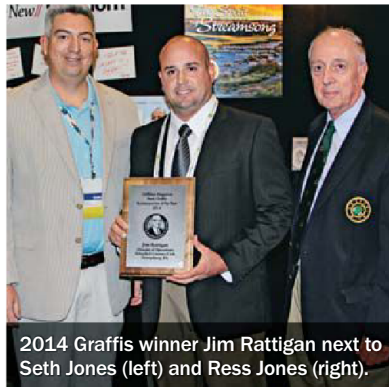


'Humbled' Rattigan accepts Graffis Award

➔ The third annual Herb Graffis Businessperson of the Year award was officially announced during the 2014 Golf Industry Show in Orlando. Jim Rattigan, director of operations at Schuylkill CC in Orwigsburg, Pa., was selected as the 2014 winner of *Golfdom's* only award. Architect Rees Jones helped reveal this award to the crowd gathered around the booth. Jones, whose father, Robert Trent Jones, advertised in Graffis' *Golfdom*, had fond memories of the magazine's founder.

"Graffis was a very intelligent man, (a) very funny man, he engaged everyone... I think the great thing about *Golfdom* and Herb Graffis is, every architect used to put an ad in the magazine, that's how people would find them. Herb Graffis and *Golfdom* magazine really started all of this, so I'm proud to be here today," said Jones.

Also happy to be there was the award's recipient, Rattigan. "I'm very humbled by it. Herb Graffis was such a



2014 Graffis winner Jim Rattigan next to Seth Jones (left) and Rees Jones (right).

great guy, for what he did for the game of golf, from the 1930s right up until he died," said Rattigan.

Rattigan was selected for his ability to mix business smarts with knowledge as a superintendent. "Graffis was one of the first people to recognize the golf business for what it was. Even back in the '30s (*Golfdom*) was considered the bible for golf course superintendents. I have to say, I'm always excited when I get that big stack of mail and *Golfdom* magazine is hanging on the edge. It's the first thing I'll read," said Rattigan.

GO FIGURE

14,147

Total attendance for the 2014 Golf Industry Show in Orlando. Last time the GIS was in Orlando, in 2011, total attendance was 14,781.

Source: GCSAA

// ACQUISITION

DIXIE CHOPPER ACQUIRED BY JACOBSEN

During the 2014 Golf Industry Show in Orlando, Jacobsen announced the acquisition of Dixie Chopper. Based out of Indiana, Dixie Chopper manufactures zero-turn radius mowers for the commercial and residential markets. For Jacobsen's president, David Withers, this was his first acquisition to help grow the company. "I felt that if you really wanted to grow the business...we would need to be in that zero-turn market," says Withers. The acquisition had been in the works for about six months according to Withers, and was finalized during the GIS.

ATHLETICTURF.NET LAUNCHES

Have a particular interest in sports turf? Check out the new Athletic Turf website from North Coast Media, AthleticTurf.net. A sister publication to the *Golfdom* and *Landscape Management* brands, Athletic Turf provides visitors with industry news and exclusive content, including the latest product innovations, practical and technical information and business management solutions.

"Athletic Turf is a popular brand with leading turf managers who represent the markets most attractive to buyers of sport turf suppliers' products and services," says Pat Roberts, Publisher, Athletic Turf and *Golfdom* magazine.

The website is organized by region and covers a variety of sports fields, ranging from school and parks and recreations fields, to professional facilities.

Athletic Turf's monthly newsletter, Athletic Turf News (ATN) also has a new look, reflecting the website. The newsletter reaches more than 10,000 subscribers and is sent out on the third Friday of each month. "With all our investments and the fact that our research showed that 97 percent of the audience finds Athletic Turf a valuable resource, we are determined to have a really big year in 2014," says Roberts.

For sports turf updates, follow Athletic Turf on Twitter and Facebook.

