

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).