



The Plastic Pick-Up retrieved 21,000 golf balls from the area around Pebble Beach Golf Links.

// IN THE DRINK

What is that, a Titleist?



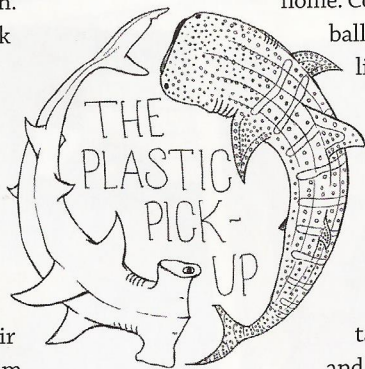
Kramer once famously asked George Costanza that line in an episode of “Seinfeld” after smashing golf balls into the ocean. Now two California youths have been awarded the Gloria Barron Prize for Young Heroes for retrieving those Titleists from the ocean.

Alex Weber and Jack Johnston, age 17, of Carmel, Calif., co-founded The Plastic Pick-Up, a non-profit committed to keeping plastics pollution — especially golf balls — out of the ocean. With their Fore the Ocean program, they have removed more than 21,000 golf balls in the past year — equivalent in weight to 147,000 plastic grocery bags — from the sea floor below Pebble Beach Golf Links. They are partnering with The Pebble Beach

Co., the Monterey Bay Aquarium and the Monterey Bay National Marine Sanctuary to implement monthly underwater golf ball clean-ups and weekly beach clean-ups.

The two began their work after discovering thousands of golf balls while freediving in Carmel Bay near their home. Concerned about the balls’ impact on marine life, they learned that after a ball’s outer plastic layer breaks down, its rubber band core unravels into what looks like dried seagrass, which may be mistakenly eaten by birds and sea life. Further, golf balls with a solid core contain zinc acrylate, known to be highly toxic to aquatic organisms.

So, consider that extra inspiration to keep your golf ball dry, over the one-stroke penalty and the loss of \$5.



// A TERRIFIC 10

AWARDS SEASON

Congratulations are in order to Kelly Limpert, *Golfdom* digital editor, for being named by the American Society of Business Publication Editors (ASBPE) as one of the top industry editors under the age of 30. We’re both proud of Kelly and jealous — Kelly, what’s it like to be under 30? We can barely remember...

Also, *Golfdom* took home 10 Turf and Ornamental Communicators Association Awards at the recent annual meeting in Cincinnati. The magazine earned four first-place awards and six merits:

- Best single photo, stock art (first)**
Turf Rx, Pete Seltzer
- Best single photo (first)**
Magic kingdom, Seth Jones
- Best print magazine cover (first)**
Historic hurricanes, Chris Ortmeier and Pete Seltzer
- General Feature writing (first)**
The Shadow (Creek) superintendent knows, Seth Jones
- Business management writing (merit)**
The Shadow (Creek) superintendent knows, Seth Jones
- Best print magazine cover (merit)**
Magic kingdom, Pete Seltzer
- Single page design (merit)**
Appreciating the forest for the trees, Pete Seltzer
- Best single photo (merit)**
A golf course waiting to happen, Dave Richards
- Special publishing project (merit)**
2017 Early order program guide for early birds
- Writing for newsletter (merit)**
Golfdom Insider, Seth Jones, Kelly Limpert, Grant Gannon

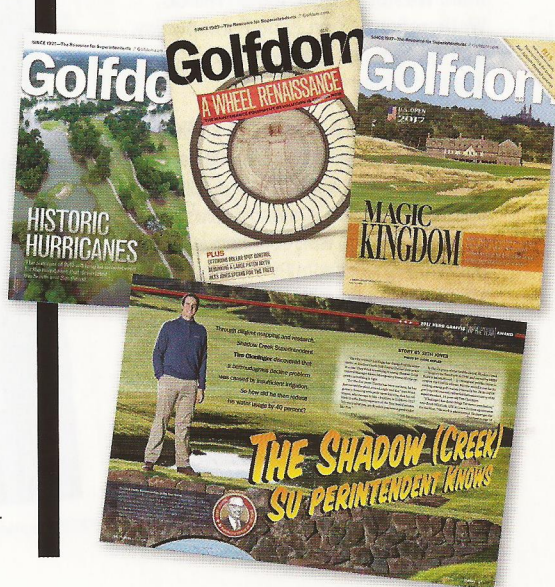


PHOTO COURTESY OF THE GLORIA BARRON PRIZE FOR YOUNG HEROES