

// REDESIGNED WEBSITE

GOLFDOM.COM UNDERGOES FACELIFT

We're four issues into the new look of the print magazine, so it should be no surprise that www.golfdom.com has now also undergone a transformation.

The revamped site was unveiled earlier this month. Visitors to Golfdom.com will find a scrolling screen showing the most current *Golfdom* TV interview, the latest industry news and that day's blog post from the *Golfdom* Daily, the magazine's blog, among other improvements.

"We want the page to reflect the improvements we've made to the magazine," said Pat Roberts, *Golfdom*'s publisher. "Visitors will be pleased to see the changes we've made. I think this will set apart Golfdom.com as one of the most visited destinations on the Internet for our industry."

Future improvements are still in the works, including moving *Golfdom*'s award-winning blog away from an independent site and incorporating it into the regular Golfdom.com.

This move, coupled with the redesign of the magazine and the introduction of the iPad app, shows the magazine is determined to have a big year in 2013, Roberts said.

// GOLFDOM WISDOM

Yes, she's cute, and yes, she always has beer. But after what happened last time, maybe you shouldn't date another beverage cart girl.

#golfdomwisdom

ESA AT PLAY

RISE SERVES UP THE LATEST ON THE ENDANGERED SPECIES ACT AND ITS IMPACT ON YOU.

BY BETH GERACI // Senior Editor



At the Responsible Industry for a Sound Environment (RISE) breakfast meeting at this year's Golf Industry Show, federal legislative and regulatory issues took the spotlight. In his introduction, Steve Gullickson, RISE governing board chairman, said in 2013 RISE is setting its sights most on California, Florida and Northeastern states such as New York, Massachusetts and New Hampshire.

"Those are key states where legislative and regulatory challenges are moving at a relatively fast pace," he said.

Conversation at the breakfast was dominated by the Endangered Species Act. It's at the center of multiple federal lawsuits that could curtail the Green Industry's ability to apply pesticides on their current schedules, based on alleged risks to endangered species.

RISE is striving to ensure lawsuits fighting EPA on the issue

aren't successful. And by intervening in the lawsuit *Center for Biological Diversity v. EPA*, otherwise known as "the megasuit," RISE is taking on a proactive role, one on the side of EPA.

Filed in the northern district of California, the suit is called the megasuit "because about 380 registered pesticides (across the U.S.) potentially could be impacted under this litigation," said Dudley Hoskins, manager of regulatory policy at RISE.

Depending on the suit's outcome, provisions could delay new pesticides from coming to market or limit their use altogether.

Karen Reardon, RISE's vice president, public affairs, said RISE intervened in the megasuit so if there is a settlement, the organization could be part of any future discussions and give pesticide applicators and manufacturers a voice at the table.

"Our goal would be to ensure there would be collaboration going forward," she said.



READER JOKE

AS TOLD BY **P.J. McGuire, CGCS, former superintendent now comedian**
See McGuire (PJtheComic.com) this month in Colorado Springs, Vancouver or Louisville.

While setting up for a big golf tournament one year, we had just set out a group of Port-a-Pottys on the course. We were then approached by a very upset elderly female member. She was quite mad that the sinks in those restrooms had no water in them.

Sure, they were a relatively new item in the plastic outhouse game, but even then I knew the urinals weren't supposed to have water in them... and you certainly weren't supposed to be sticking your hands in there.