

Off The Fringe

Business briefs

TOCA Honors Colorado Associations

The allied golf associations of Colorado have been selected as the recipient of the 2008 Turf & Ornamental Communicators Association (TOCA) Environmental Communicator of the Year award for their campaign on the self-funded study: Golf in Colorado — An Independent Study of the Economic Impact and Environmental Aspects of Golf in Colorado.

The allied associations were among the first groups to communicate the positive attributes of golf, according to TOCA. The award was sponsored by Project EverGreen, and the honor was presented at the TOCA annual meeting in Minneapolis in May.

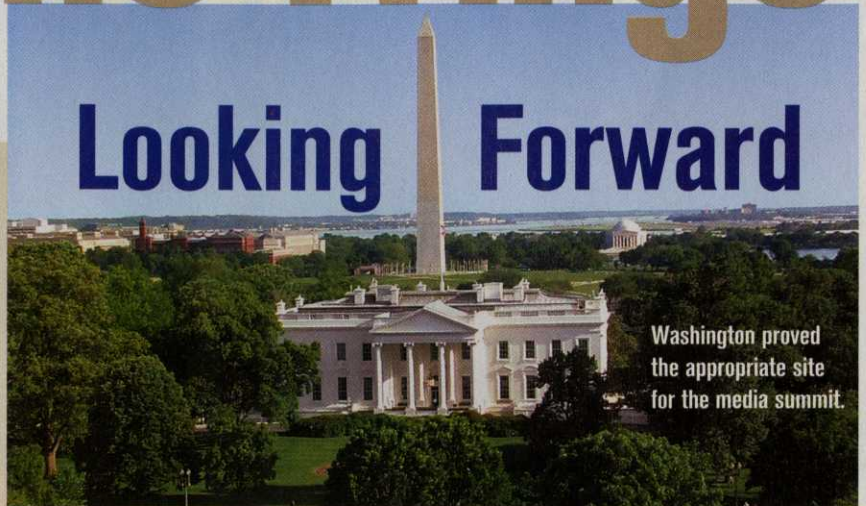
The study was executed by Colorado State University and THK Consulting at the direction of the Rocky Mountain Golf Course Superintendents Association, Colorado Golf Association, Colorado Women's Golf Association, Colorado Section of the PGA, Colorado Chapter of the Club Managers Association of America and the Colorado Chapter of the National Golf Course Owners Association. Joe McCleary, certified golf course superintendent at Saddle Rock Golf Course in Aurora, Colo., was the project leader.

Golfdom Wins Awards

In the 2008 Turf and Ornamental Communicators Association's (TOCA) Writing and Design Contest, *Golfdom* won more awards — nine — than any other turf and ornamental magazine, including golf course maintenance business magazines.

One of the awards was a best of show award for writing — the Gardner Award — given to the *Golfdom* staff for its "Growing the Game" series. ■

Looking Forward



Washington proved the appropriate site for the media summit.

'WHEN YOU TALK ABOUT INNOVATION, YOU TALK ABOUT THE FUTURE.' THAT'S THE MESSAGE BROUGHT HOME AT THE BASF MEDIA SUMMIT

By Larry Aylward, Editor in Chief

I recently returned from the BASF Media Summit in Washington. Boy, do I feel dumb.

But that will happen after you spend a day listening to incredibly smart people wax about global agricultural trends, plant biotechnology and other vital plant science issues.

BASF's top brass held court in Washington on May 23 for the company's media summit, titled "Innovate '08: From Research to Reality." The Germany-based company's top leaders, including Peter Eckes, senior vice president of global research and development for the company's crop

protection division; Markus Heldt, group vice president of the North America crop protection division; and Hans Kast, president and CEO of the BASF Plant Science Holding GmbH, were on hand among others on May 13 to discuss research and development in the agricultural sector, as well as the turf and ornamental areas.

Two things struck me while I listened to these people speak: First, they are extremely intelligent people (while I have wasted too much brain space on storing Major League Baseball batting averages and classic-rock song lyrics). Second, I feel pretty darn good about the people leading the chemical segment of the turf industry. They know what they're doing.

"When you talk about innovation, you talk about the future," said Stefan Marcinowski, a member of BASF's board of executive directors. "And everybody knows that the future is hard to predict. But there's one thing for sure — the future is the time zone where we will all spend the rest of our lives."

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We Can All Learn a Lesson From This Kid ... This Very Cool Kid

Several weeks back, we received an e-mail from Patrick Wake, the golf course superintendent of Palmetto Dunes Resort in Hilton Head, S.C. The message was about Wake's son, Logan, and a good deed that Logan did. Wake sent along an accompanying story about Logan that appeared in the local newspaper.

"This is about a boy and a good deed, not about him being my son," Wake wrote.

After reading this, you'll wish Logan was your son.

Logan celebrated his eighth birthday earlier this year. He told his Dad he didn't want any presents for his birthday because he already had plenty of toys. But there was an intangible gift that he had his heart set on and it had to do with helping others.

Logan, who loves horses, said he wanted to have a birthday party to support Heroes for Horseback, a nonprofit organization that allows disabled children and adults the chance to ride and care for horses. Logan held his party and his friends and their parents brought money to give him — for his gift to Heroes for Horseback.

Logan then visited the ranch where the kids involved with Heroes for Horseback go to ride. Logan wore a plaid shirt, jeans and a black cowboy hat. He presented a \$350 check to the organization. Logan met the kids and watched them ride.

"Logan has a heart bigger than most people I have ever met," Patrick says. "Needless to say, we are very proud of what he did." ■

— Larry Aylward, Editor in Chief



Eight-year-old Logan Wake (center) made his family, including mom Kathryn, dad Patrick and sister Reilly, proud.

"BASF Summit" — Continued from page 10

You can bet the BASF researchers — as well as researchers from most all of the chemical companies — are spending their time in the future *now*, inventing the pesticides of tomorrow.

Much of what the gentlemen spoke about pertained to agriculture. But as golf course superintendents and other turf managers know, a lot of the money spent on agricultural research by chemical companies to create products can trickle down to the specialty markets in due time.

Kast, who studied chemistry at the University of Stuttgart, Germany, and obtained his doctorate in 1978, called plant biotechnology "the innovation of tomorrow" in agriculture during his speech, "The Future Is in the Genes." Kast said BASF has decided to invest heavily in the segment.

"We have roughly \$1.5 billion invested in research and development," he said, noting that BASF's R&D focuses on helping farmers increase yield, improve efficiency and protect crops against pests and diseases.

Again, while Kast's statements are agriculture related, superintendents might get an idea of how biotechnology could affect them in the future.

Paul Rea, director of BASF's specialty products department, provided a business overview of his department. Rea, who has a master's degree in business from the University of Sydney, Australia, said BASF and other chemical companies need to reinforce to the general public that their products are environmentally safe when used correctly.

"There's an opportunity to continue to reinforce the positive impact our products have in the marketplace," Rea said. "The industry, overall, has to push it and recognize the positive role these products play in enhancing those green space environments. ... It's a message we have to keep on plugging." ■

Quotable

"I'd like to caddy for my son, Jeff, on the Nationwide Tour a little this summer and maybe do some other things I haven't had the opportunity to do all these years."

— Fred Klauk, the certified superintendent who recently retired from TPC Sawgrass after 23 years and a superintendent for more than 30 years. (GCSAA)