

# Letter From the Publisher

■ COMMENTARY

**W**ith change comes opportunity.

*Golfdom* has been a high-quality publication for several years now. I hope you'd agree with me *Golfdom* has been a great magazine — after all, it's been an award-winning publication and an industry leader since 1999.

But once in a while, we need to shake things up to keep them fresh.

For the past several years Larry Aylward has been our editor-in-chief, and he always did a great job for us. Larry chose to leave *Golfdom* recently, and while we were sad to see him go, it created an opportunity for us to bring in a new editor-in-chief. I'm happy to tell you that we brought in the exact guy we wanted, someone we've had our eye on for a long time now — Seth Jones, formerly of *Golf Course Management* magazine.

If you're like me, you've enjoyed Seth's writing at *GCM* for the last several years. Seth had been an integral part of *GCM* for a decade. To say that I'm excited he now works for us would be a serious understatement.

We didn't foresee making a change in late 2010, but like I said, it has created an opportunity. As we sat in our first *Golfdom* staff meeting with Seth as our new editor-in-chief, the *Golfdom* team seemed to have a new energy and excitement. There were fresh ideas and an anything-is-possible attitude.

*Golfdom* is going into 2011 in a strong position in the industry. We've lost the fewest pages and the fewest advertisers in the industry. While other magazines are losing pages at an alarming rate, *Golfdom* remains steady. In this economy, steady wins the race.

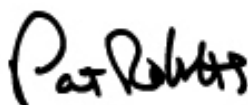
Obviously, we're not going to rest now. With a new editor-in-chief, it's natural that the magazine will undergo some changes. We'll be introducing a redesign of the magazine this summer. With that redesign will come some new regular features. I won't reveal what those features will be, but from what I've seen and heard so far, these new features will take *Golfdom* to the next level.

Also, expect to see *Golfdom* going back to its roots as the primary independent voice of the industry. This magazine will report on the stories that are important to you, the reader, not the stories beholden to or promoting any agenda.

One thing I'm already enjoying about this change is our increased on-line presence. *Golfdom's* blog at [www.golfdom.blogspot.com](http://www.golfdom.blogspot.com) has had interesting new content every day for almost a month now. The *Golfdom* Twitter feed has become a significant source of information. And the *Golfdom* Facebook page is just getting started.

It's my pleasure to introduce Seth Jones as the new editor-in-chief of *Golfdom*. We got the guy we wanted, and I think *Golfdom* readers will see why very soon.

Sincerely,



Pat Roberts



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