

Off The Fringe

Rees Jones to Return for 2012 *Golfdom* Summit

The second *Golfdom* Summit takes place later this month at the Reunion Resort in Orlando. Once again giving the keynote address at this exclusive industry event is "The Open Doctor," Rees Jones.

Jones will be presenting alongside Curtis Tyrell, CGCS, MG, director of golf course operations at Medinah CC, which hosted this year's Ryder Cup. Jones and Tyrell will discuss the work that went into preparing for the event, along with some historic information about work that has been conducted at championship venues around the country.

Also speaking at the event will be most of the *Golfdom* crew: environmental editor Anthony Williams, CGCS, CGM; science editor Karl Danneberger, Ph.D.; columnists Mark Woodward, CGCS and Joel Jackson, CGCS-Retired and EIC Seth Jones. And we're hoping to have a few surprises for attendees as well.

Golfdom publisher Pat Roberts says all signs point to an even more successful event this year, with more attendees and more sponsors.

"With the *Golfdom* Summit, we feel we've brought something really unique to the industry," Roberts said. "We'll always be a magazine first and foremost, but we've also found a successful way to get superintendents and industry people together in a productive, yet relaxed, setting. If our success continues, we plan to host even more superintendents as our guests in the future."

Rees Jones will take centerstage again.

Superstorm Sandy Wreaks Havoc

By Seth Jones Editor-in-Chief



No. 15 tee at Maidstone Club was reshaped, along with the rest of the shore, by Superstorm Sandy.

Superstorm Sandy made landfall in the northeastern U.S. on Oct. 29th, and left a historic path of destruction behind. As of press time, 33 people had lost their lives from the storm, and 6.5 million people were still without power.

Golf courses far and wide were impacted by the storm, sending superintendents scrambling.

John Genovesi, director of grounds at Maidstone Club in East Hampton, N.Y., was dismayed to discover that half of his teebox on No. 15 had crumbled away as a result of the storm.

"It was pretty bad for a two-day storm. We had high winds and high waves," Genovesi said as the storm was still traveling inland. "We had 16- to 20-foot waves, which basically reshaped our shore."

Tyler Otero, director of grounds at Trump National Golf Club in Bedminster, N.J., estimated that he had lost 30 to 40 trees, as well as five mature trees that lined the road leading up to the clubhouse.

"Compared to Hurricane Irene, this has done more damage," Otero said. "This was more of a wind event. We had gusts of 60 mph here at the course, and at the shore where I live, we had 5 to 6 hours of 60 mph sustained winds."

Genovesi had been keeping track of his fellow Met GCSA chapter members, and said there had been some close calls, including a superintendent's staff quarters hit by a falling tree, and another colleague who had two cars crushed by a tree in his driveway.

"This storm has been crazy. The Hudson River is flooding Manhattan," Genovesi said in disbelief. "This storm is much bigger than my little world."

GCSAA OFFERS SANDY SUPPORT

A reminder from our friends at GCSAA: the association offers resources to assist its members who suffer personal loss due to natural disaster. To see if you qualify, contact Scott Woodhead, senior manager of member relations, at swoodhead@gcsaa.org or 800-482-7878, ext. 4418.

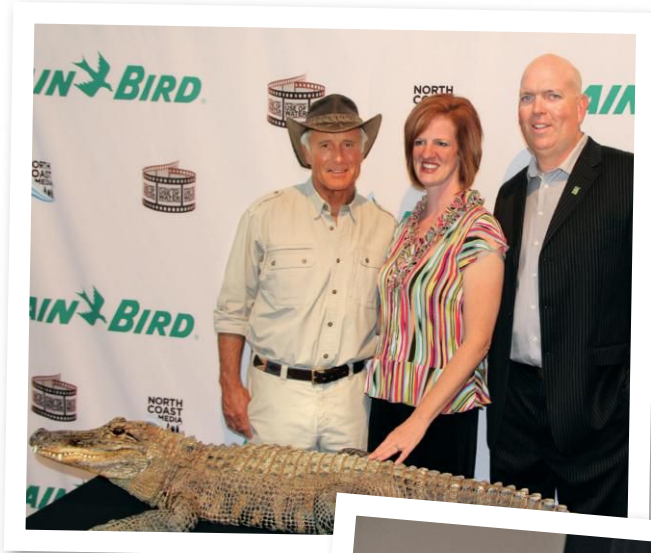
Arkansas Super Wins Trip to L.A.

Rain Bird and *Golfdom* parent company North Coast Media, along with a new superintendent friend, loaded up the truck and moved to Beverly Hills, that is.

The 2012 Intelligent Use of Water Film Competition, now in its fifth year of showcasing original short films that focus on the need for responsible water use, was held at the Paley Center for Media in Beverly Hills, Calif. To add a little excitement to the event, Rain Bird and NCM partnered to fly one lucky winner and a guest of his choosing to the event for an all-expenses-paid vacation. Our lucky winner was Junior Storie and his wife, Julie. Storie is the superintendent at Centennial Valley GC in Conway, Ark.

"I've never won anything in my life," Storie laughed while being interviewed on *Golfdom* TV at the event. "This thing is unbelievable. I was reading *Golfdom* and I just happened across this page that said something about some sort of film competition and that you could apply for it online and... here I am." (To see the interview, click over to www.Golfdom.com/video/)

The Stories weren't the only big winner at the event. Two films, "Isla Urbana" by Greg Harriott of Brook-



◀ Junior and Julie Storie with MC Jack Hanna

▼ The director of "The Wash" accepts her award with Jack Hanna and Dave Johnson.

lyn, N.Y., was chosen by the judging panel as the \$10,000 Jury Award winner, and "The Wash" by Carla Dauden of Long Beach, Calif., was named winner of the \$5,000 Audience Choice Award, as chosen by the evening's audience members.

Presented by Rain Bird, in partnership with *Golfdom's* parent company, NCM, the screening event was hosted by Jack Hanna, director emeritus,

Columbus Zoo and Aquarium, and host of "Jack Hanna's Into the Wild" and "Jack Hanna's Wild Countdown" TV series. *Golfdom* EIC Seth Jones served as a judge at the event. "All finalists

◀ The director of "Isla Urbana" accepts his award with Jack Hanna and Dave Johnson.



should be congratulated for their outstanding film submissions that we hope will not only extend awareness of this important issue but also continue to encourage the important discussion of ways to better manage and efficiently utilize earth's most precious resource," said Dave Johnson, Rain Bird's corporate marketing director. "Rain Bird's Intelligent Use of Water platform was built so that filmmakers like these finalists would have an influential platform to address the world's water challenges and in doing so, inspire others to take action in their own way."



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What Zombie Movies Teach Us About Environmental Stewardship

By **Kevin A. Fletcher, Ph.D.**

I'm not a huge horror movie fan, but I do enjoy most shows about zombies. Sunday date night with my wife (after the kids get to bed) consists of Tequila on the rocks and AMC's excellent zombie series, *The Walking Dead*.

It dawned on me that there are some parallels between surviving in a zombie-filled world and managing a golf facility in a sustainable, environmentally-friendly way. Yes, avoiding and fighting the undead is not that different from dealing with golfers, members, turfgrass and green committee members. Before you snicker, let me provide some examples:

1 Keep Your Head on a Swivel or You Might Lose It (Self-Assessment First): One of the biggest mistakes made by the living in the zombie-filled world is moving around without really being sure where you're going or what's looming ahead. Sure that alleyway is clear now, but what's around the corner, or behind you for that matter? Your eyes need to stay open and darting in all directions or they'll become zombie appetizers. It's the same with golf course environmental management. It always pays to conduct an initial environmental review or assessment. Ask yourself some hard questions about your environmental plans, operations, procedures, etc. It

may help you create a clear vision (need eyes for that) and avoid getting bitten in the rear.

2 Don't Run Into a Dark Building at Night (Make a Plan): The first to go usually do so because they aren't thinking. "Hey, let's hide in that abandoned building!" Well it wasn't abandoned, was it? Now you're innards are serving as a zombie calamari appetizer. Once you have a handle on the state of your environmental game through a self-assessment, make a plan. Don't just run around looking for places to hide. You need to take your environmental threats and opportunities head-on. Make improvements where they need to be made by planning for them, not winging it. Is water your biggest issue? Make a water conservation plan a priority. Be smart.

To read the rest of Fletcher's zombie-golf survival guide — which includes six more tips and even a surprise ending — visit the *Golfdom Daily* at www.golfdom.blogspot.com.



Kevin A. Fletcher is President & CEO of e-par USA and is dead-icated to helping golf course management professionals fight with the ghosts and ghouls that make up a comprehensive approach to environmental stewardship and sustainability. Feel free to trick or treat him at www.eparusa.com.

WHEN IT COMES TO EMAIL, LESS IS MORE

You may have noticed you're seeing less clutter in your email inbox from your friends at *Golfdom*.

That's intentional. Moving forward, we're going with the "less is more" approach. North Coast Media, parent company of *Golfdom*, and our sister publications, *Landscape Management* and *Athletic Turf News*, hired an honest-to-goodness expert on digital media, a talented young woman by the name of Bethany Chambers. She brings with her real world experience as well as a masters degree from Northwestern University's prestigious Medill School of Journalism. And with Bethany's help, we're going to streamline our e-news offerings for maximum impact.

We're rolling most of our e-news properties into one: the *Golfdom Insider*. Expect this e-newsletter twice a month. We're going to shorten it, including only items we think will educate, enlighten and once in a while entertain.

We hope you enjoy this change. Feel free to drop us a note and let us know what you think. And if you're not already getting the *Golfdom Insider*, stop by www.golfdom.com to sign up.



» READER FEEDBACK

Finally someone in the industry who has decided to move to the less is more attitude.

We superintendents are swamped today with unimportant email communications, ad nauseum.

It sounds to me like your media team gets it! Good luck as you move forward, I will be watching and reading.

John Yakubisin, CGCS
Ligonier, Pa.