



Kevin Gilbride
Publisher

HERE'S GOLF COURSE INDUSTRY

"The only constant is change." – Isaac Asimov

The statement above is more relevant now than ever before when it comes to the media. During the past 10 years, the media world has turned upside down, and you're continuing to witness this phenomena daily.

Since *Golf Course News* debuted some 19 years ago, the industry and world have undergone considerable changes. Once a strict news magazine, it has evolved into a resource that relies on reader interaction to deliver the most important and up-to-date information to operate a successful golf business.

Readers who have been around for awhile probably remember the "old" version that was printed on newspaper stock and established itself as a trailblazer reporting on breaking news and development projects. Four years ago, GIE Media bought the title and reintroduced the magazine as a big, glossy publication that focused on industry news, as well as articles about operational and development trends, opinion pieces and features about the golf business.

We're still the leading source of news in the marketplace. We deliver it daily through our interactive Web site, www.golfcourseindustry.com, and through our weekly e-newsletter, which supplement the thorough business management and agronomic content available in every print issue.

At this stage in the life of the magazine, I'm delighted to introduce *Golf Course Industry*. We have a different name, a more modern look and an expanded editorial focus. Our commitment has always been, and continues to be, delivering the information you need to succeed as an important member of a management team in the golf business.

Why are we doing this? First, news, by definition, is new and original information. These days, information that appears in industry print magazines usually is several weeks old, while the Internet offers almost instant access to news and analysis. Second, our new title reflects the realities of the current golf market. Call it "team decision making" or whatever you like, but the fact is the industry demands an integrated, business-like approach to facility management. Our mission is to provide you with a mix of articles, ideas and technical information that will help all the members of the management team survive and thrive in this highly competitive era.

With *Golf Course Industry*, you'll find more in-depth articles about how facilities are competing successfully in the market. We'll focus on practices you can use to set yourself apart from the crowd, save money without sacrificing quality, hire and retain the right people and produce the best possible product agronomically. In fact, we're expanding our agronomic content to help you keep track of research and related products critical to your overall success.

Additionally, our new design and size make the magazine easier to read and store for future reference.

And of course the magazine still will include the industry trend articles and visually appealing graphics we're known for.

Like you, we're committed to delivering a great product. The following pages deliver what you have asked for. **GCI**

We would like to hear from you. Please post any comments you have about this column on our message board, which is at www.golfcourseindustry.com/messageboard.



GOLF COURSE INDUSTRY

Serving the Business of Golf Course Management

Vol. 19 No. 2

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