

Off The Fringe

Golfdom Summit Back for Another Round

SUPERINTENDENTS ENCOURAGED TO REGISTER AT WWW.GOLFDOMSUMMIT.COM BY BETH GERACI

Last November, superintendents from around the country gathered at Pinehurst Resort in Pinehurst, N.C., for a one-of-a-kind event. No, it wasn't the Men's or Women's U.S. Open, although the resort is hosting both tournaments in 2014.

From where we stand, it was even more exciting — the inaugural *Golfdom* Summit. Superintendents dug the Summit's informal format, which enabled them to meet one-on-one with vendors, hear presentations by industry heavyweights — and network over a round of golf on the famed Pinehurst No. 2.

"When you go to a national show you feel like you're lost in the sea. It's

almost too big at times," said John Genovesi, director of grounds at the Maidstone Club in East Hampton, N.Y., after the first *Golfdom* Summit. "This has been a great event and the strongest aspect of this event has been the small groupings that we've had."

When all was said and done, the 2011 summit's success exceeded even our lofty expectations. And we're determined to top it this year.

The Second Annual *Golfdom* Summit will take place at Orlando's Reunion Resort from Nov. 27-30. Last year's stellar lineup included talks by Rees Jones; Pinehurst Director of Golf Course and Grounds Maintenance Bob Farren; Atlanta Athletic

Club CGCS Ken Mangum; Clark Throssell, Ph.D.; and *Golfdom's* own, Editor-in-Chief Seth Jones.

This year promises to be just as strong. Throssell and Jones are on tap again, along with Stone Mountain Country Club CGCS Anthony Williams. Pasatiempo Golf Club superintendent Paul Chojnacky, *Golfdom's* Herb Graffis Businessperson of the Year, will discuss innovative ways courses can save money. And stay tuned, we'll be announcing more speakers soon!

"The first Summit was a blast, and we're looking forward to building on its success in November," said Jones. "It's a positive thing for *Golfdom*, but even more so for superintendents and manufacturers."

With panoramic views and signature courses by Arnold Palmer, Jack Nicklaus and Tom Watson, Reunion promises to be the perfect setting for us in November. We'd love to see you there. Register now at www.golfdom-summit.com.



The 2012 *Golfdom* Summit will be held at Reunion Resort in Orlando, Fla.; Bob Farren, CGCS, Pinehurst Resort, gives a presentation on the renovation of Pinehurst No. 2 at the 2011 *Golfdom* Summit (left).

Golfdom Wins Big at TOCA

The magazine earns top honors for new media, plus 6 other awards.

It's lucky seven for the *Golfdom* team. That's seven, as in TOCA awards, thank you very much.

"It's a thrill to have our work recognized by TOCA," said *Golfdom* Editor-in-Chief Seth Jones. "We produce every issue with the reader in mind, and getting positive feedback from our readers and from organizations like TOCA is exactly what we're striving for."

Since its relaunch in 1999, *Golfdom* has won more TOCA Awards for editorial and design excellence than any of its rivals. And at the 2012 Turf and Ornamental Association's annual awards ceremony, held May 3 in Nashville, Tenn., *Golfdom* walked away with accolades for both editorial and design



excellence yet again.

Topping the list, Jones earned the coveted Gardner new media award for best blog, the *Golfdom* Daily (www.golfdom.blogspot.com). For his May 2011 feature about Congressional Country Club, Jones also earned praise for writing for commercial publications, while his story "Dr. Wong gets the girl" garnered him an honor for original content and writing for electronic newsletters.

Golfdom Art Director Carrie Parkhill Wallace, meanwhile, was honored for cover page design ("Turf on Trial," October 2011.) And together, Jones and Wallace earned joint editorial and design honors for April 2011's cover story, "The Reinvention of Mark Woodward" and the magazine's 2011 Plant Health Series.

Golfdom's sister publication *Landscape Management* also shined at TOCA, garnering 9 awards for editorial and design excellence, including the Gardner award for best photography.



WELCOME TO MY FIRST installment of Joel's Journeys. (I'll still be writing my column, but on occasion I'll instead be writing this Q&A.) I recently caught up with **Steve Mona**, President of the World Golf Foundation (WGF), during The Players Championship. Here's what Mona had to say.

I've been hearing from local suppliers that things are looking up this year. What is the current state of the industry?

In my conversations with CEOs, manufacturers, management companies and media, there is a sense of cautious optimism. We seem to have hit the proverbial bottom, and economic indicators generally show we are at least on a gentle northerly incline as people are beginning to travel and spend a little more.

How can we improve our advocacy on water quality, conservation and pesticide issues?

At the state or local association level there is an opportunity to form solid coalitions of golf associations like the national "We Are Golf" effort. The first thing these coalitions have to decide is how they are going to petition state and local governments. If you do have a coalition in place, industry events, such as state Golf Days, can be effective.

On the individual level, you can always learn from a peer who does it well. I'm seeing more superintendent blogs and weekly updates on things like maintenance practices and projects.

What is the biggest disconnect between folks in the golf industry and the public?

Perception. And the biggest opportunity to correct it is continuous education. People think golf can take care of itself. It's a collection of wealthy individuals who work in it, operate in it or play in it. They don't need special consideration. They can take care of it. In certain respects you can view that as a compliment, but it shouldn't be the way we are perceived.



GOLFDOM GETS NEW OWNER



Last month, Cleveland, Ohio-based North Coast Media branched off from Questex Media Group, buying *Golfdom* and four of its sister publications. The deal is a positive one for *Golfdom*. For the full scoop on all the exciting things coming down the pike, check out Publisher Patrick Roberts's letter on Page 8.