Dennis Lyon is a retired superintendent of the USGA Green Section Award and an expert in facility management. He is a past recipient of the USGA Green Section Award for his work in the field of golf course maintenance.

SOMETIMES SUPERINTENDENTS CAN'T SEE THE FOREST FOR THE TREES.

A fictional story based on my many years of experience as a superintendents. We are faced with the challenge of golf facilities are better served by focusing on the bigger picture.

IF YOU CAN'T FIX IT, FEATURE IT.

Read More

Policies for the Reuse of USGA Green Section Material

The golf industry is faced with features of consumer behavior that embraces the best qualities of the consumer. Advertisement campaigns for products such as golf balls, club heads, and even equipment are designed to feature the most glaring feature. Good advertising is when the slogan emphasizes, not hides, the most glaring feature. Good advertisements are designed to make the consumer feel better, not worse.

The grass and other plants we grow are not simply about growing grass; rather, it is about providing great playing surfaces. The grass and other plants we grow are simply tools to help provide the conditions necessary to help turfgrass plants survive.

A round of golf on a course that is simply grown will not be enjoyed by golfers. It will not be enjoyed by superintendents either. Superintendents have many bad habits, bad manners and a bad attitude. Substance matters, doesn't it?

It took me many years in the golf industry before I realized my job as a superintendent was not simply a managerial role. It was about providing great playing surfaces. It was about understanding the needs of the consumer, understanding the needs of the consumer, understanding the needs of the consumer.

The grass and other plants we grow are not simply about growing grass; rather, it is about providing great playing surfaces. The grass and other plants we grow are simply tools to help provide the conditions necessary to help turfgrass plants survive.

Slow play is one glaring issue facing the golf industry. The golf industry is faced with features of consumer behavior that embraces the best qualities of the consumer. Advertisement campaigns for products such as golf balls, club heads, and even equipment are designed to feature the most glaring feature. Good advertising is when the slogan emphasizes, not hides, the most glaring feature. Good advertisements are designed to make the consumer feel better, not worse.

The grass and other plants we grow are not simply about growing grass; rather, it is about providing great playing surfaces. The grass and other plants we grow are simply tools to help provide the conditions necessary to help turfgrass plants survive.

A round of golf on a course that is simply grown will not be enjoyed by golfers. It will not be enjoyed by superintendents either. Superintendents have many bad habits, bad manners and a bad attitude. Substance matters, doesn't it?

It took me many years in the golf industry before I realized my job as a superintendent was not simply a managerial role. It was about providing great playing surfaces. It was about understanding the needs of the consumer, understanding the needs of the consumer, understanding the needs of the consumer.

The grass and other plants we grow are not simply about growing grass; rather, it is about providing great playing surfaces. The grass and other plants we grow are simply tools to help provide the conditions necessary to help turfgrass plants survive.

A round of golf on a course that is simply grown will not be enjoyed by golfers. It will not be enjoyed by superintendents either. Superintendents have many bad habits, bad manners and a bad attitude. Substance matters, doesn't it?