For decades, LANDSCAPE MANAGEMENT has been a trusted resource for golf course superintendents, providing outstanding coverage of golf/turf practices and products. I'm delighted to let you know that the publishers of LM are about to launch a new magazine just for you.

In late January, you'll begin receiving Golfdom, a new magazine that's customer-designed for today's busy and business-oriented superintendent.

If you recognize the name Golfdom, you probably remember that it was the Bible of the golf course industry for more than 50 years. Under the leadership of the legendary Herb Graffis, Golfdom was the business journal of golf. The magazine was known for innovative technical coverage, articles written by leading industry experts, great opinion pieces and a strong commitment to the betterment of the industry.

The new Golfdom will be focused like a laser on today's fast-paced, bottom-line golf business. We'll cover the technologies and techniques you need to succeed. We'll bring you lots of how-to case studies that give you the practical know-how to do the job yourself.

We'll cover architecture, construction, renovation and restoration like no other publication. And, we'll have the best opinions and analysis you've ever seen in a golf course magazine. Golfdom will be relevant, compelling, great looking, insightful, fast-paced, hip and even (believe it or not) fun.

I'm honored to help bring Golfdom back to life and to finally give you the magazine you deserve. I'm excited to renew my friendships with the many superintendents, architects and others around the industry I worked with during my nine years on the GCSAA staff, and I look forward to hearing your ideas about the new Golfdom.

Just call me at 800-225-4569, ext. 126, or send an e-mail to: patrick.jones@advanstar.com.

Look for Golfdom in your mailbox before the GCSAA show. I think you're going to like what you find. LM