

Golf Industry Show: Superintendents Learned & Earned at BASF's Educational Booth Events



This year's new two-day exhibition schedule was packed with exceptional turf education and meetings with golf course superintendents, distributors and industry partners. The BASF Professional Turf & Ornamentals team greatly appreciated all who stopped by the BASF booth in San Diego. A big "thank you" to our BASF booth visitors for taking time to learn about our products and people, as well as taking part in booth events.

Reminder: Mike Ditka photos available Thurs., Feb. 18!

Those who had their photo taken in the BASF booth with Mike Ditka should visit www.sandiegophoto.com/photos/BASF/ Thurs., Feb. 18. Simply select your image on the site and e-mail the photographer Melissa at mj@sandiegophoto.com to receive your digital copy. We'll also send an email reminder.

Read on to learn about our BASF booth highlights.

GIS BASF Booth Highlights:

- >> 100 attendees started their morning off with BASF and a Starbucks coffee card.
- >> John Swoyer, golf course superintendent of New York state's Shorewood Country Club, won iPod® Touch from BASF GIS Survey Kiosk.
- >> 60 golf course superintendents met Thomas Nikolai, Ph.D., and received a signed copy of his "*The Superintendent's Guide to Green Speed Management*" book.
- >> 18 golf course superintendents won more than \$10,000 in combined cash prizes playing BASF Superintendent Thousandaire rounds.
- >> More than 350 attendees visited the BASF booth for photos, autographs and an audience Q&A with special guest Coach Mike Ditka.
- >> More than \$5,200 in total funds were raised by BASF Media Thousandaire for Charity contestants Larry Aylward, *Golfdom*; Seth Jones, *Golf Course Management*, and Pat Jones, *Golf Course Industry*.
- >> Richard Jensen, superintendent of Crooked River Ranch Golf Course in Crooked River Ranch, Oregon, won the BASF booth's WatchDog® Plant Disease Weather Station drawing.
- >> For those superintendents who participated in our in-booth survey, we'll announce the iPod® Touch winner the week of Feb. 22.

Tweet @BASFTurf_us or send us an e-mail and tell us what you thought of the show and our BASF booth events. If you'd like to learn more about BASF products, contact your BASF Professional Turf & Ornamentals sales specialist here.

Photo: *Golf course superintendent plays BASF Superintendent Thousandaire for cash prizes at GIS.*