

I love all of the myriad awards given out in our industry.

The awards run the spectrum from big-shot millionaires getting one more pat-on-the-back to under-recognized mechanics getting an occasional shout-out. There are awards for superintendents, assistants, mechanics and chapters.

Heck, there's even an award for golf course dogs. Woof!

I hope you'll indulge me for wanting to add one more award to the mix.

*Golfdom* has a proud history of being the first magazine to cover golf as more than a game, but a business. We owe that legacy to the magazine's founder, Herb Graffis. He founded and began publishing the digest-sized magazine in 1927. If you've ever wondered where the name *Golfdom* came from, it was plucked from Mr. Graffis' imagination during the Calvin Coolidge presidency.

It is hard to quantify his impact on the business of golf. Consider that he founded three golf magazines, was co-founder of the National Golf Foundation, helped change the name from "greenkeeper" to superintendent, founded the Golf Writers Association of America and was the first writer/editor ever enshrined in the World Golf Hall of Fame (1977).

I don't want to turn this into a history lesson. Dependent on your age, there's a good chance you know more about Mr. Graffis than I do. Maybe you even knew him. Herb passed in 1989, and our paths never crossed.

Let me sum up what I know about Herb Graffis for the young guys out there: Take 'The World's Most Interesting Man' from the Dos Equis commercials ("Stay thirsty, my friends") and give him a 9-iron. That's Herb. He counted such people as Bobby Jones, Bob Hope and Ernest Hemingway friends.

So back to my talk about the need of another award in our industry. It's time for *Golfdom* to give out its own award. And I want that award to be in honor of our founder, Mr. Graffis. And the award will recognize one thing only: the keen skill of being successful in this industry.

With the economy down and golf struggling,

## An Award for Good Business

BY SETH JONES



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we want to recognize someone who has, through forward thinking and action, found a way to make their business more successful. This person could be anyone — a superintendent, a general manager, an assistant, a mechanic.

I certainly don't want to step on any toes by beating the drum for Herb Graffis. There are many of us in golf who would like to, and deservedly get to, claim Mr. Graffis as one of their own. But the fact that he is the father of this magazine makes me feel safe in starting an award in his name.

The name? Well, we can't call it the Herb Graffis Award because the PGA of America already gives out an award under that name to a PGA Section for extraordinary contributions in player development by supporting Play Golf America initiatives. (Herb was also the president of National Golf Day.)

Let's call it the Herb Graffis Business Person of the Year. I think Herb would approve.

What will the winner get? *Golfdom* will host the winner each year at the Golf Industry Show. I also would like to write a cover story on the winner each year, detailing what keen idea it was that earned the winner this honor. That way the idea can be shared throughout the *Golfdom* (thanks, Herb) for the benefit of anyone who can successfully apply it.

I'm calling for nominations now. Please go to [www.golfdom.com/graffis](http://www.golfdom.com/graffis) and nominate someone you think is deserving of this award. Anyone who has saved your company a few thousand dollars, made your course more profitable, or increased the efficiency of your operation would be a great candidate.

And they would also be the kind of person that Mr. Graffis would love to write about.

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