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### **Danneberger Chosen Second TOCA Plant Health Writer of the Year**

NEW ORLEANS, LA, May 10, 2014 – Karl Danneberger, a columnist for *Golfdom* magazine for more than 10 years, has been named the Turf & Ornamental Communicators Association (TOCA) Plant Health Writer of the Year. This is the second year of this program.

Sponsored by Bayer, the program is provided annually to an outstanding writer for excellence in plant health issues to the appropriate green industry audience through writing, including New Media, for a publication or publishing company. The winner of this program must be a TOCA member.

Danneberger, also a turf grass science professor at Ohio State University, is known as “The Turf Doc” throughout the Green Industry. He is a plant health speaker worldwide, is the founder of the GlobalTurf Network and is renowned for his common sense approach to turf research and the importance of plant health.

“Dr. Danneberger was one of the first turfgrass scientists to use mathematical modeling in his approach to research,” says Mike Fidanza, Ph.D., Penn State University. “He has the ability to easily communicate complex research results into useable solutions for the turfgrass practitioner.”

Fidanza adds that Danneberger’s plant health and general turfgrass presentations worldwide have led him to become known as “our turfgrass scientist ambassador.”

*Golfdom* Editor –in-Chief Seth Jones says Danneberger writes in a voice that is easily understood by the reader. “From the effects of turf pigments to the art of managing plants

to the 'edge of failure,' Danneberger's topics are diverse, well thought out and helpful to Golfdom readers," he said. "He is a cherished voice for the entire industry."

"I am truly humbled that TOCA and Bayer would recognize me for this award," Danneberger said. "It is difficult for me to adequately express what it means to be named the Plant Health Writer of the Year. It is a great honor."

A stipend of \$1,000 was provided to Danneberger to be used for professional development in the green industry. He was selected by a committee chosen by the TOCA Board of Directors.

"Karl is the ideal choice for this award," said Scott Welge, head of marketing for Bayer's Professional Lawn and Golf businesses. "It's vital in our environment today – that writers focus on plant health and keep end-users up-to-date and knowledgeable about these important issues."

The End

*The Turf and Ornamental Communicators Association (TOCA) is composed of editors, writers, publishers, photographers, public relations/advertising practitioners, industry association leaders, manufacturers and others involved in green industry communications. From its beginnings in 1990, it has served members of the green industry by fostering an open exchange of information regarding issues that affect how we communicate to our various audiences.*