

GOLF COURSE NEWS

Letter from the Publisher

Welcome to the premier issue of Golf Course News.

The concept of Golf Course News comes from Mr. Ted Gordon. No stranger to the publishing business, Ted founded Gordon Publishing in the late 1950s, built it to 35 titles across many trade categories and recently sold it to the Dutch firm Elsevier.

Ted's involvement in golf also is extensive. He has served as greens chairman, club president and on various boards and golf committees. (He also is a strong five hand-capper.)

Recently, Ted participated in the redesign of the Rio Mar Golf Club in Vero Beach, Fla. There he realized the need for a publication that would serve the industry with timely information on golf course design, development and maintenance, in an easy-reading format. Golf Course News is the answer to that need.

Managing editor Mark Leslie and associate editor Vern Putney have shown a remarkable feel for the business early in the development of our publication. You will see their interest and enthusiasm

as you read this premier issue.

Our plan to serve the industry is an aggressive one. Golf Course News will reach a minimum of 20,000 readers each month beginning in April, and plans call for an increase to 20 issues (approximately every other week) in 1990. Golf Course News readers will be like yourself - superintendents, architects, builders and developers, greens chairmen, club presidents, and general managers.

If you're interested in receiving Golf Course News, simply fill out the card which will pop out at you a

few pages back. You'll receive the first issue to be mailed mid-April.

Our goal at Golf Course News is simple: to serve our readers with fast-breaking industry news and to provide the decision-makers at all golf facilities in the country, as well as builders and developers.

The bottom line is to serve the industry for the betterment of the game. If we can accomplish our goal, Golf Course News will be a factor in the growth of this great sport.

Charles E. von Brecht
Publisher

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