

Let's cut right to the bottom line: Why should you read this magazine? My answer is to make you these promises: **Golfdom will always be relevant.** We won't waste your time. We'll tell you right at the top of each story why we think it's important.

Golfdom will assume our readers are smart people. In more than a decade of working with thousands of superintendents, designers, industry leaders and others in this business, I've been overwhelmed at how savvy and well-informed people are. We won't talk down to you or insult your intelligence.

Golfdom will focus on solutions. You want results, not a laundry list of techniques you could try if you had infinite time and patience. We'll give you step-by-step case studies that detail problems, solutions, costs and benefits.

Golfdom will be designed for busy people. Do you have time to wade through a sea of junk to find a few nuggets of useful information? Our layout style and story structure is intended to help you efficiently harvest the knowledge you need.

Golfdom will look great and be fun to read. We hope you agree that we're easy on the eyes. We also won't take ourselves too seriously. It's a magazine, not brain surgery.

Golfdom will have an attitude. Screw political correctness.

Golfdom will take stands on behalf of its readers. We're an independent publication with an agenda that advances the interests of superintendents and the industry. We won't shy away from controversy, and we won't pull punches.

Speaking of which, here is where we stand on what I think is the single most important issue out there.

The profession is in danger of becoming a victim of its own success.

Specifically, many of the veteran superintendents who have worked tirelessly for better compensation, professional recognition and, most of all, respect, are now being washed away by the tidal wave of young people who have been attracted to the business by those very attributes.

Woe be it to the entrenched, well-paid,

Golfdom Is Back: So What?

BY PAT JONES



WE WON'T SHY
AWAY FROM
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PULL PUNCHES

fifty-something superintendent who has to defend his position against a pack of savvy, college-educated, blazer-wearing studs willing to take his job for half the salary.

Add to that the growing bottom-line mentality of owners. "The course is looking pretty good," they say. "Why do we need good old Roy when we can hire young Bobby from up the street and knock \$40,000 off the salary and benefits budget line?"

Don't get me wrong — there's nothing inherently bad about this new crop of blazer-wearing studs. The overall quality of the profession continues to grow and these enthusiastic young guns are a big part of that. But there is something very wrong with bagging a highly qualified veteran for shortsighted fiscal reasons. The experience that comes with that extra \$40,000 may save an owner \$400,000 when push comes to shove.

So, what's the solution? Well, at the risk of being coy, we hope you'll return each month to the pages of Golfdom as we work through this problem and the other hot-button issues facing superintendents and our industry. This month's cover story, a look at management companies and their impact on the profession, is just the start of that process.

Finally, let me say with absolutely no humility that Golfdom is largely my creation. My honest intention is to give you the magazine I think you deserve.

I hope many of you remember me from my nine years on the GCSAA staff. I learned a lot from working with the best folks in the business, and I hope it shows in Golfdom's pages. You're the judge. I'd love to hear your verdict.

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