

"HERB AND JOE EXERTED A major influence on many aspects of the golf industry and on many individuals, including myself. Both were very friendly and neither ever met a stranger. Once acquainted, they always recognized you and called you by name. Each always seemed to take a special interest in you and what you were doing."

— *Sherwood Moore, CGCS,
Past President GCSAA, 1962*

"HERB AND JOE WERE WONDERFUL guys and true friends to everyone in golf. Herb had a great sense of humor ... very wry at times. I remember visiting him in Florida years ago and noticed a plaque on the wall that encased a check for \$20,000 from the bank. Herb explained that the check was supposed to have been for \$20. Big bank error! He loved joking about things and with people, but Herb always used his wit and humor in positive ways. Herb and Joe were the best friends golf ever had."

— *Eb Steiniger, former CGCS
of Pine Valley GC*

"A LETTER FROM HERB OR JOE GRAFFIS was always kept and treasured. Herb was the first to write me after becoming the GCSAA Director of Education in 1976. It was warm and personal with comments of past remembrances about me, the work I had done and mention of my family. And there was an ample amount of the Graffis wisdom and wit. As others have shared their correspondence with me over the years, I have been struck by how personal and meaningful each letter was to the recipient. The Graffis brothers wrote thousands of such letters, not one a canned response. I don't know how they found the time. It was like getting a letter from a family member. In actuality, they were a family member to everyone in golf."

— *Palmer Maples Jr., CGCS,
Past President GCSAA, 1975*

"I WAS ALWAYS IMPRESSED WITH Herb's note-taking system. He was constantly taking notes wherever he was, but on very small slips of paper. Herb would jot something down and then stuff the note into his coat pocket. How did he keep all those small bits of paper straight? Obviously, the system worked when you read the wealth of information and names of people in each issue of *Golfdom*. I often wondered how Joe dealt with the pockets full of news on those small scraps of paper brought home by Herb."

— *Jim Latham, former USGA agronomist* ■

Why Golfdom?

By **Pat Jones, Publisher and Editor**



From 1987 until 1996, I served on the GCSAA staff. I started as a cub reporter for *Golf Course Management* magazine and directed communications, development and public affairs over nine years. At various times, I managed public relations, government affairs, environmental issues, fund-raising, scholarship and research, the magazine – you name it.

It was a wonderful, insane, tumultuous, painful, thrilling and incredibly challenging nine years. Massive membership growth, lawsuits, attacks by environmental groups, a fancy new headquarters, the ill-fated GCSAA Singapore initiative, Paul Harvey, the Iowa Mortality Study, the "coup" that brought down the previous executive team. It wasn't always fun, but it was one of the most interesting periods in the association's long history.

But, in between the crises and the annual conferences, I talked with superintendents daily. I learned about the practices, products and people in the industry. I listened as superintendents discussed the job, its demands and the personal toll it can take. It was a great education.

I left GCSAA in 1996 (nine years in the association business was long enough) and was working happily at a big public relations firm when I was approached by Advanstar Communications, the company that publishes *Landscape Management*, *Athletic Turf* and *Turfgrass Trends* (a great technical/research newsletter). They were considering starting a golf publication and asked me what approach I'd take.

I thought about what I'd heard from hundreds of superintendents, endless committee meetings, focus groups and late-night bull sessions.

Why can't there be a magazine that really talks about what matters to us most? Why doesn't someone tell the real story about life as a superintendent? Why can't we get more short, "how-to" stories that help us solve problems? Why can't there be a magazine that helps me manage my career as well as I manage my turf?

So, after considering what I'd heard from all of those superintendents over the years, my response was, "There's a need for a magazine like Herb Graffis' old *Golfdom*." It should be focused, business-oriented, candid and fun. It should be relevant to the real-world interests and needs of superintendents. Most of all, it should have an attitude and a strong point of view.

Advanstar liked the concept and (to my delight) recruited me to publish it.

The first order of business was to find a name for this magazine we wanted to be like *Golfdom*. Imagine our surprise when we discovered that Advanstar, through a series of transactions that took place two decades ago, actually already owned the rights to the name *Golfdom*.

After that, it was a no-brainer.

It's a thrill to be able to breathe new life into a magazine that meant so much to so many people in our industry. We hope that a new generation of readers finds it as stimulating, smart and fun as the original. ■