

**W**hat an amazing trip this has been.

It started out in 1999 when I interviewed with *Golf Course Management* magazine. I was a junior at the University of Kansas when a professor picked me to interview with some organization called "GCSAA." It was located right there in Lawrence, but I had never heard of it before.

I'm so thankful I got hired... look where it's led me.

*GCM* started me out as an intern, and when I graduated, they hired me full-time as a youthful, eager-to-please assistant editor. I thought that was about as good as it got.

Then during the next 13 years, I traveled the world, seeing some of the most beautiful golf courses there are and getting in some situations I would have never imagined. I interviewed Lorena Ochoa while her car sped through Guadalajara, Mexico traffic. I interviewed Alice Cooper as he played Indian Wells (Calif.) CC with David Hay, CGCS, the superintendent there. I hit numerous drives — unintentionally — into the Caribbean.

Just a few months ago, I took a private jet with Nick Price to see his golf course construction project, Grand Coral, in Playa del Carmen, Mexico. Afterwards we knocked back a few beers at a fancy resort and traded stories.

Those were all pretty good days.

But the phone call I got last month, telling me that *Golfdom's* management all agreed that I was the person they wanted to lead this magazine into the future... that instantly became the new No. 1 professional moment for me.

Sorry, Nick.

I'm honored to be named editor-in-chief of *Golfdom*. I promise you I'll work my hardest to take this magazine to the next level.

I believe a lot of superintendents have been getting kicked around these past few years. "In this economy" has become the common phrase that usually leads to another kick. You hear those words and you brace yourself — it's become a reflex. "What are they going to do to my budget now? What are they going to do to me?"

## Let's Make Some New Highlights

BY SETH JONES



**"THIS AMAZING TRIP  
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I'm sick of the kicks. It's time to get positive. It's time to get aggressive. It's time for superintendents to start doling out some of their own kicks again, Chuck Norris style.

It'll be my job to shape the look and feel of this magazine. My promise to you is that I'll focus on you and your colleagues. This magazine is about you and it's also for you.

I'm also going to make sure this magazine is positive. There's enough negativity out there. I want *Golfdom* to be a place where you can read good stories and feel good about your job at the same time.

I'm also increasing *Golfdom's* presence online. I want the *Golfdom* blog ([www.golfdom.blogspot.com](http://www.golfdom.blogspot.com)) to be a place you have bookmarked and visit regularly (we're already updating the site daily). The *Golfdom* Twitter feed should have real value (we're currently Tweeting multiple updates daily). I want the *Golfdom* logo to pop up on your smartphone every once in a while with some interesting content. This isn't a pipe dream, this is already in the works.

In the meantime, I ask a favor: If you have any thoughts to share on this magazine — what you like, what you don't like, what you want to see more of, less of, etc. — email me. Call me. Let me know. I'm available.

Together, I want to make this magazine great. It's good right now, but with your help, I think we can make it great.

I've had quite a few career highlights. Covering your industry has led me to all these highlights. I want to make some more highlights, and I want you to share them with me.

This amazing trip I've been on for the last 13 years is about to get even better. I'm so glad you're with me.

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