

Good evening and welcome to “Who Wants to Be a Zillionaire?” I’m your host Regis Golfdom and we’re back with our returning champion, Peter Poa, a turfgrass science student from Emerald City, Kan. Pete, are you ready to take a shot at \$1 zillion?

Sure Reege, let’s do it.

OK, here’s your zillion-dollar question: What is the significance of the number 2,000?

Geez, that’s easy. It’s the year we just started.

Final answer?

Final answer, Mr. Golfdom.

Oh, I’m sorry Pete (audience moans). The answer we were looking for is, “The annual number of young people flooding the golf course industry from turf schools with high expectations, but little understanding of what the business is really like.” Pete, you lose your winnings and go back to Kansas without a dime.

That’s OK, Reege, because I’m going to make a zillion by becoming a highly paid and respected golf course superintendent a few years after I graduate.

Thanks for playing, Putz — I mean Pete . . . and stop calling me Reege.

Fountain of youth

The tale of Peter Poa illustrates the challenges this business faces over the next decade. With nearly 200 turf schools producing (for the sake of argument) an average of 10 graduates a year, we see a fountain of youth flooding the profession with 2,000 bright-eyed, diploma-toting folks who want your jobs.

What will the impact of all of these young people be? Why are they flocking to the profession? What characteristics will separate those who succeed from those who don’t?

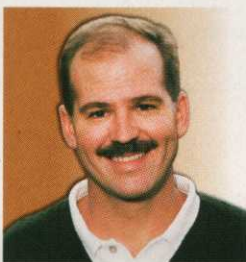
This month, we answer some of those questions by profiling youthful professionals we think have the right stuff in our “Young Leaders” cover story. We also give you a glimpse of the hopes and aspirations of this year’s graduating students in our “Y2K Kids story.” Hope you find it informative and timely.

Stay tuned

A couple of months ago, a “mature” superintendent who serves on our Golfdom Advisory

Facing Up to the Fountain of Youth

BY PAT JONES



SHOULD WE TAKE
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Staff called me and said in a rather irritated voice, “I see you’re doing an issue on the young leaders of the industry. What about us old farts?”

Now that, Regis, really *is* the million-dollar question.

What happens to the veterans — the leaders who made this profession what it is today — when they’re knee-deep in youngsters willing to work for half what they make? What survival skills should the 50-something superintendent possess? Should we take steps to stem the flow from the fountain of youth or simply let the market sort itself out? Tune in next month for at look at careers, compensation and, of course, the much-debated GCSAA Professional Development Initiative (how could Golfdom possibly stay silent on that?).

We’ve rightsized

You may notice that Golfdom seems to be thicker. That’s because more advertisers are turning to Golfdom in 2000. The good news for readers is that, since we maintain a 50/50 ratio of editorial to advertising, you’ll get more articles and fun in between the wonderful words from our sponsors.

We’re also narrower than last year’s extra-wide design because advertisers and readers told us the oversized look was cool, but annoying when it came to storing the magazine in a file folder or producing ad “films” to match our old non-standard size. Consequently, we reformatted to “normal” magazine size. Curiously, this may be the only “normal” thing about our humble magazine. Happy reading!

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