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# Golfdom

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20  Semi-Private  
30  Private  
40  Resort  
50  City/State/Municipal  
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- 60  Golf Course Architect  
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90  Golf Course Builder  
11  University/College  
15  Distributor/Manufacturer Representative/Consultant  
99  Others Allied to the Field (please specify)

## 2. Which of the following best describes your title?

- 10  Golf Course Superintendent  
15  Assistant Superintendent  
25  Owner/Management Company Executive  
30  General Manager  
35  Director of Golf  
70  Green Chairman  
45  Club President  
75  Builder/Developer  
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- 01  More than \$2 Million  
02  \$1,000,001 – \$2 Million  
03  \$750,001 – \$1 Million  
04  \$500,001 – \$750,000  
05  \$300,001 – \$500,000  
06  \$150,001 – \$300,000  
07  Less than \$150,000

## 4. If you work for a golf course, how many holes are on your course?

- 01  9  
02  18  
03  27  
04  36  
05  Other \_\_\_\_\_

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# Golfdom

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Environmentally friendlier,  
but what's the cost?

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BY JOHN WALSH



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Tune in to [golfdom.blogspot.com](http://golfdom.blogspot.com) to see all that went down at the 2012 Golf Industry Show in Las Vegas.

### About the cover

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# Off The Fringe

## e-par Gets Americanized

**F**or environmental superintendents, their options just grew by one.

The Australian firm e-par, developers of the award-winning “e-par Environmental Management System,” has launched e-parUSA. The new entity is poised to expand the reach of the e-par platform of programs and services into the United States.

Shortly after the announcement of e-parUSA came another announcement, that former Executive Director for Audubon International, Kevin A. Fletcher, Ph.D., had been selected to serve as the CEO of e-parUSA. *Golfdom* caught up with Kevin Fletcher shortly before the Golf Industry Show to discuss e-parUSA and his new job.

**Golfdom:** How hard was it to leave Audubon International after 10 years?

**Kevin Fletcher:** I still have a real close association with the staff there, but it was time to do something different. The timing ended up being kind of right to jump into something like this. Any time you have change like this, it's tough to go through. But on the other end, I'm more energized than I've been in a while.

**Golfdom:** Is there one main difference that makes e-par stand out from other environmental programs?

**KF:** I'll give you three: one, it's facility-wide. It's the first environmental management system that deals with the entire facility, including clubhouse operations. Second, an environmental management system is really focused on legal compliance, risk avoidance, things superintendents really care about. Third, there is a nifty automated feature built in — it has automatic notifications, so it makes the job a little easier for superintendents.

**Golfdom:** What's the cost for superintendents?

**KF:** We're still figuring it out, we're thinking in the range of \$900 to \$1,000 for a three-year commitment. It's easy



AUSTRALIAN ENVIRONMENTAL SYSTEM GETS LAUNCHED IN THE U.S. **BY SETH JONES**

to get into place, and there's a lot of value to having the facility enrolled and monitored over the three years. It's about a dollar a day.

**Golfdom:** What's the most frequent question you've been asked since it was announced that you were the new CEO for e-parUSA?

**KF:** What caused the change (for me), and from my perspective, all I'm interested in doing is helping drive environmental sustainability in golf, and this just gives me a new and different and I think better way to do that.

The official launch of the e-par V2 EMS, and e-par USA took place during the Golf Industry Show in Las Vegas. For more information about e-parUSA visit [www.eparusa.com](http://www.eparusa.com).

Kevin Fletcher, formally of Audubon International, will take the reins of the newly created e-parUSA.

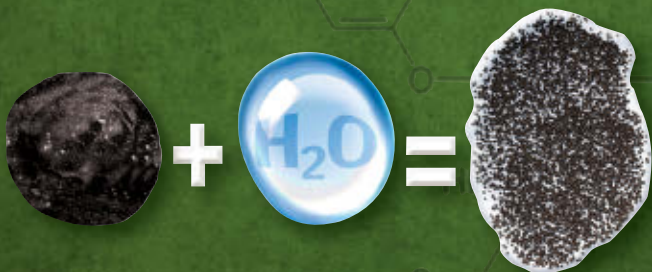


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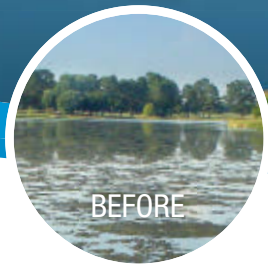






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"I'm going to drag your dismembered torso behind my truck," the email said. That was just the first of many that were still to come.

I was a budding journalist at the time, a sophomore in college at the University of Kansas, writing for the student newspaper. In that morning's paper I had blasted the Kansas State football program in a column that was 100 percent intended to incite. It was published in both KU's *Daily Kansan* as well as K-State's *The Collegian*.

(To my many K-State friends: Don't worry, you'll never be as evil as Missouri in my eyes. I'm especially thankful you guys beat Mizzou twice this season in basketball, helping my Jayhawks win their eighth consecutive Big 12 regular season championship...)

The threat of dismemberment was easily the creepiest email, partly because I enjoy the use of my arms and legs, but mostly because I didn't like that the angry Wildcat didn't tell me what was actually going to happen to my limbs. I only knew that eventually I was going to lose them, before I was to be attached to this guy's truck. Disturbing.

Thankfully I didn't lose any limbs, and even better, I learned a lesson: don't be surprised when people get mad. It's the nature of this business.

Sure, there's a difference between goading on your in-state rival and writing about a bankruptcy, a lawsuit, an accident. Sports rivalries are always fun because the only truth is in the win-loss column. In business, there could be many truths. It's a bigger challenge to tell the whole story and to get it right.

I'll admit I've made a few people mad since I've arrived at *Golfdom*. Sometimes, people would just prefer to have their names left out of the paper, after all. But my job is to report on the industry. When someone's desire to keep their name out of the paper conflicts with my desire to report on what I deem a newsworthy story... well, unfortunately, that's when feelings get hurt.

Trust me, I take no pleasure in publishing stories that someone would prefer to see not published. I like to think I'm a decent person,

## A Story with No Legs (or Arms)

BY SETH JONES



IN BUSINESS,  
THERE COULD BE  
MANY TRUTHS.  
IT'S A BIGGER  
CHALLENGE TO TELL  
THE WHOLE STORY  
AND GET IT RIGHT.

after all. But sometimes, it happens. *Golfdom* magazine and the industry is bigger than any one person or group's feelings.

I'm sure it's a lot like when something goes wrong at a golf course. Sometimes, you might have to reprimand a crew member, or even fire someone. No one enjoys doing that, but at the end of the day you have to do what's right for the golf course.

The key for me, and I'm sure for you, is to be fair.

I ask myself: Did I report the truth? Did I try to sway the news one way or the other? Did I have a personal agenda?

If the answer to all three is "no," then I can go to sleep at night knowing I've done my job. And that's what I always plan on doing.

*Golfdom* has always prided itself on being up-front and honest. That was a hallmark of this magazine long before I arrived, and I plan on keeping that tradition for my entire career here. One thing I want readers to know about this magazine is, though I might occasionally make a bad joke (read the last paragraph of the Florida Golf Day story for a clear example) I take reporting facts and the truth very seriously.

If you ever feel we've done a poor job of reporting the truth, call us out on it. Our door is open. Let us know. We want to hear both sides of every story, all the time.

Some stories may make you momentarily lose your head — and conversely, make you hope for me to lose my arms and legs — but after the dust settles, the course will still need to be maintained the next day. I'll still need to meet another deadline for the next issue.

No matter the story, life goes on.

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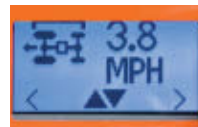
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**O**n February 14<sup>th</sup> I had the honor to be in the Florida GCSA delegation along with FGCSA President Mark Kann and Vice President Nancy Miller, CGCS, as part of the Allied Golf Associations in Florida that went to the state capitol in Tallahassee to celebrate Florida Golf Day. Joining us were Todd Lowe, USGA Florida Green Section and Pete Snyder, Florida Turfgrass Association.

Both houses of the Florida Legislature and Governor Rick Scott proclaimed February 14, 2012 to be Florida Golf Day in recognition of the Economic, Environmental, Charitable, and Wellness and Youth Developmental contributions of the Florida golf industry to the state of Florida.

The lineup of Golf Associations was impressive: The GCSAA, World Golf Foundation, PGA of America, PGA Tour, LPGA, Club Managers Association of America, Florida Club Managers Association of America, USGA Florida Green Section, The First Tee, Florida Junior Golf Council, World Golf Hall of Fame, Florida Turfgrass Association, Florida State University Professional Golf Management School, Golf Channel and the David Leadbetter Golf Academy were all there.

Rhett Evans, CEO of the GCSAA, and Ralph Dain, GCSAA's Florida Field Representative, were in attendance. Rhett was the superintendent's representative in the business roundtable session and in private meetings with the governor and legislators. I was in the gallery at the business roundtable. Rhett did a great job of discussing the environmental contributions of courses in general and the Florida GCSA's contributions in particular.

Also at the roundtable were the heads of several state departments like Enterprise Florida, the Senate Commerce Committee, the House Economics Affairs Committee, the Department of Economic Opportunity, Enterprise Florida, the Florida Sports Foundation, Visit Florida and the Department of Environmental Protection (DEP). The most welcome and unexpected report came from Drew Bartlett of the Florida DEP's Department of Water Policy. Mr. Bartlett raved about the Florida GCSA's proactive in-

## Is Florida Golf Day Just the Start?

BY JOEL JACKSON



**I HAD ALWAYS  
HOPED THAT THE  
WE ARE GOLF  
CONCEPT WOULD  
TRICKLE DOWN TO  
THE STATE LEVEL.  
I'M GLAD FLORIDA  
ASSOCIATIONS ARE  
NOW ON BOARD  
WITH THE IDEA.**

volvement and cooperation in the development of the Florida Golf BMP Manual. I admit, I was filled with pride as he spoke so highly of our association's role in the partnership with DEP and the development of the manual, which has received national recognition.

Rhett was quick to point out that the FGCSA was now developing a voluntary certification program for the Golf BMPs, which we hope to have in place later this year. We are working out final details with the DEP, Department of Agriculture and the University of Florida. The exam portion has already been Beta-tested. We are now developing a designated team of qualified presenters to present the material.

Meanwhile, behind the scenes at the Allied Golf Association reception on Monday night before Florida Golf Day, the energy generated by the occasion brought another welcome surprise as discussions focused on creating a permanent "Florida Golf Council" of all the associations. The council would meet regularly to stay current on issues facing the industry and speak with a consistent message. I know several states already have such coalitions and have been very successful, so I was pleased to see this initiative on everyone's mind. I had always hoped that the We Are Golf concept would trickle down to the state level. I'm glad Florida associations are now on board with the idea.

It was heartening to see the officers of the various state departments begin to recognize how the various pieces of the Florida Golf puzzle fit and how they contribute to the economic, social and environmental well being of the state. I encourage all of you to reach out to your state golf organizations and give it a try.

---

*Certified superintendent Joel Jackson is Executive Director of the Florida GCSA.*