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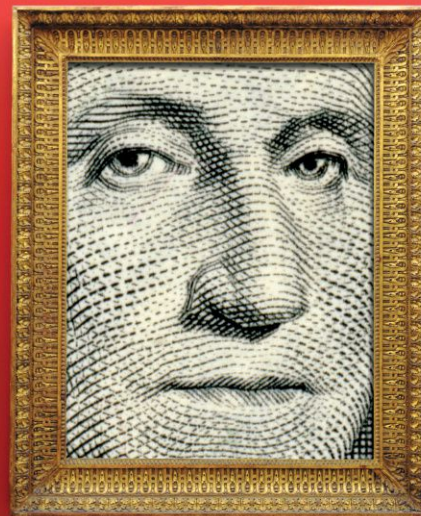
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## Lucky '13



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Which reminds us of the importance of marketing. As good as that steak was, you'd think we'd remember the name of the restaurant. But we don't.

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Oh, and if you think you might know the name of that restaurant? You can call us with a guess on that as well. We even have a photo from inside the place, if that helps...



# Golfdom

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“When Rory McIlroy took the stage to accept his 2012 Male Player of the Year award, Mark turned to me with a shocked look on his face and said, ‘I didn’t know Rory was actually going to be here!’”

**SETH JONES**, *Editor-in-Chief*

## My worst, best of 2013

I am on a roll. Just when I think I literally lived the best year of my life, the next year gets even better. ¶ I’m on a three-year streak right now. Professionally and personally, things are going great. Job is awesome, my family is doing great. It’s often that I look to the stars and think to myself, “thank you.” ¶ So here’s my three worst and five best moments of 2013. Keep in mind the worst weren’t that bad, but the best? They were awesome.

**3. Go it alone** — Poor me! For a couple months *Golfdom* was operating with a skeleton crew, accelerating the graying of my hair. Thankfully, I’m through the woods on that experience (see story on page 9.)

**2. Missed international flight** — My flight landed in Philadelphia, but they didn’t have a gate for us to pull into. So we sat on the runway for over an hour. My connection to Manchester, England, took off without me. Panicked, I jumped on the day’s last flight to London Heathrow, setting off an international game of “Where am I and where is my luggage?”

**1. An awkward Palmer meeting** — In my mind’s eye, my first in-person meeting with Mr. Arnold Palmer was going to be all sorts of awesome. We’d tell stories, laugh,

take a couple photos, maybe get an autograph, maybe have one of those iced tea/lemonade drinks. Instead, I was shown into his office at an inopportune moment — unintentionally interrupting an interview with the Associated Press. Adding to the confusion, Mr. Palmer had just taken out his hearing aid, so I found myself essentially yelling at one of golf’s true legends.

And now, the best...

**5. Deep-sea fishing** — One of the corporate meetings I attended this year (the company shall remain nameless) took a big group of us deep-sea fishing. I was a rookie, but I caught quite a few red grouper, more than most of the

guys fishing on my corner of the boat (truth!)

**4. Palm Beach GCSA meeting** — The best presentation I made all year combined with grilled steaks for lunch, 18 holes of golf, the fastest beer cart I’ve ever witnessed and a trip to the 19th hole bar that I can barely recall. (Which makes me even more excited to be asked back to MC their January meeting, when they’re having Medinah’s Curtis Tyrrell as their keynote speaker.)

**3. London calling** — My amazing trip to England in July (yeah, I finally got my luggage) included tours of Sunningdale GC, the R.J. National, St. George’s Park and

Twickenham Stadium and my first ever cricket match. Best souvenir? An autographed jersey of rugby team Leeds Rhinos.

**2. Taking my bro-in-law to the Masters** — By taking my brother-in-law Mark along on my trip to the Masters this year, I had a constant reminder of how cool my job is. Mark was walking on air the entire time he was at Augusta National. My favorite moment, though, was at the annual Golf Writers Dinner. When Rory McIlroy took the stage to accept his male player of the year award, Mark turned to me with a shocked look and said, “I didn’t know Rory was actually going to be here!” I just gave him a knowing smile. He did another double-take, then said to me, “You’re *the man*.”

**1. Meeting Mr. Palmer** — How could this be both my best and worst moment of 2013? Because in hindsight, my awkward meeting made for a memorable story, and was also immortalized in an Associated Press story (remember the guys I interrupted?) that ran in papers across the world. An excerpt from the story: *A staff member came into the room and mentioned two men who were outside the office and wanted to say hello. One was Seth Jones, the editor of Golfdom magazine who recently interviewed Palmer. “Well, bring him in,” Palmer said, rising from behind his desk with a broadening smile.* Doesn’t sound awkward at all when it reads like that, huh?

Email Jones at: [sjones@northcoastmedia.net](mailto:sjones@northcoastmedia.net).





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# Starter

NEWS, NOTES AND QUOTES



## // GIFT TIME



The First Tee course in Louisville opened with donated maintenance equipment that will help with the upkeep of the newly finished course.

## FIRST TEE LOUISVILLE OPENS GIFT AND COURSE

➔ Add the First Tee of Louisville, Ky., among the big winners of 2013. The organization opened a new 9-hole course last month. In honor of the occasion, the course was also gifted a shiny new greens mower.

To commemorate the opening of the course, a GP400 riding greens mower was donated by Jacobsen. The local Jacobsen dealer for the area, Wolf Creek Company, helped make the donation possible. The gift retails for over \$40,000.

“The equipment donation from Jacobsen and Wolf Creek was a critical part of getting this done and we appreciate their partnership,” said Ed Perry, President of the First Tee of Louisville. “The maintenance equipment will help us keep the course in top-notch shape for many years to come.”

Louisville’s Mayor Greg Fischer was at the opening of the course along

with other local officials. Within the Louisville Metro Parks system, there are three other golf courses run by the First Tee.

The nine-hole course, which is expected to serve hundreds of Louisville area youths, will not only host young golfers, but will also serve as a testing ground for turfgrass varieties.

“The First Tee of Louisville and Louisville Metro Parks are doing some great things to grow the game and improve the lives of young people,” said David Withers, President of Jacobsen. “We’re very proud of their initiatives and look forward to helping them succeed.”

The First Tee golf program is designed to get youths ages five through 18 onto golf courses. Through their time on the course, youngsters can cultivate life skills such as respect, honesty and responsibility. For additional information visit [thefirsttee.org](http://thefirsttee.org).

## // NEW IN, OLD OUT

### GCSAA THROWS A CHANGE-UP

GCSAA announced some big staffing changes in a member email on November 22. The changes stem from earlier this year when the GCSAA Board of Directors and staff began to look forward to where they wish to be in 2020. The goal: to become global leaders in the golf course management industry.

To accomplish that goal they have done a little in with the new and out with the old. New additions include Matt Shatto, chief operating officer, and J.D. Dockstader, chief business development officer. Shatto has experience in both public management and small business. Dockstader has 17 years of experience in business development and will be focusing on increasing GCSAA’s brand and revenue in his new role.

However, Jeff Bollig and Greg Lyman will be leaving GCSAA behind. Bollig, who had been with the association for 17 years, was most recently senior director or communications. Lyman was director of environmental programs. “We thank them both for their many years of service and their contributions,” GCSAA President Pat Finlen, CGCS, stated.

Both Shatto and Dockstader will begin with GCSAA January 1st.

## // HALL OF FAME

### MANGUM AND ESODA IN GA. HOF

Ken Mangum, CGCS Atlanta Athletic Club, and Mark Esoda, CGCS Atlanta Country Club, were inducted into the Georgia GCSA Hall of Fame in November. The annual award ceremony was held at the Atlanta Athletic Club.

Mangum has prepared for two PGA Championships, the U.S. Women’s Open Championship and the U.S. Junior Championship during his 25 years at the course. He has also served as president of the Georgia GCSA and a director of the GCSAA.

Esoda has spent 24 years at the Atlanta Country Club. During his career he has won many awards and is one of only two superintendents to be inducted into the Georgia Golf Hall of Fame.

The Georgia GCSA Hall of Fame, in its second year, now has eight members.

## Welcoming *Golfdom's* new staff members

➔ In November, *Golfdom* welcomed two new employees: Molly Gase, Associate Editor and Joelle Harms, Digital Media Content Producer. Gase will be working on the print magazine as well as the social media outlets for *Golfdom*. Harms will work on the digital side, creating content for *Golfdom* and other brands across North Coast Media.

A little background —



Molly Gase

Molly Gase is an Ohio native. Originally from Wauseon, she completed her undergraduate degree in English at The University of Akron. While in Akron, she quickly moved up the ladder at the independent college paper, *The Buchtelite*. After graduating in 2012, she moved on to

graduate school in Syracuse, N.Y. Gase completed her master's degree in Magazine, Newspaper and Online Journalism at the S.I. Newhouse School of Public Communications at Syracuse University in July of this year.

Joelle Harms is from the small town of Oxford, Mich., a suburb north of De-



Joelle Harms

troit. She completed her undergraduate degree in Athens, Ohio, earning a Bachelor of Science in Journalism from the E.W. Scripps School of Journalism at Ohio University. Harms spent four years working at Ohio University's golf course and was a summer intern for WJBK Fox 2 Detroit.

Welcome to the team, Molly and Joelle!



### EMAILS @ TEXTS # TWEETS

What do I find most ironic about GCSAA's announcement (see "Change-Up," page 8)? For one, the fact that **@Golfdom** tweeted it 11 minutes before **@GCSAA**.

—*John Kaminski, Ph.D.*  
(@iTweetTurf)

Matt, I thoroughly enjoyed your article ("I'm a flip-phone user," November 2013.) I am a smartphone user and I have to say that I admire your bucking the system that most of us in society have been sucked into. Keep bucking the system... you'll look back one day and have one less regret than me.

—*Noy Sparks, superintendent Fossil Trace GC, Golden, Colo.*

### // SNEAK PEAK

## BEHIND THE... JOURNALISM

Gabriel Thompson, author of November's *Golf Digest* article "The Care Takers", went undercover with immigrant workers in the golf industry. We talked with him about the article.

**Golfdom:** Where did the idea for "The Care Takers" come from?

**Thompson:** (The editors from *Golf Digest*) realized that the topic — of golf's Latino immigrant workforce — hadn't really been covered in the media, and that this key but overlooked workforce was a story worth exploring."

**Golfdom:** What was the experience like working undercover on the grounds crew?

**Thompson:** Exhausting. I think of myself as an early riser, but I'm not used to getting up at 3:30 in the morning for a shift. So just making sure I got into work on time was a challenge, as was trying to learn how to use much of the equipment. (I should also mention that the superintendent got to work even earlier and stayed later.) And I got a sense of just how much can go wrong at any given minute — from leaves blowing into bunkers to water levels being off."

For the extended version of the Q&A, check out [Golfdom.com](http://Golfdom.com)

### THEY SAID IT

#### TOM RUSSELL

SUPERINTENDENT, TAHQUITZ CREEK GOLF RESORT, PALM SPRINGS, CALIF.

To *The Desert Sun*, describing the late-summer storm damage that the course recently reopened from:

"When it came down it was a charcoal wall of (sludge) three or five feet high... This is the first time I've seen this where it was mixed with a soil and caused this much damage."

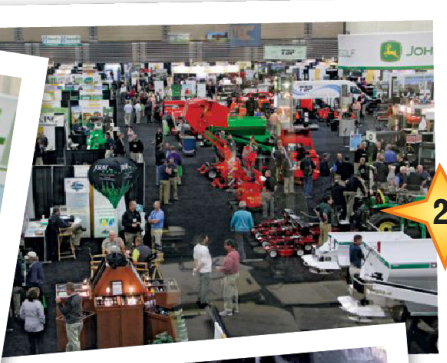
# Golfdom Gallery

WE CAME.  
WE SAW.  
WE TOOK PICTURES.

**1 Now on Golfdom TV** We just wrapped up a *Golfdom* TV interview with Quali-Pro's Jerry Corbett when Marissa McDowell, of Pickseed, walked by. And now that we have your attention, we'd like you to know that you can see Jerry's interview right now on Golfdom.com. Thank you, Marissa!



**2 Show business** It was a great sight, seeing so much action at the Carolinas GCSA Conference & Show. The event set a record for the Carolinas, raking in \$650,000 in gross revenue.



**3 Familiar faces** We were happy to run into some old friends at GIE+Expo. Stone Mountain GC director of grounds Anthony Williams (third from right) was in attendance with his lovely wife Phyllis. Pat and Seth took advantage of the photo op and put sister publication *Landscape Management's* sign in the background.



**4 A good walk** It was fun to get outside and demo some equipment at the GIE+Expo show in Louisville, Ky. Human Resources was just happy that none of our editors harmed themselves.



**5 Mud in your eye** For some reason *Golfdom* EIC Seth Jones continues to wear white on the golf course, even in November. A fashion faux pas for sure, especially when most of his tee shots end up looking like this muddy ball.



**6 The Wolfpack** N.C. State's Ben Pease, turf field lab superintendent, and Dustin Corbett, assistant superintendent (and son of Jerry in photo 1) took in the sights and sounds at the Carolinas show. Don't worry Dustin, we've read that baldness comes from the mother's side of the family.



PHOTOS BY: SETH JONES (1, 2, 4, 6)  
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