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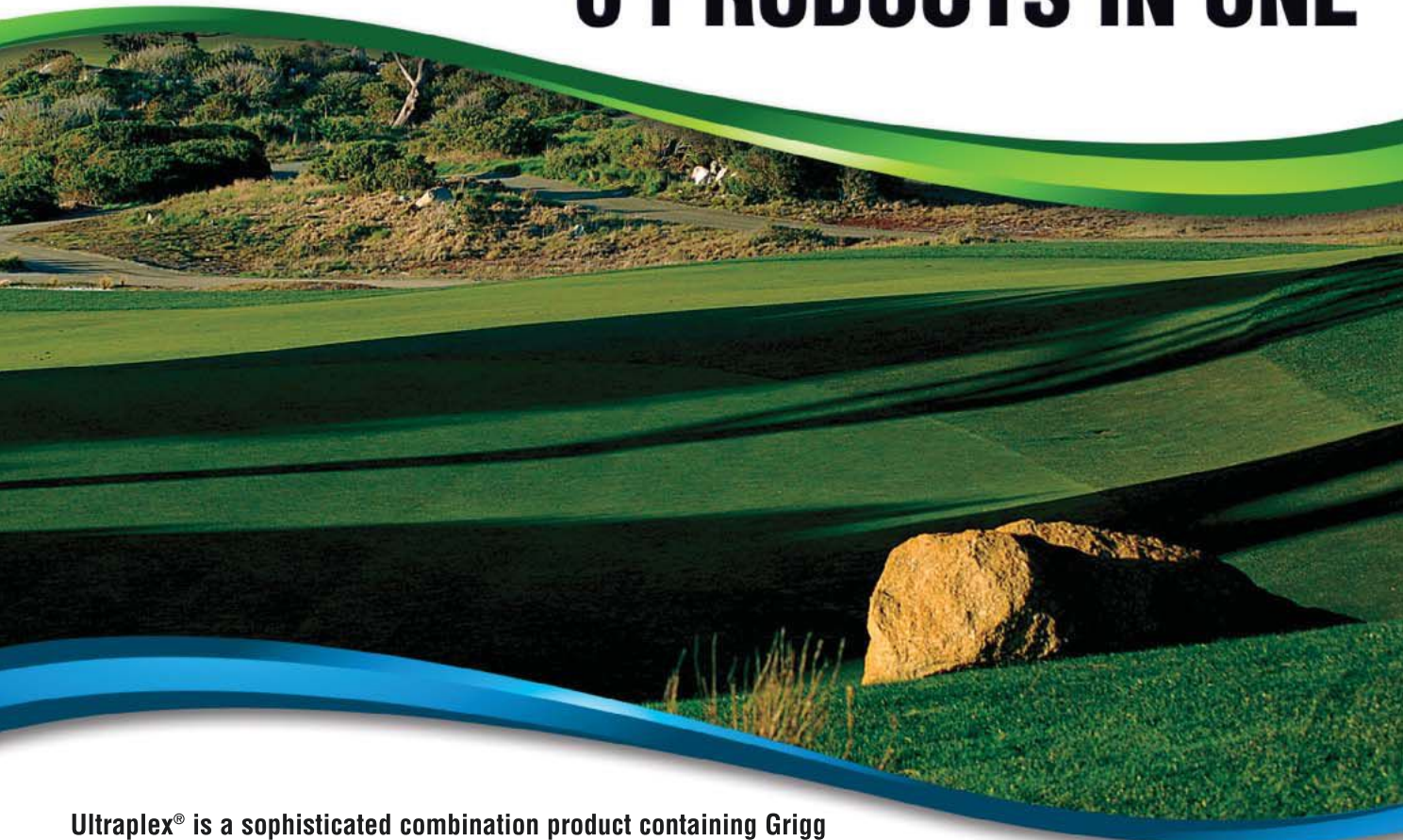
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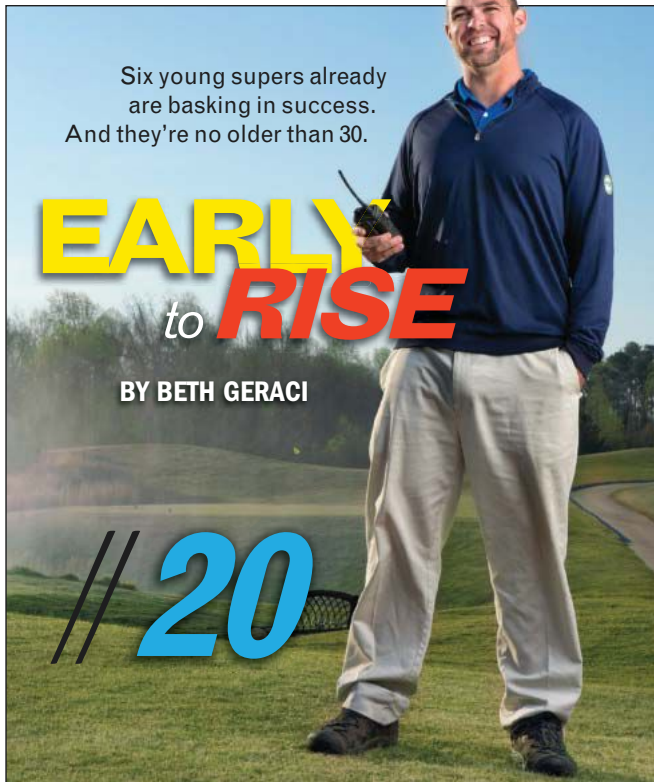


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Six young supers already are basking in success. And they're no older than 30.

EARLY to RISE

BY BETH GERACI

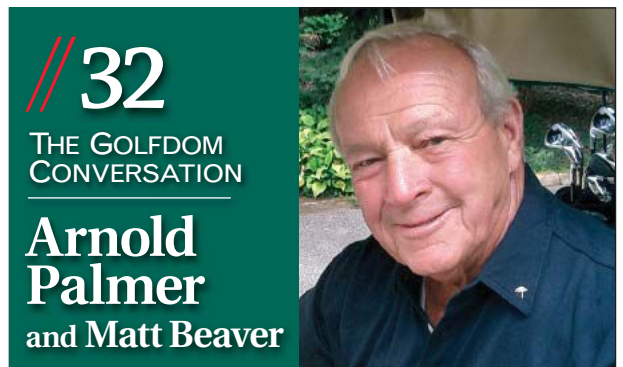
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Seth's 2013 G/S Notebook // 27

We can't read his chicken scratches. We're glad he can. BY SETH JONES

I was cruising through an old issue of Golfdom from the 1940s the other day. I skimmed a story written by Golfdom founder Herb Glad. It went on for pages, and it was all vertiginous if he was on one with the reader. modern day jour-



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THE GOLFDOM CONVERSATION

Arnold Palmer and Matt Beaver

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“What Carrie does is art — it’s an art I don’t totally understand — but it’s an art that she’s clearly good at.”

SETH JONES, *Editor-in-Chief*

How we make the sausage

It was several years ago, at my previous job, and I was interviewing then-ESPN sportscaster Dan Patrick. We were talking about the work of superintendents, and how they keep golf courses looking great.

Patrick told me that it was a total mystery to him how superintendents accomplish this. Then he dropped a saying on me about sausages... something about not wanting to see how they’re made, just enjoy the final product.

I’m sure he wasn’t the first to use the phrase, but it was apt, and it was the first time I’d ever heard that saying. I filed it away for future use.

And today would be a good time to dust off the phrase. Because today I want to tell you about someone whose work readers have been enjoying for years, but just like a superintendent, this person is behind-the-scenes.

Mrs. Carrie Parkhill Wallace has been the art director of *Golfdom* since I arrived here, and in all she’s been designing the magazine for 8 years. And it’s bitter-sweet to report that this will be the last issue of *Golfdom* that Carrie works on.

We have been talking about the look of the magazine a lot recently, more so than usual, with the recent redesign of the magazine. Carrie, or “C.P.” as I call her, was integral to the success of that redesign.

C.P.’s job, at its simplest, is putting words and corresponding art on paper. But putting it so simply gives it the same credit Bob Knight gave journalists when he told a reporter, “All of us learn to write in the second grade.

Most of us go on to better things.”

What C.P. does is art — it’s an art I don’t totally understand — but it’s an art that she’s clearly good at. She’s won numerous awards for her work. At the most recent Turf and Ornamental Communicators Association awards she won a cover photo design award for the April 2011 issue which featured Mark Woodward tearing a cover of *Golfdom* in half, as well as another award for the October 2011 layout of our “Turf on Trial” cover (I can recall both covers clearly in my mind. If you can too, that shows you how good she is at her job.) The next round of TOCA awards takes place next month — I fully expect her to

rake in some more hardware at that contest as well.

One of my favorite things about Carrie is she cares enough to thoroughly read the stories before she designs them. Even if it’s a story on a vague turf disease, she’ll read it from beginning to end in order to better understand how to display the story for readers graphically. This might sound like something all designers would do, but trust me, it’s rare.

How do I know she reads the stories in the magazine? Because she’s caught errors I’ve made before. Several times, actually. Yeah, C.P. has had my back.

As I write this, Carrie and her husband, Mike (a fellow Spider-Man fan, I might note) are expecting the arrival of a baby girl any day now. Carrie has decided to become a stay-at-home mom once the baby arrives.

We’ll be sad to see her go, but there’s no better reason to say goodbye. Because as good a designer as she is, she’ll be an even better mom.

So thank you, Carrie, for all your hard work over the years on both *Golfdom* and our sister publication, *Landscape Management*. Though I didn’t always understand how you did what you did, I just remembered what Dan Patrick told me: It’s not important to know how the butcher makes the sausage, just that you enjoy it when it’s done.

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WORKING TOWARD A SUSTAINABLE FUTURE.

Together with key industry partners, Project EverGreen has established the following programs to help make a greater impact, sooner:

GreenCare for Troops SnowCare for Troops



- Project EverGreen connects military families with lawn and landscape companies, as well as snow removal companies to receive free services while their loved one is serving overseas.
- More than 3,500 contractor volunteers and 12,000 military families have signed up for GCFT, while 1,100 contractor volunteers and 1,500 military families signed up for SCFT.
- These popular programs have garnered attention on TV and in newspapers across the nation including Mike Rowe's *Dirty Jobs* and NBC's *Nightly News*.

Community Based Revitalization Projects

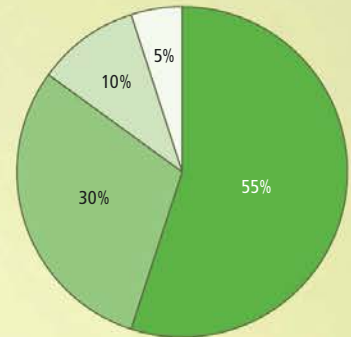
- Focused community revitalization and renovation projects across the United States encourage industry professionals, consumers and anyone who's passionate about healthy green spaces to work together to improve their city and surrounding areas.
- Over the last seven years, our message has made a positive impact in: Akron, Ohio; Milwaukee, Wisconsin; Greensboro, Raleigh and Charlotte, North Carolina; Ft. Myers, Florida; Toronto, Canada; and San Antonio, Texas.
- Maintained green spaces generated community engagement, involvement and communication among residents, city leaders and visitors.

GreenCare for Youth

- By reaching out to children of all ages, we can create a greener tomorrow.
- The Art of Green Spaces Competition, sponsored by Birds and Blooms, encourages students to use all forms of art to share how they feel about the green spaces in their lives.
- Golf bag tags, featuring messages on the benefits of green spaces, are given to participants of the GCBAAs Sticks for Kids program.
- Youth sports field renovations make playing surfaces better and safer.

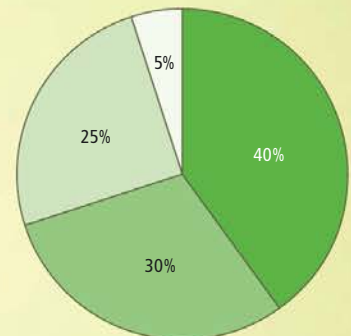
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Starter

NEWS, NOTES AND QUOTES



// HOLED IT



When Annbriar CGCS John Soetaert peered into the sinkhole that swallowed golfer Mark Mihal on March 8, he said it resembled "a bell-shaped void."

REPAIRS MADE ON ANNBRIAR GC SINKHOLE

BY BETH GERACI // Senior Editor

➔ On Friday March 8, Mark Mihal of Creve Coeur, Mo., was enjoying a leisurely round of golf with friends at Annbriar Golf Course in Waterloo, Ill. Things were going great until, while standing on the 14th fairway, Mihal suddenly was swallowed by a sinkhole 10 feet wide. The accident left Mihal with a dislocated shoulder — and Annbriar CGCS John Soetaert with important repairs to make.

"I couldn't believe it. It was unbelievable," said Soetaert. At the barbershop with his kids when the accident happened, Soetaert rushed to the course and assessed the scene before launching an intensive response plan.

"I've been working on golf courses since 1986 and I've never seen anything like this," Soetaert said. "The guy just disappeared. He just fell through the earth."

In responding to the accident, Soetaert first fenced off the sinkhole, a bell-shaped void he likened to "a Hershey's Kiss under the ground." But onlookers kept knocking the fencing down to get a closer look, leaving Soetaert and his crew no choice but to collapse the entire hole.

The accident hits home for Soetaert, considering just two weeks earlier his crew was spraying on the very same fairway. "They went right over where

Continued on page 11

// SWEET RIDE

BUBBA'S HOVERCRAFT MAKES QUITE A SPLASH

Bubba Watson knows how to create buzz on the golf course even when he's not swinging a club. Case in point, the PGA Tour star lit up the Internet on April 1 when, via YouTube, he introduced the world to his new hovercraft prototype made by Oakley.

Combining hovercraft technology with golf cart elements like a roof, the BW1 hovercraft glides easily over water, sand, turf, even through woods. "And my ball likes to go in and out of the woods, so we gotta be able to get there in the best way and quickest way possible," Watson says in the video.

He adds: "People are 'just going to want to drive the hovercraft and not play golf. But that's how I got started, driving the golf cart then golf got in the way.'"



// NEW HIRE

KRUGER JOINS ARYSTA TEAM

Arysta LifeScience North America early this month announced the hiring of Jim Kruger as the Great Lakes territory sales manager for its Turf and Ornamental team.

Kruger previously held sales and technical positions at Cleary Chemical, Harrell's Fertilizer, Helena Chemical and Michigan State University. As Great Lakes sales manager, he will serve Illinois, Indiana, Kentucky, Michigan, Ohio and Wisconsin.

"We welcome Jim to our team and look forward to him sharing his expertise and knowledge with customers throughout the Great Lakes region," said Laurie Treu, business manager with Arysta LifeScience T&O. "He has a deep understanding of the T&O market and its customer base."

// REDESIGNED WEBSITE

GOLFDOM.COM UNDERGOES FACELIFT

We're four issues into the new look of the print magazine, so it should be no surprise that www.golfdom.com has now also undergone a transformation.

The revamped site was unveiled earlier this month. Visitors to Golfdom.com will find a scrolling screen showing the most current *Golfdom* TV interview, the latest industry news and that day's blog post from the *Golfdom* Daily, the magazine's blog, among other improvements.

"We want the page to reflect the improvements we've made to the magazine," said Pat Roberts, *Golfdom's* publisher. "Visitors will be pleased to see the changes we've made. I think this will set apart Golfdom.com as one of the most visited destinations on the Internet for our industry."

Future improvements are still in the works, including moving *Golfdom's* award-winning blog away from an independent site and incorporating it into the regular Golfdom.com.

This move, coupled with the redesign of the magazine and the introduction of the iPad app, shows the magazine is determined to have a big year in 2013, Roberts said.

// GOLFDOM WISDOM

Yes, she's cute, and yes, she always has beer. But after what happened last time, maybe you shouldn't date another beverage cart girl.

#golfdomwisdom

ESA AT PLAY

RISE SERVES UP THE LATEST ON THE ENDANGERED SPECIES ACT AND ITS IMPACT ON YOU.

BY BETH GERACI // Senior Editor

➔ At the Responsible Industry for a Sound Environment (RISE) breakfast meeting at this year's Golf Industry Show, federal legislative and regulatory issues took the spotlight. In his introduction, Steve Gullickson, RISE governing board chairman, said in 2013 RISE is setting its sights most on California, Florida and Northeastern states such as New York, Massachusetts and New Hampshire.

"Those are key states where legislative and regulatory challenges are moving at a relatively fast pace," he said.

Conversation at the breakfast was dominated by the Endangered Species Act. It's at the center of multiple federal lawsuits that could curtail the Green Industry's ability to apply pesticides on their current schedules, based on alleged risks to endangered species.

RISE is striving to ensure lawsuits fighting EPA on the issue

aren't successful. And by intervening in the lawsuit *Center for Biological Diversity v. EPA*, otherwise known as "the megasuit," RISE is taking on a proactive role, one on the side of EPA.

Filed in the northern district of California, the suit is called the megasuit "because about 380 registered pesticides (across the U.S.) potentially could be impacted under this litigation," said Dudley Hoskins, manager of regulatory policy at RISE.

Depending on the suit's outcome, provisions could delay new pesticides from coming to market or limit their use altogether.

Karen Reardon, RISE's vice president, public affairs, said RISE intervened in the megasuit so if there is a settlement, the organization could be part of any future discussions and give pesticide applicators and manufacturers a voice at the table.

"Our goal would be to ensure there would be collaboration going forward," she said.



READER JOKE

AS TOLD BY **P.J. McGuire, CGCS, former superintendent now comedian**
See McGuire (PJtheComic.com) this month in Colorado Springs, Vancouver or Louisville.

While setting up for a big golf tournament one year, we had just set out a group of Port-a-Pottys on the course. We were then approached by a very upset elderly female member. She was quite mad that the sinks in those restrooms had no water in them.

Sure, they were a relatively new item in the plastic outhouse game, but even then I knew the urinals weren't supposed to have water in them... and you certainly weren't supposed to be sticking your hands in there.