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Golfdom

NOVEMBER 2008 • VOLUME 63 • NO. 11

Water Wise

“Getting Out the Word,” the first installment of our three-part series on water management, examines how the golf industry can convey its message of responsible irrigation.

BY LARRY AYLWARD

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The golf industry must modify its ways to remain viable.

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Working as One

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Out of Sight

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By Matthew Mikucki



About the cover

Golfdom Art Director Kristen Morabito used this image from iStock International to take a simple approach to our cover's design.

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Turfgrass Trends

This month, *Golfdom's* practical research digest for turf managers discusses how colonial bentgrass can lower fairway inputs. See pages 57-67.

Online Exclusive

 Watch this video only at www.golfdom.com:



Mike Bandy, marketing manager for Andersons Golf Products, explains why fertilizer prices have gone up and where they are heading.



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LuLu. Her owner is Jason Wingate, the second assistant superintendent at The Country Club of Little Rock in Little Rock, Ark. (Photo by: Jason Wingate)



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The evil terrorists hate us for many reasons. A big reason they despise us is that we live in nice homes, drive pretty cars and belong to fancy golf clubs. Hence, one of the terrorists' main goals is to ruin our nation economically.

Of course, the terrorists haven't been able to do that the past several years despite their attempts. But who needs the terrorists to ruin our economy when we can do it ourselves?

Sadly and disgustingly, we have scum bags born right here in the good, ol' U.S.A. who have taken it upon their greedy selves to bring us down financially.

We are experiencing unprecedented economic distress. We don't know what to expect from one day to the next. (As I write this, the Dow is up about 936 points, its biggest gain ever. But it was down 18 percent the week before — the worst week in its 112-year history.)

Just like you, I'm angry about what's going on. Just like you, I've watched my 401k go in the tank. Just like you, I'm worried about my future and my family's future.

Amazingly, there has been talk of another Great Depression. How in the name of John D. Rockefeller did this happen?

It happened because of people's insatiable desire to get rich or to own things that they have no business owning because they can't afford them. The bottom line in this matter is obvious: We don't have an economic problem as much as we have a greed and unaccountability problem.

During the election campaign (and by the time you read this we will have a new president), there was much rhetoric about who was better able to fix the ailing economy — Sen. McCain or Sen. Obama. Both candidates talked about what they would do financially, but neither addressed the greed and accountability factor like they should have.

Yes, John McCain and Barack Obama called out those who acted recklessly, but they should have called for all Americans, regardless of their status, to look inward to examine their consciences in regard to greed and unaccountability. You don't have to be a Wharton

A Wake-up Call to be Held Accountable

BY LARRY AYLWARD



JUST LIKE YOU,
I'M ANGRY ABOUT
WHAT'S GOING ON

School graduate to realize that less greed and more accountability will make the world a better place for all of us to live.

Now, I know that golf course superintendents, owners, club managers, pros and other industry personnel didn't sell any sub-prime mortgage loans to get our country into this mess. But that doesn't mean we're not removed from greed and unaccountability in our industry.

You might think I'm stretching things a bit — trying to make a connection between the golf industry and what has happened on Wall Street. Maybe I am. But I firmly believe that it's a wake-up call for us all — no matter what industry we're in — to be less greedy and more accountable for our actions.

This could mean many things in the golf industry. Perhaps it's the superintendent taking responsibility for an agronomic mishap instead of blaming the problem on Mother Nature's wicked ways. Perhaps it's the pro siding with the superintendent to prohibit golf cars on the course during a rainy and soggy day — knowing that he's kissing goodbye the golf car rental profits in the process to preserve the turfgrass from damage.

Or maybe it's the owner who keeps his greed in check when building a new golf course, deciding not to create a course with all the bells and whistles and waterfalls in order to keep green fees low so more people can afford to play it.

Or maybe it's as simple as the club manager lowering the cost of a bottle of Bud from \$5 to \$3, realizing that charging five bucks for a beer is just too much.

This country was founded on fairness. And we need to get back to that thinking before it's too late.

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6:40 AM...

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