Off The Fringe

Florida Golf Gets Some Love

Better than a box of chocolates, better than a dozen roses, heck, better than seeing "I love you" written in the air by a skywriter.

Florida's House of Representatives and Senate showed the state golf industry some serious love on Valentine's Day by declaring Feb. 14th "Florida Golf Day," recognizing the economic impact the golfing industry has on the state.

Based on a study conducted in 2007, the size of Florida's direct golf economy is approximately \$7.5 billion. Golf brings visitors to the state, spurs new residential construction, generates retail sales and creates



demand for a myriad of goods and services. When the total economic impact of these golf-related activities is considered, Florida's golf industry in 2007 generated approximately:

► \$13.8 billion of direct, indirect and induced economic output

- ► \$4.7 billion of wage income
- ► More than 167,000 jobs

"Golf has a dramatic impact on our state," said Florida Governor Rick Scott. "Florida is the No. 1 golfing destination in the world. Everything that we are doing to draw people and promote our state involves golf."

The 2012 Florida Golf Day featured attendees from the Florida Golf Impact Task Force, including: the GCSAA, the PGA of America, PGA Tour, LPGA, USGA, CMAA, NGCOA, Florida GCSA and others.

No report on how Florida Golf Day ended, but some reports stated that the sound of Barry White playing loudly was heard from within golf's hotel room...

[PEOPLE] in the news Golfdom Names Throssell Research Editor

There's good news for Golfdom and likewise, good news for its readers.

Clark Throssell, Ph.D., (pictured at right) accepted the position of Research Editor of *Golfdom* magazine recently. In this position, Throssell will orchestrate the *"TurfGrass Trends"* section

of the magazine, acquiring the latest research in the industry for publication.

"This was a coup for *Golfdom*," said Seth Jones, *Golfdom* editor-in-chief. "Any organization involved in the industry of turfgrass and superintendents would be lucky to have him. I'm glad that we're the lucky ones."

"I'm really excited about the opportunity to work with *Turfgrass Trends*, and acquiring the research articles that go in it," Throssell said. "I think it'll be great fun."

Besides leading *Golfdom*'s research section, Throssell will also be penning



his monthly "Clark Talks Turf" column as well as a monthly e-newsletter, "On the Green," which readers can subscribe to by visiting Golfdom.com.

Throssell, a turfgrass consultant, comes to the magazine after nine years as research director for

GCSAA. Prior to that, he was the director of the turf program at Purdue University.

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IN OTHER PEOPLE NEWS:

Jacobsen announced that **Britton Harold** is the new product manager responsible for multi-deck and outfront rotary products. Prior to coming to Jacobsen, Britton served as product marketing manager at Husqvarna. His experience at Jacobsen includes parts product management and channel development. Signature Control Systems recently announced that **Dale Winchester** will head up Signature's Design Support Division. Under this new division, Winchester will work with golf course architects, irrigation designers and installers, irrigation dealers and end-users to assist in the business development of Signature products as well as for specification compliance and installation support. He will also play a critical role in expanding Signature's footprint around the world by advising best practices for product choices, installation and operation.

Smithco announced the appointment of **Paul Gillen** to be responsible for the introduction of the new Smithco AIR-8 range of pull type aerifiers for golf courses and other fine turf areas. Gillen comes to Smithco with 31 years experience in turf aerification with The AerWay Co. in Canada. Gillen is currently president of the Sports Turf Association of Canada, serves on the International Committee of STMA and is active in The Canadian, Ontario and Greater London GCSA.