

// A GOOD YEAR

# Golfdom's big haul

➔ *Golfdom* won seven Turf and Ornamental Communicators Association (TOCA) awards in 2012, and we were happy.

*Golfdom* won nine TOCA awards in 2013, and we were proud.

This year, *Golfdom* hauled in 21 TOCA awards — more awards than all of our competitors combined — and we just don't know what to do with ourselves. The awards included nine firsts, ten merits, one Gardner (a 'best in show') and the Plant Health Writer of the Year award, sponsored by Bayer, and presented to columnist Karl Danneberger, Ph.D.

"It's hard to be humble about the results of the 2014 TOCA awards," says Pat Roberts, publisher of *Golfdom*. "We



underwent a major redesign of the magazine in 2013, led by (editor) Seth Jones and (designer) Pete Seltzer. The resulting 21 awards are the result of that redesign. They emphasize that this publication is the industry leader in editorial, design

and photography. And that's something the entire team is exceptionally proud of."

Of note, the *Golfdom* Daily ([www.golfdom.com/blog](http://www.golfdom.com/blog)) won "best blog" for the third consecutive year. For a complete list of *Golfdom's* TOCA awards, see page 20.



## Toro rocks the bell

➔ Now that's the way you celebrate 100 years of business.

The Toro Co. visited the New York Stock Exchange recently and was given the honor of ringing the closing bell to commemorate the company's upcoming 100th anniversary. The official 100th anniversary is next month (July 10th), but the company is celebrating all year.

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## // SPECIALIST SHUFFLE

### FMC ADDS T&O MARKET SPECIALIST

FMC recently named Alea Miehl market specialist for its turf and ornamental (T&O) segment. She will provide sales and technical support in the western states, including California, Oregon, Washington, Hawaii, Nevada, Utah and Arizona, working closely with distribution and professionals in lawn care, golf, and nursery and ornamental markets.



Alea Miehl

Miehl replaces Corbett Schnatmeyer, who moved from the West Coast to cover the T&O market in the Northeast after Allan Dufoe was named to the newly created position of T&O key account manager and nursery and greenhouse market lead.

A recent graduate of the University of California, Riverside, Miehl holds a bachelor's degree in biological sciences and a master's degree in plant biology. She conducted her thesis project on salinity and water management of perennial ryegrass.

## // TO CAPITOL HILL

### 2014 National Golf Day takes the Capitol

→ We Are Golf took to Washington D.C. in May for National Golf Day. This was the seventh year for the event where leaders in the industry discuss the economic, environmental, charitable and fitness benefits from the game of golf with government leaders.

Representing the golf industry were leaders from the USGA, GCSAA, CMAA, NGCOA, PGA Tour, the PGA of America and World Golf Foundation.



## // GOOD SAMARITAN

### Golf's positive impact

→ Every spring I make a Joel's Journey through Florida covering six to seven traditional chapter events. These are their primary fundraisers for the year. That got me thinking about the We Are Golf report that talked about the economic impact of golf in the U. S., a topic that was taken to Washington D.C. with the recent annual Golf Day in the Capitol.

Here on the main streets of America, state and local superintendent chapters have been making positive impacts on several fronts with financial support for turf research funding and local charities. I was reminded time and time again at the various events about the cumulative impact these outings have had on university programs and facilities, scholarships and helping charities serving people in need.

The info I gathered was impressive and I wanted to check with other states to capture the bigger picture. I made contact with some of the chapters in New York, the Carolinas, Tennessee, Michigan, Wisconsin,

California and Oregon for their input. There is not enough room to detail all the events and funds raised and counting dollars wasn't the point. The point was, besides the positive economic and environmental impact golf courses have locally, superintendents are good neighbors helping others.

Suffice it to say that many leading turf programs from coast to coast have been aided by our donations to university facilities, research projects and turf school scholarships as well as general education "legacy" scholarships to members kids going to college. In communities superintendents are supporting environmental enhancement projects, Ronald McDonald House, Food Banks, Children's Home Societies, Toys for Tots and the list goes on and on.

According to We Are Golf's national survey we are all part of the \$3.9 billion dollars in charitable giving annually. Keep up the good work.

Joel Jackson, CGCS-Ret., is senior contributing editor for *Golfdom*.

Throughout the day, over 120 Congressional meetings took place. According to the We Are Golf website, industry leaders discussed the game's tax benefits to local communities along with other benefits golf provides society.

"Today we stood together in D.C. to represent the two million men and women whose livelihood depends on the golf industry," said Steve Mona, CEO of World Golf Foundation and administrator of We Are Golf. "Our unified voice helps Congressional members better understand the profound influence golf has on the American economy."



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# Golfdom Gallery



WE CAME.  
WE SAW.  
WE TOOK PICTURES.

**1 Full throttle** As *Golfdom* publisher Pat Roberts (left) was traipsing through another airport, he spotted Michael Ballard, owner of Full Throttle Saloon and star of the TruTV show of the same name.

**2 An untold Joel's Journey** Joel Jackson, senior contributing editor, checks up on the Geoponics (geoponicscorp.com) Girls, who were hosting a hospitality tent at the Everglades GCSA Poa Annuu Classic.



**3 2014 Environmental Communicator of the Year** Brandon Horvath, Ph.D., University of Tennessee, and Patty DiMucci, marketing communications manager, Bayer CropScience, moments before heading out to Bourbon Street to celebrate Horvath's newest honor — Project EverGreen's Environmental Communicator of the Year.



**4 Colonial Crew** Chris Ortmeier, assistant superintendent, and Scott Ebers, CGCS, at Colonial CC during last month's Crowne Plaza Invitational. For a candid video interview with Ebers, where he talks about politics and golf maintenance, visit [Golfdom.com](http://Golfdom.com).



**5 Fort Worth friends** Kevin Long, executive director of the First Tee of Fort Worth (left), and Brian Cloud, GCSAA field staff and longtime Fort Worth resident, take time for a pic at the Crowne Plaza Invitational.



**6 Jan the Man** Jan Dixon, head mechanic at Colonial CC, has been keeping the equipment running right for more than 30 years.

**7 Applebrook visit** EIC Seth Jones (center) with his friends at Applebrook Club in Malvern, Pa., where Ken Brown (left) is the assistant and Jared Viarengo, CGCS (right) is the general manager/superintendent.



PHOTOGRAPHY BY: PAT ROBERTS (1); SETH JONES (6-6)



# Chicken poop.

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## About our host

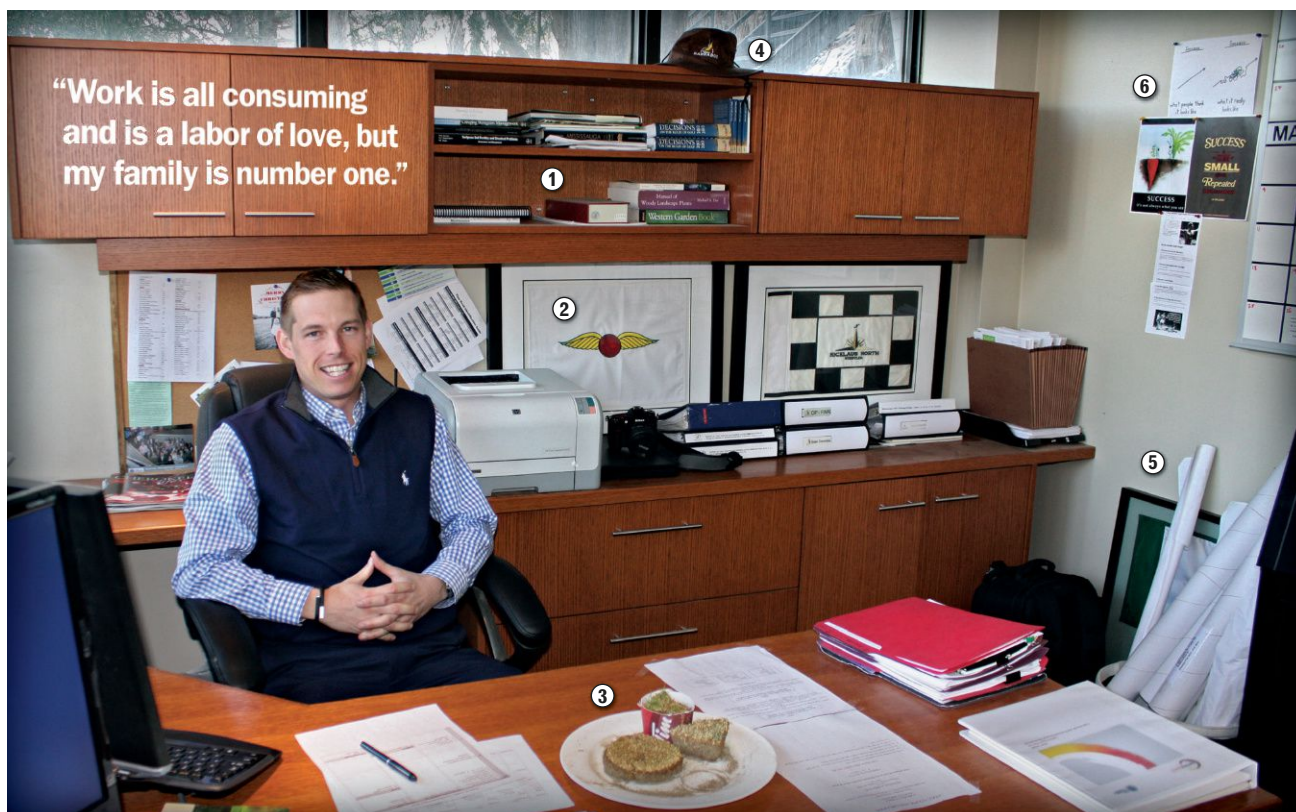
**ADAM ZUBEK**, golf and property manager at Mississauga (Ontario) G&CC, knows the path to success.

He's happy to share it with anyone. In fact, it's hanging right there on his wall (No. 6), for all to see. Learned over the years, the path isn't a straight line. Instead the path is full of hairpin turns, thrilling climbs, rapid descents and even vicious backtracks.

"It shows what people think (the path to success) looks like,

and what it really looks like," he says.

A Penn State University graduate, Zubek completed an internship right out of school at Baltusrol Golf Club in N.J. He then spent 10 years at Capilano G&CC in Vancouver, British Columbia. Zubek is currently enjoying his fourth year at Mississauga, and his path to success, though not a straight line, has been a fun journey.



**1 SOME GOOD LUCK** That box was a gift that was given to me by an intern I had at Capilano, who is now a superintendent on a course in China. He sent it to me when he got the job. It's a sacred Chinese gift that's supposed to bring you good luck.

**2 CAR CHASE ON NO. 1 FAIRWAY** That's a flag from Baltusrol, where I did my internship. They gave me the flag at the end of my internship. My funniest memory I have of working those six

months, was when I saw a police car driving down the middle of the first fairway, chasing a suspect from a burglary. They caught him. It's a very old, prestigious club that's hosted many U.S. Opens and the PGA, but you never think you're going to see a police car barreling down the fairway chasing a robbery suspect.

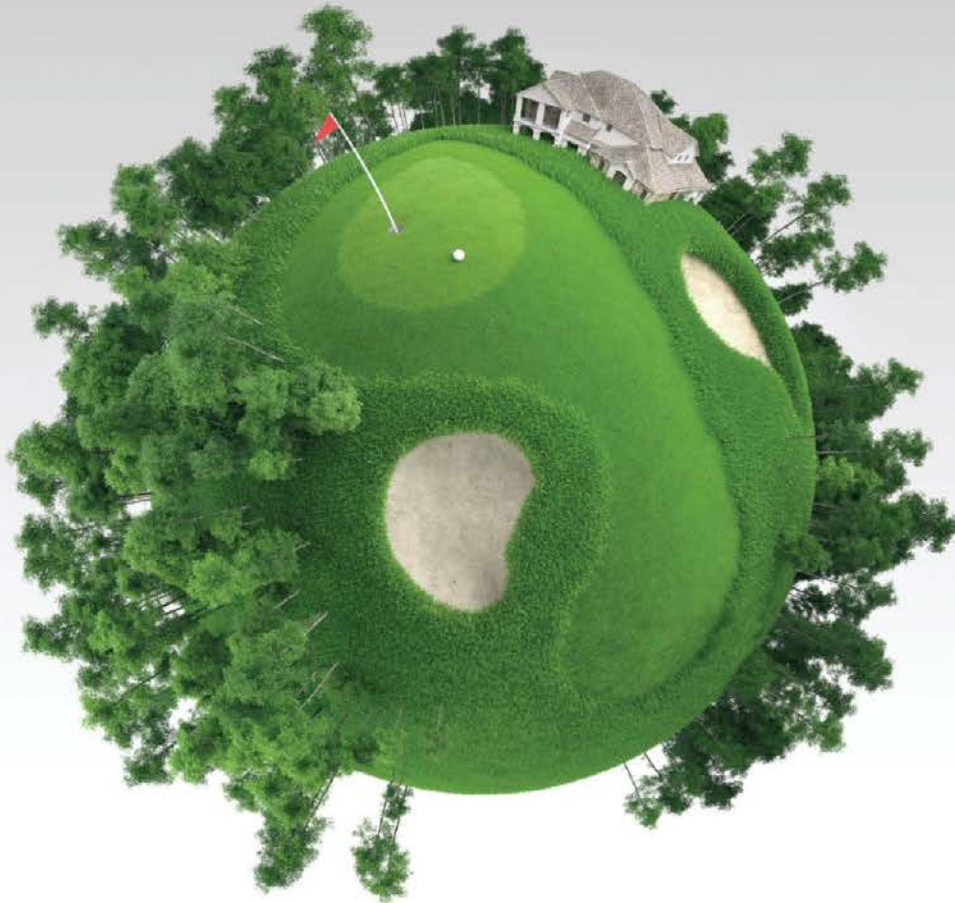
**3 SAMPLER PLATTER** It's been a terrible winter all over the Northeast and there's a lot of dead grass out there. These are three

samples that we pulled out of *Poa* spots on one of our greens to see if they were growing back. Fortunately, we're the anomaly in this area and the majority of our greens are bentgrass and we don't have any major issues. We're rocking.

**4 HOME AWAY FROM HOME** I love Barbados. I've spent many years going there and it's like a second home. When there I enjoy spending quality time with my family and visiting old friends.

**5 BIG PLANS** The blueprints are drainage and irrigation plans. We're just finishing up a \$4 million renovation plan. It's kept me busy and by the time we're done, it will be the better part of two years — 22 months for everything. The lion share was irrigation.

BY MOLLY GASE // PHOTO BY ADAM SLICK  
Proud of your second office? Email us a photo of you in it to [sjones@northcoastmedia.net](mailto:sjones@northcoastmedia.net), and we may feature you and your office in an upcoming issue of *Golfdom*.



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“Jay didn’t hesitate to enroll as Megan’s donor partner and, after passing the medical testing, they were approved.”

**MATT NEFF**, *assistant superintendent, Wedgewood G&CC, Powell, Ohio*

## The lifesaving power of a selfless act

“I want to buy a house with you before I die.” Those were the words Megan McDaniel said to her husband Jay, superintendent at Kinsale Golf and Fitness Club in Columbus, Ohio, in early 2012 — not even a year into their marriage.

While on their honeymoon in July 2011, Megan began experiencing extreme fatigue and elevated blood pressure. What followed was three months of intermittent hospital stays culminating in a diagnosis of kidney failure.

Megan had undergone a kidney transplant while in college and, due to complications following her transplant, the kidney that she had received from her mother was now failing. Without another transplant, she faced daily dialysis treatments and, ultimately, a tragically early death.

Upon her diagnosis, Jay and several other family members and friends immediately volunteered to donate a kidney to her, but none were a match. Five months after her diagnosis, she was placed

on the Donate Life Ohio kidney transplant list, putting her in line for a deceased organ donor’s kidney.

The first call came, coincidentally, during a house hunting trip. A potential donor had been found and the final testing procedures were initiated. As would be the agonizing pattern that would repeat itself several times over the next 18 months, the donor kidney was not a match.

Almost as bad as the cycle of optimism followed by disappointment, was what Jay described as “the surreal and conflicted feeling of knowing that someone needed to die for Megan to live.”

By August 2012, it was apparent that Megan’s health was deteriorating to the point that time was no longer a

luxury she had. In a last-ditch effort to save his wife’s life, Jay posted a plea for donors on Facebook. Over 120 people applied. Again nothing — no suitable matches.

While anti-rejection medications reduce the need for perfect matches in most cases, Megan’s previous transplant made a close match more of a necessity. As a result of her previous transplant, she had not only her naturally occurring blood and tissue antibodies, but also antibodies from the first donor kidney. The combination of antibodies increased the chances that her body would reject a new kidney.

Megan was told she’d be a match with only nine percent of the world’s population. That seems like it would be a

pretty significant number of people given the earth’s population is around seven billion, but when you consider the fact that people aren’t exactly lining up to donate organs to people they don’t know, the odds of finding a match becomes pretty discouraging.

Unless you’ve lived it, it’s probably impossible to imagine dealing with the stress that comes with the possibility of losing your spouse, especially while working in a profession that can be as all-consuming as ours.

It would certainly be understandable if someone in that situation was not quite as focused or productive as usual. But not only was Jay still producing at a high level at Kinsale while also simultaneously pursuing a second college degree, he was faithfully supporting and advocating for Megan throughout her illness.

Finally, in 2013, a ray of hope. During a check-up with the transplant team at the Cleveland Clinic, a nurse mentioned the National Kidney Registry (NKR) to Megan and Jay.

The NKR is a non-profit organization dedicated to saving and improving the lives of people facing kidney failure by increasing the quality, speed and number of living donor transplants. Living donor transplantation has been shown to have better long-term outcomes than transplants from deceased donors. This is accomplished by enrolling donor/recipient

*Continued on page 50*



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# AWARD WINNING

# EDITORIAL & DESIGN



## Golfdom Takes Home 21 TOCA Awards!

### TOCA First Place Awards

- » **Writing, Operations Profile:** “Flower Power,” Christina Thomas
- » **Writing, Editorial/Opinion:** “The Beauty is a Beast,” Goldfom
- » **Writing, Product Information Article:** “What’s the Next Big Idea at Spectrum Technologies?” Seth Jones
- » **Writing, Environmental Stewardship Article:** “A Sharp Mind at Sharp Park,” Seth Jones
- » **Writing, Business Management:** “A Sharp Mind at Sharp Park,” Seth Jones
- » **Photography, Best Cover Photograph:** “5 Keys to Picking Up Women,” Pete Seltzer
- » **Photography, Pictorial 1:** “Fertilizing for the Future,” Pete Seltzer
- » **Design, Single Page:** “Prepping Golf Cart Batteries for the Summer Season,” Pete Seltzer
- » **New Media, Blogs:** “The Golfdom Daily,” Seth Jones



### TOCA Merit Awards

- » **Writing, Column:** “The Life of a Golf Course,” Seth Jones
- » **Writing, Column:** “No Better Backpack,” Seth Jones
- » **Writing, General Feature:** “An America Dream,” Seth Jones
- » **Writing, Coverage of an On-site Event:** BASF launches Xzemplar and Lexicon, Seth Jones
- » **Writing, Headlines:** “Early to Rise,” Beth Geraci
- » **Writing, Turf Feature:** “Beat the Summer Heat, Plan for Snow Mold,” Paul Koch, Ph.D.
- » **Writing, Original E-newsletter:** “Golfdom’s Super Science,” Curt Harler
- » **Photography, Pictorial 1:** “Plant Health Intro,” Pete Seltzer
- » **Photography, Print Magazine Cover:** “My Green Heaven,” Pete Seltzer
- » **Design, Single Page:** The 19th Hole/Bryan Nuss, Pete Seltzer

### Gardner Award

The award is for photography, video and multimedia publishing for *Golfdom*’s “5 keys to picking up women” photo.



### Plant Health Writer of the Year — Karl Danneberger, Ph.D.

Sponsored by Bayer, the award is provided annually to a writer for excellence in writing on plant health issues to their green industry audience.