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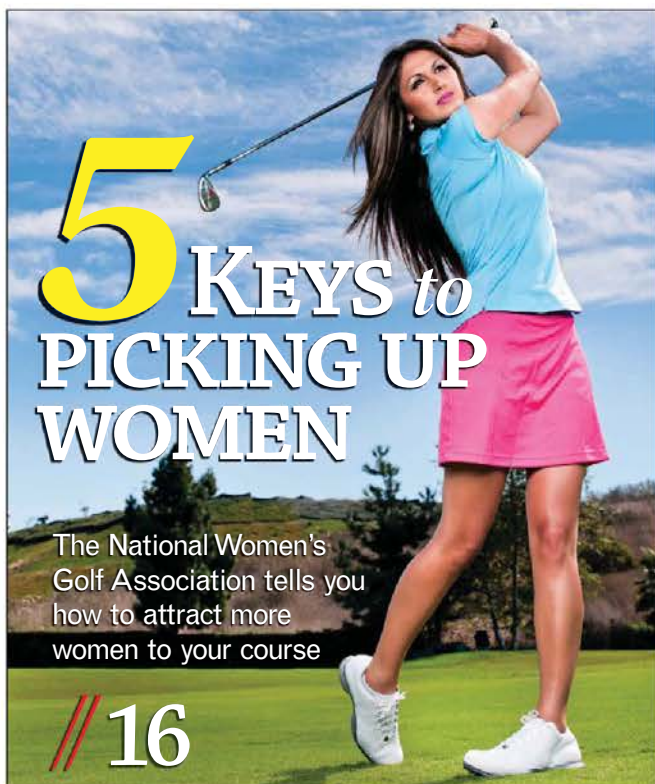


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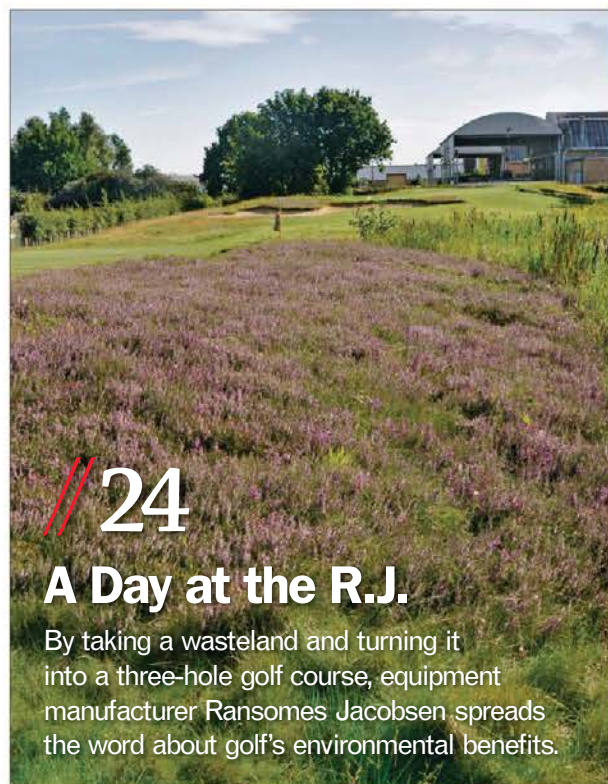
JACOBSEN®



5 KEYS to PICKING UP WOMEN

The National Women's Golf Association tells you how to attract more women to your course

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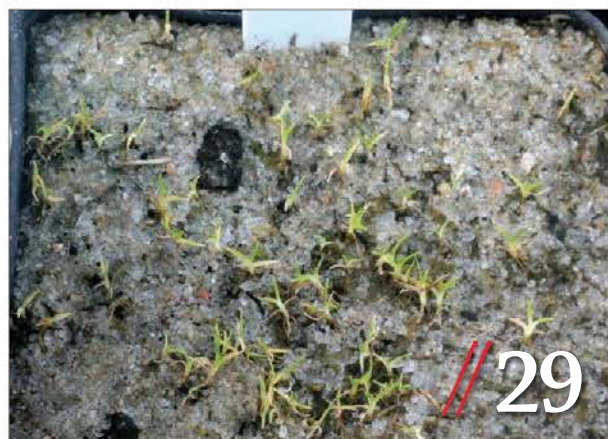
By taking a wasteland and turning it into a three-hole golf course, equipment manufacturer Ransomes Jacobsen spreads the word about golf's environmental benefits.

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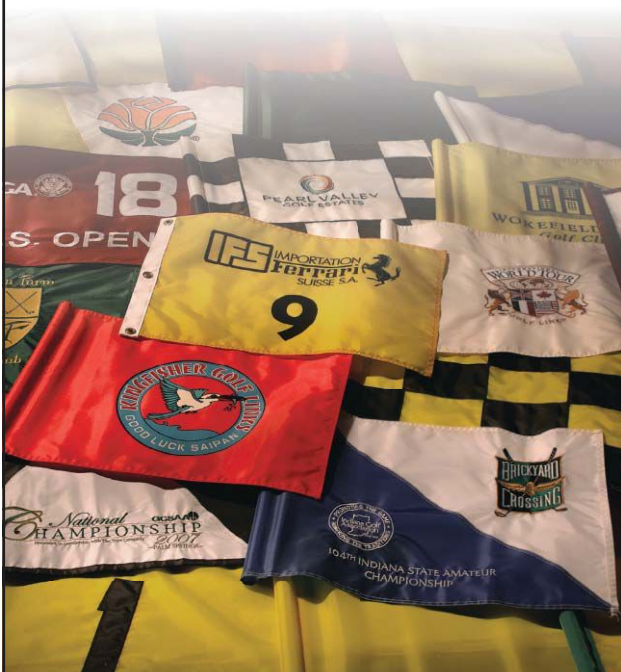
The 400 denier flag (denier being a measurement of thickness/weight of a thinly spun fiber) is somewhat of a newcomer to the industry. It comes from the sailing industry. As in sailboats.

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Golfdom

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“I was standing there with my dad when he turned the engine over. The next thing I knew I was cleaning out my black 1998 6-cylinder Camaro. I didn’t stand a chance.”

SETH JONES, *Editor-in-Chief*

Ode to the Z

I should be buying a sports car about now, not selling one. Is this a reverse midlife crisis? ¶ For the last 20 years I’ve been driving a Camaro. My current Camaro is a 2002 Z28, (5.7 liter V8 with 310 hp at 5200 RPM) red with a black top. It’s the third Camaro I’ve owned since 1994. ¶ And soon, it will surely be the last one I ever owned.

I’ve got two young kids — one 7, the other 2. I can handle the hypocrisy of toting one small child in the back of a sports car, but two? How sad is a red Camaro with two child car seats in the back?

And yet the end of my Camaro days came unexpectedly. I was at my mom’s house a few weeks ago. In her driveway is my dad’s old truck. Dad died four years ago. Dad had a nice 1999 Dodge Ram V8 truck. It was sitting there in the driveway, just aging, dead battery, cobwebs in the door jambs. This was the truck that Dad and I always took fishing, you know?

“Mom, what are you going to do with Dad’s truck?” I asked her. “Nothing,” she said. “But I can’t get rid of it.”

So I opened my dumb mouth. “Why don’t you let me drive it for a few years?”

“I think your dad would love that,” she told me.

Great idea at first. It’s a nice truck. Just needed a little work (by “a little,” I mean “\$1,000.”)

But the problem? I already had two vehicles. The aforementioned Camaro, as well as my first car, a 1964 Chevy Impala (2-door, 327, baby blue with a white top and glass-packs.) There’s no way the missus would let me get away with keeping three cars.

So, goodbye, Camaro. You’ve been a fun ride. But practicality wins today. I can’t get both kids inside you, my wife can’t drive you and you’re worthless in the snow.

Sigh...

It’s highly unlikely I’ll ever own a car that fast again. The Z jumped off the line, screamed through turns and laughed at steep inclines. I recently enjoyed the highlight

of my Camaro years with this Z28 when I took it on a three-lap joyride around the turns of the Kansas Speedway. My adrenaline was pumping for that, let me tell you! I only got it up to 90 on the turns (they had a pace car and motorcycle cops monitoring drivers during the event) but it was still so cool.

I remember when I bought that red Z in 2002. I was in Mulvane, Kan., helping my dad build a new back deck at their house. Dad had the oldies channel on all day while we worked. Every commercial break, the same commercial came on — Rock Chevrolet in Mulvane begging people

to come take their last 2002 Z28s off their hands. They were offering 60 month zero-percent financing, which caught my ear.

As soon as we were done with the deck, my old man asked me what I wanted to do. “I want to go test drive one of those Zs,” I said. It couldn’t have been any easier; the dealership was less than two miles from their doorstep.

The one I went for was the one in the showroom. They pulled back the sliding windows to get my future Camaro out for a test drive. They let one of the sales guys pull it out. I was standing there with my dad when he turned the engine over. “*Vroom!*” The showroom echoed with the power of those 8 cylinders. They had me at “*vroom!*” The next thing I knew I was cleaning out my black 1998 6-cylinder Camaro. I didn’t stand a chance.

I held on for almost 20 years. That’s a good run. Now I’ll be like most of my readers: a truck man. I look forward to the advantages of having a truck at my convenience.

I’ll miss this Camaro. But for now, it’s time to get out of the fast lane.

Got a cool ride? Email Seth a photo at: sjones@northcoastmedia.net.



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Starter

NEWS, NOTES AND QUOTES



//SUMMIT



Steve Mona of the World Golf Foundation, Wayne Kappelman of Sharp Park Golf Course, and a third, mystery speaker soon to be announced — will headline the 2013 *Golfdom* Summit at Reunion Resort in Orlando.

GOLFDOM SUMMIT 2013 SPEAKERS UNVEILED

EVENT RETURNS TO REUNION RESORT IN ORLANDO; OFFERS INTRIGUING LISTS OF SPEAKERS.

➔ Steve Mona, CEO of the World Golf Foundation and a former CEO of GCSAA, leads the list of guest speakers at the 2013 *Golfdom* Summit, set to take place at the Reunion Resort in Orlando from December 3-6.

Other guest speakers include Wayne Kappelman, superintendent at Sharp Park Golf Course in San Francisco and winner of *Golfdom*'s 2013 Herb Graffis Businessperson of the Year Award; Mark Woodward, senior VP for OB Sports, principal of Damarco Golf, and a one-time host of the U.S. Open as well as a former CEO of the GCSAA; Clark Throssell, Ph.D., *Golfdom*'s research editor; and John Soetaert, superintendent at Annbriar Golf Course in Waterloo, Ill.

And to add a little mystery to the

event, one final guest speaker — perhaps the event's biggest celebrity yet — will be announced via Twitter in the upcoming weeks as well as in next month's issue.

"I'm thrilled with the group of guest speakers we've assembled this year," says Patrick Roberts, *Golfdom*'s long-time publisher. "Those who are fortunate enough to be selected this year will see that the speakers are just one element of the overall first-class package that is the *Golfdom* Summit."

The *Golfdom* Summit offers approximately 50 superintendents an opportunity to listen to timely presentations, network with colleagues from around the country, play golf and learn about some of the most cutting-edge new technologies in the industry. This will be the third year for the event.

//GCSAA NEWS

SORENSTAM NAMED 2014 OTM AWARD WINNER

Annika Sorenstam, a member of the World Golf Hall of Fame and one of the most decorated golfers of all time, has been selected to receive the 2014 Old Tom Morris Award from the Golf Course Superintendents Association of America (GCSAA).

The award will be presented during the 2014 GCSAA Education Conference in Orlando, Feb. 5, at the Opening Session. Previous award winners include Arnold Palmer, Bob Hope, Jack Nicklaus, Tom Watson, Nancy Lopez, Nick Price and Peter Jacobsen, among others. GCSAA's most prestigious honor, the Old Tom Morris Award is presented each year to an individual who "through a continuing lifetime commitment to the game of golf has helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris."

"Annika thrilled us as a champion golfer and has inspired us through her compassion in giving back to others in a variety of charitable endeavors," GCSAA President Pat Finlen, CGCS, said. "We are honored that she will be joining us to accept the award and share her message with us."

//PEOPLE NEWS

WOODWARD NAMED OB SPORTS VP

Longtime superintendent Mark Woodward, a former CEO of the GCSAA, has been hired by Scottsdale, Ariz.-based management company OB Sports as a senior vice president. (Woodward is also a monthly columnist for *Golfdom*, penning the "At the Turn" column.)

Woodward will be called on for general business development and for his expertise in operating municipal courses.

"This will allow me to do what I do best, which is successfully managing major golf operations and making them viable again," Woodward says.

Woodward will continue to operate Woodward and Associates and Damarco Golf, but says his role with China's MasterStep Golf Group is slowing down.

Quali-Pro to expand Texas headquarters

➔ Control Solutions Inc. (CSI), parent company of Quali-Pro, is expanding its formulating, warehousing and distributing capabilities at its 14-acre campus in Pasadena, Texas. The expansion involves a \$5.5 million investment to construct and equip a 120,000-sq.-ft. facility earmarked primarily for finished-goods storage.

CSI broke ground on the facility in July, and expects to complete construction in February 2014. About 20,000 sq. ft. of the project is earmarked for distribution offices and a staging area for shipments. A new finished-goods storage center will enable CSI to centralize warehousing and distribution of most of the Quali-Pro turf care product line acquired in late 2011. CSI currently partners with 11 off-site contract warehouses, but will be able to shift two-thirds of this to Pasadena in spring 2014.

The company says the expansion will help CSI accommodate steady sales growth across all segments served,

including among others: turf and ornamentals, lawn and garden and pest management.

"This expansion is designed to help us

meet growing demand while better serving customers with enhanced warehousing and distribution control," said CSI President Mark Boyd.

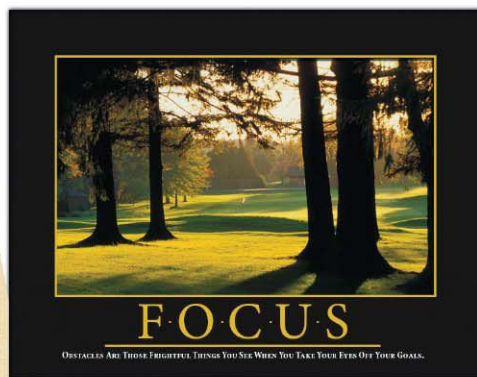
Curtis Clark showcases two of CSI's six 8,000-gallon solvent tanks.



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Golfdom Gallery

WE CAME.
WE SAW.
WE TOOK PICTURES.

1 Super Mario Bros. There was no way Kansas alumnus and *Golfdom* EIC Seth Jones was going to turn down an invitation to Miami Heat guard (and former Jayhawk) Mario Chalmers' charity golf tournament and VIP mixer. The event benefitted Lawrence (Kan.) Memorial Hospital as well as Ronald McDonald House of Northeast Kansas.



2 Driver's drive The R.J. National, profiled in this issue (see page 24,) may be a short three-hole par-9 course, but that doesn't mean it lacks bite. Just ask Ransomes Jacobsen's Peter Driver, who was forced to hit his second shot from this jungle.

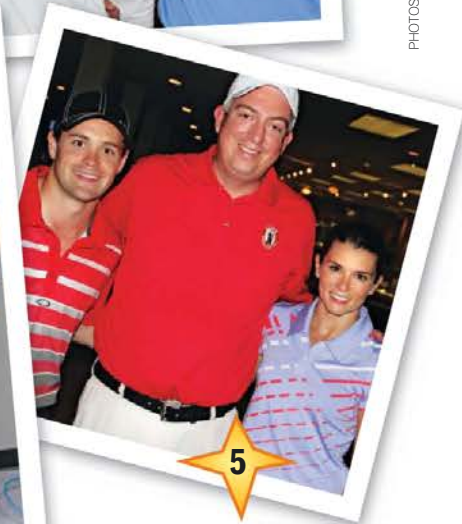
3 Golf in the fast lane *Golfdom* attended the BASF Innovations Summit at Pinehurst Resort in North Carolina recently. Who did we see coming off No. 18 of Pinehurst No. 2? None other than racing royalty in Danica Patrick (second from left) and her boyfriend, fellow NASCAR driver Ricky Stenhouse Jr. (far left,) pictured along with Eileen Sarro, BASF's communications manager, specialty products and Brian Thompson, BASF strategic accounts manager.



4 Science fair champs Adam Rusciolelli, VP of product development for Spectrum Technologies, and Dave Stahulak, product development intern, stand next to the prototype of the new Tru-Firm. Remember the kids who always won the science fair? That was Adam and Dave.



5 Time for one more? If you know Seth, you know he always has 'time for one more.' Lucky for him, Danica and Ricky had time for one more photo before leaving Pinehurst. And in case you're wondering if Seth is that tall or if Danica is that short? Seth claims to be 6'3", but his ego is much taller.



PHOTOS BY: SETH JONES (2-4) / BRIAN THOMPSON (5)