beth Geraci

The 4th Annual Syngenta Business Institute got off to a strong start when 25 superintendents descended upon Wake Forest University Dec. 3-6.

Superintendents are hand-picked by Syngenta for the conference based on their leadership and aspiration, and professors were on hand to enhance the superintendents' skills even more. They educated them on everything from financial management to clear communication.

"This really helps them in their negotiation skill sets, which isn't something they work on daily to de-

velop," said Syngenta Golf Market Manager Stephanie Schwenke.

Highlights included the finance discussion led by associate professor of management Ken Middaugh II, and the social media discussion led by consultant Steve Drake. But no matter what the conversation, the institute impressed superintendents in every aspect. "I've seen ways I can change my habits and become a better human resources professional," said Troy Fink of The Country Club of Virginia. "I've seen how I can address my staff's needs, so they can help us all be successful."

Longtime LESCO Employee Passes

Herbert A. Cole, 82, of Avon Lake, Ohio and formerly of Findlay, Ohio, passed away suddenly on Nov. 2. Cole was a 46-year member of GCSAA and was a longtime member of many other turfgrass and lawn care associations. Cole joined LESCO, Inc. in 1963 as its first salesman. He was promoted in 1977 to Midwest Area Manager responsible for four LESCO trucks, which were the company's innovative "stores on wheels," calling on golf courses in the Midwest. When Cole retired in 1995 as Vice President of Sales, he was responsible for 43 LESCO trucks nationwide with over \$28 million in sales. Cole is survived by his wife of 56 years, Sabra, his four children, Bruce (Trudi) of San Francisco, Calif., David (Stephannie) of Avon Lake, Ohio, Brian (Page) of Fairfax, Calif., and Laurie (Inderjit) of Chicago, four grandchildren, and seven siblings.

