

HEALTHIER MARKET, HEALTHIER YOU

The last time I looked there were about 200 female superintendents in the U.S. I've always been surprised that number hasn't grown (it's roughly the same as 25 years ago) because women are generally smarter, more patient and more self-aware than men. Women also tend to take better care of themselves.

So, to the other 15,500-plus of you who happen to have that Y chromosome floating around inside, let me ask you a question: When's the last time you had a physical? Have you done a stress test lately? What's your cholesterol level? And for god-sakes when did you last get a skin cancer screening?

We decided to ask a couple of questions about your health and what concerns you about the health impacts of your job in this year's GCI State of the Industry report. It was pretty clear that you recognize potential problems like melanoma, heart attacks and hearing loss. What's not clear is whether you're doing anything about it.

But, since this business continues to inexplicably be 98.5 percent male, I know the answer to that question... because I'm another idiot guy just like you. I ignore preventative

health measures. I don't go to the doctor regularly. I rarely use sunscreen and I suck at exercising.

Well, as part of my continuing reinvention of Pat Jones (see my Parting Shots column on the back page), I've resolved

to make 2014 the year I start practicing what I preach. I'm having too damn much fun to croak and my spectacular new wife seems to enjoy having me around, so I'm actually going to get a physical and start doing more to work out than just walking 9 holes every once in a while.

I'm also going to break down and get a skin-cancer screening at the GIS (assuming they're still offering those). I'm one

of those morons who's always believed my darker complexion would save me from the Big C. Dumb.

That's what I got out of this year's State of the Industry study. I hope it's just as valuable for you. Thanks to support from Syngenta and survey responses from about 400 superintendents, we were once again able to create a very comprehensive report including budget benchmarking and commentary from some of the smartest guys in the business.

Even better, we do it all to support the Wee One Foundation. Three years ago, we donated \$2,500 from the survey. Last year, it was \$5,000. This year, I'm going to make it \$6,000. Thanks, once again, to Syngenta for helping us grow that contribution to the industry's finest charity every year.

And thanks to you for welcoming us into your life for another year. As always, we welcome your feedback (good or bad), your stories and your friendship. And please go get a check-up! GCI



Pat Jones
Editorial director and publisher

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GIE Media, Inc.

4020 Kinross Lakes Pkwy, 2nd floor

Richfield, OH 44286

Phone: 800-456-0707

Fax: 330-659-0823

EDITORIAL

Pat Jones

Publisher/Editorial director
pjones@gie.net

Mike Zawacki

Editor
mzawacki@gie.net

Kyle Brown

Associate Editor
kbrown@gie.net

Bruce Williams

Senior contributing editor

Bill Brown

Contributing editor

SALES

Russell Warner

National account manager
216-236-5802

Bonnie Velikonya

Classified sales
330-523-5322

Ted Schuld

Account manager
216-236-5937

Martha Corfman

Manager, books
330-523-5366

Maria Miller

Conferences manager
330-523-5373

ADVERTISING/PRODUCTION INQUIRIES

Jodi Shipley jshipley@gie.net, 216-236-5867

GRAPHICS / PRODUCTION

Andrea Vagas, Creative director

Helen Duerr, Production director

CORPORATE

Richard Foster Chairman

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