



“Walking around the field, seeing the turf up close, grabbing a ballpark hot dog on a brisk San Diego night... where else do you get something like that?”

SETH JONES, *Editor-in-Chief*

Seth's top 5 GIS moments

I hit the ground running at the Golf Industry Show this year. I might need to start booking my flights to big events like the GIS a day earlier than I'm expected, just so I have time to unpack and take a breath before the craziness starts.

Next month I plan on opening up my reporter's notebook to you all so you can see and hear some of the things I learned in my 30-plus meetings at the GIS. For now, I'll keep it short and just give you my top five moments of the 2013 GIS:

5 BASF's 'Superintendent Pyramid' — Every year BASF hosts a game show at their booth and gives away cash to superintendents (this year they gave away a total of \$8,350 to 14 superintendents.) They also host a media version of the game, and donate money to charities of our choice. (For more on this, check out page 34.)

In all honesty, this year me and my partner fell on our faces in front of a small crowd (you could probably see the steam coming out of my ears.) But I look at the big picture and realize that the first BASF game show I played was their Jeopardy! game in 2009... so that's five straight

years, and \$5,000 (at a minimum) that BASF has donated to charities of my choice (this year's was Disabled American Veterans.) And that's just very cool.

4 Valent cruise — Remember me saying I hit the ground running? Because of a scheduling conflict, I had to add this three-hour cruise of the San Diego Bay to my schedule at the last minute (tough gig, I know.) My flight landed, a quick cab ride, throw my bags in the room, run out the door... I made it to the boat about two minutes before it left the dock. Whew!

And what a good time. Saw some old friends and colleagues on the boat, caught up with the good folks at Valent, saw some cool scenery and

saw a bunch of military helicopters up close as they flew overhead.

3 Waiting for my flight — I was tired. Hungry. Possibly a little hungover. I was three hours early for my flight. ...And I was almost as busy as I was at the show.

First it was my friends from the Carolinas, then some old colleagues from the GCSAA. Then I saw some participants in the turf bowl, then I ran into Luke Cella from the Wee One Foundation. I even saw a guy reading the new *Golfdom* as he waited for his flight.

By the time I boarded my plane I had probably shaken 15 different hands and was

invited to two events. It just goes to show that things happen at the GIS... even after it's over.

2 Petco Park tour — Hat's off to John Deere for what was easily the coolest event of GIS 2013 (see more on the Petco Park event in our GIS review story.) Walking around the Major League Baseball field, seeing the turf up close, looking up into the stands, grabbing a ballpark hot dog on a brisk San Diego night... where else do you get something like that? And Deere utilized a great spokesperson/host in Luke Yoder, director of field operations for the Padres. He was genuinely thrilled to have so many turf pros roaming the infield.

1 Redesign reaction — You never know for sure what kind of reaction you're going to get until you're getting it. The reaction to the new look of *Golfdom*, which unofficially debuted at the GIS, couldn't have been better. It's nice to know that people are reading, that they notice these things and that they care.

So thanks to everyone who came by the *Golfdom* booth, to everyone who said hello at the after-hours events, and to the GCSAA for hosting a great show. For those of you we missed, we'll see you there next year, where we'll make a new top 5 list.

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