

A LETTER TO READERS

AT SYNGENTA, we continually recognize, support and celebrate the vital role superintendents play in the ongoing improvement to the game of golf. We thank you for creating and maintaining these courses.



Schwenke

We are proud to sponsor the State of the Industry supplement in *Golf Course Industry*. The research you will find in this study completed by your peers parallels the upward trends reported by Golf 20/20 and the National Golf Foundation (NGF). It gives many of us cause for optimism and the future of this great industry.

According to Golf 20/20¹, the economic impact of golf has reached \$68.8 billion in 2011 (up from \$62 Billion in 2000) and according to the NGF², even if rounds remained flat in the 4th quarter of 2012, the golf industry saw the largest single year jump in rounds since 2000, with a gain of over 30 million rounds. This explains why this *Golf Course Industry* supplement reports that roughly half of superintendents believe their courses will be more profitable over the next three years.

As the industry remains optimistic, we understand that superintendents have been stretched thin over the last three years. You have been extremely creative and resourceful to grow the game of golf.

At Syngenta, we are committed to working together, side-by-side with superintendents, GMs and owners to create a positive future for the game of golf. We are not only steadfast in developing game-changing products such as Daconil Action™, Briskway™, Secure™ and Appear™ fungicides, but the core of our business is to be active investors in the education of superintendents. That is why we created programs such as the Syngenta Business Institute at Wake Forest University and provide funding to ensure that the GCSAA continues to offer free educational webinars to members.

As we all look toward the future, Syngenta will continue to provide this industry with innovative products and technology, while engaging in the daily needs and professional growth of superintendents.

Sincerely,

A handwritten signature in black ink that reads "Stephanie Schwenke".

Stephanie Schwenke
Golf Market Manager
Syngenta



¹ The 2011 Golf Economy Report, Golf 20/20, October 2012.

² 2012 Rounds up Significantly. Who's benefiting, NGF, November 2012

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