

This issue is not just for you.
This issue is for us.
Let me explain.
This issue's theme, "Turf on trial," features a few common accusations against the golf

industry. And we've told a few classic examples that serve as rebuttals to those accusations. For example, we have stories on water savings, thriving wildlife and pesticide reduction going on right now at golf courses around the nation.

Breaking news to you? Surely not. But the message we're all trying to communicate to the world? Vital.

There are other places where this information is easily seen. A simple open-minded conversation at your golf course would be the ideal place for one of golf's opponents to see that the game is not the monster it's often made out to be. But good luck getting a golf-hater to set foot on your course.

I would also suggest any of the case studies at the Environmental Institute for Golf's website, The Edge (found at www.eifg.org), as a place to learn more about the good work going on at golf courses around the country. Or any of the dozens of superintendent blogs that are being regularly updated.

But getting an opponent of golf to click a link? It should be easier than it is, but...

A magazine, however, is easily handed to someone. Hand this issue off to your favorite non-golfing environmentalist, and see how it goes. Or mail it to your local newspaper editor.

Even easier than mailing a magazine to someone, you can leave it somewhere to be found. Leave it at the barber shop. Leave it at the dentist's office. Leave it in the men's room at City Hall.

I'm not saying this issue is a silver bullet against golf's opponents. Depending on the person, they'll shoot holes in any argument you present to them. But we have to keep trying.

From the content of the cover story, to the columns by Joel Jackson, Geoff Shackelford and Clark Throssell, I believe there are multiple pieces in this issue that could just maybe light the slightest spark of doubt in that person who has faithfully detested golf since the 1970s.

The Story of Us

BY SETH JONES



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And at the same time, I think there are enough success stories and opinions in this issue that it will spark your interest as well, even if we're not opening your eyes to something you haven't seen, heard or done before.

Or maybe I'm just up too late this evening. But in my mind, this issue isn't just for you, the superintendent. And it's not just for them, the anti-golfers.

This issue is for our industry. It's for us.

I need your help. I want to know — what do you like about *Golfdom*? What could we do better? What kinds of stories would you like to see in the magazine? What kind of stories should we do less? Who is your favorite *Golfdom* columnist? Is there one of us you rarely read? Even if it's me, let me know — I can handle it! (OK, I'll probably brood for an hour, but eventually, I'll be back on top of the world.)

This is an exciting time for the magazine. *Golfdom* is going to come out firing in 2012 with a new look — the first redesign of the magazine since its relaunch in 1999. We're making preparations now, just like you're preparing for your 2012 golf season now. And we want to make sure we do this redesign right. That means we need your insights.

You'll see a survey hitting your e-mail inbox soon. You'll be doing me a personal favor if you take the time to fill out that survey. You'll also be helping me and the *Golfdom* team make the magazine better.

If surveys aren't your thing, you can always e-mail me your thoughts straight to my inbox at sjones@questex.com or pick up the phone and give me a call.

And the offer always stands from a few issues ago — if you have a story you think would make for a great *Golfdom* story, I'm just an e-mail away.

E-mail Jones at sjones@questex.com.