Facing Up to the Fountain of Youth

BY PAT JONES

Staff called me and said in a rather irritated voice, "I see you're doing an issue on the young leaders of the industry. What about us old farts?"

Now that, Regis, really is the million-dollar question.

What happens to the veterans — the leaders who made this profession what it is today — when they're knee-deep in youngsters willing to work for half what they make? What survival skills should the 50-something superintendent possess? Should we take steps to stem the flow from the fountain of youth or simply let the market sort itself out? Tune in next month for a look at careers, compensation and, of course, the much-debated GCSAA Professional Development Initiative (how could Golfdom possibly stay silent on that?).

We've rightsized

You may notice that Golfdom seems to be thicker. That's because more advertisers are turning to Golfdom in 2000. The good news for readers is that, since we maintain a 50/50 ratio of editorial to advertising, you'll get more articles and fun in between the wonderful words from our sponsors.

We're also narrower than last year's extra-wide design because advertisers and readers told us the oversized look was cool, but annoying when it came to storing the magazine in a file folder or producing ad "films" to match our standard size. Consequently, we reformatted to "normal" magazine size. Curiously, this may be the only "normal" thing about our humble magazine. Happy reading!

Pat Jones is the publisher/editor of Golfdom. He can be reached at 440-891-3126 or patrick.jones@advanstar.com