

**O**ne of my journalistic idols, Hunter S. Thompson, once said, “When the going gets weird, the weird turn pro.” Well, it couldn’t have gotten much weirder than

2001. The first year of the new millennium brought us confusion, pain, fear and a collective sense that we’d entered a bizarre new chapter in American life. Last year, in a word, stunk.

So, what’s the appropriate way to enter 2002? Should we tiptoe into the year with trepidation? Should we sit back and play wait and see? Should we bury our head in a bunker and hope everything turns out OK?

Well, the professionally weird here at *Golfdom* humbly submit that our philosophy for 2002 can be summed up in two words: “Let’s rock!”

We’re not tiptoeing, twiddling our thumbs or resting on our (considerable) laurels. In fact, we’re kicking out the jams this year with a bunch of new goodies for you, dear reader, and we think you’re going to love them.

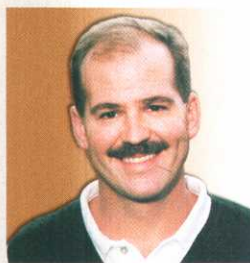
First, we’re thrilled to announce that we’re adding some scientific steak to *Golfdom*’s editorial sizzle as we deliver *TurfGrass Trends* — the nation’s best research newsletter — with every issue. For more than a decade, *TurfGrass Trends* has been a subscription-based monthly publication for leading turf professionals that features the best applied research, scientific views and cutting-edge technical updates.

Now, all superintendents, assistants, architects and other agronomically inclined *Golfdom* readers will receive it for free, thanks to the generous support of Bayer Professional Care, The Andersons Golf Division, The Scotts Co. and Textron Golf, Turf & Specialty Products. We haven’t stopped there, since we know many past *TurfGrass Trends* subscribers have notebooks filled with back issues. We’ve glued it into the magazine to make it easy for you to remove and keep for future reference. Cool, huh?

Second, we have a brand-spanking-new Web site that’s way more content-rich and user-friendly than the semi-lame site we’ve operated for the past three years. The new improved *golfdom.com* features important industry news, and we’ve started to archive your

## New Year Brings Cool, New Things

BY PAT JONES



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favorite articles from the past. The site highlights our special reports on major industry topics and a links list that we think will have you coming back for more. There are also easy click-throughs to send your article ideas, comments, events or even invitations to play golf to yours truly and the other folks here at *Golfdom*’s Global HQ. Go check it out now — and happy surfing.

We’re also proud to welcome John Deere as the sponsor of our “Hole of the Month” feature. In each issue, you’ll see a stunning photo of one of the world’s great golf holes along with the superintendent’s viewpoint on its maintenance challenges. We think you might just recognize the hole we feature this month as Deere debuts as our sponsor.

Finally, starting in February, look for a new column titled, “It’s Academic,” in which the brightest scientific minds of the industry share candid opinions on the technical trends currently shaping the future. *Golfdom*’s chief science editor, Dr. Karl Danneberger, provides the inaugural column next month, but look for other leading industry researchers to share their thoughts in every other issue after that.

We may have a few other tricks up our sleeve as the year progresses, but I want to assure you that the stuff that’s made *Golfdom* a breath of fresh air in the industry won’t change. We’ll have the same attitude, same award-winning writing and design and, of course, the same all-star lineup of contributing editors in 2002.

After all, why would we abandon the approach that won us a national Folio: Editorial Excellence Award and a passel of other honors last year? Hey, we may be professionally weird, but we’re not stupid.

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