

My fellow golf maintenance professionals, What a year it's been here at *Golfdom*. I thank you all for being here with us every issue of the way.

I look back at the collection of issues we put out this year, and it makes me extremely proud. I think of all the places we've been this year, covering this industry, and it's a true feeling of accomplishment.

Check out the start to my year: I went to Sylacauga, Ala., one week for a feature on Farm-Links, then the next week caught a flight to London for a week-long excursion in England that included the BTME show.

From there, things never once slowed down all year. A quick list: Pebble Beach; Las Vegas; Louisville; Charlotte; Chicago; San Diego; Philadelphia; Baltimore; Denver; New York City; Milwaukee; Minneapolis; Amelia Island, Fla.; Cleveland; Los Angeles; Portland, Ore.; and finally Orlando. And you know I managed to have fun at each stop along the way. I caught a lot of professional golf, a few baseball games, a concert or two and even a professional wrestling event. I also nabbed a What-A-Burger every chance I got, and it shows.

I was riding in a golf cart with a superintendent recently, and we were talking about how lucky we are to be in this industry. "Sometimes you have to pinch yourself," my new friend told me. And he's right, it really is like a dream.

This month marks my second year of living the dream as the editor-in-chief of *Golfdom*. It's been a fantastic two years for me, with a lot more ups than downs.

Hopefully you've noticed some of the changes we've made with this magazine over the last two years, and hopefully you enjoy those changes. And hopefully, you're willing to stick with me as we make some more changes.

This is your fair warning: We kick off 2013 with a completely new look. My column won't look the same. Our departments won't look the same. Even the logo on the cover will look a little different.

If we were a golf course, we'd be on the verge

2012 State of *Golfdom* Address

BY SETH JONES



IN GOLF THEY CALL

IT A RENOVATION,

IN THE MAGAZINE

BUSINESS WE CALL

IT A REDESIGN.

of taking out 700 trees while restoring some native areas. In golf they call it a renovation, in the magazine business we call it a redesign.

Golfdom has had the same look since the magazine relaunched in 1999. While I may like to party like it's 1999, I don't like to read a magazine that looks like it's trapped in 1999. You might be surprised to read this, but Joel Jackson and Karl Danneberger have indeed aged like the rest of us over the past 10 years. Next month, along with the look of their columns, we'll also update their photos, so you can see what those guys actually look like today. (Don't worry, they still look good.)

Pete Seltzer, our vice president of design and production, along with Carrie Parkhill Wallace, our art director, have been working on *Golfdom*'s new look for months now. We've had multiple brainstorming sessions as well as sit-downs with our readers to see what they like, what they don't like, what they want more of.

Some of the changes you've already been reading, such as our back-page Q&A, The 19th Hole, or our photo-heavy *Golfdom* Gallery, showing photos of people and places we've recently visited. A lot more changes are coming next month. I'll be excited to hear what you think.

2012 was a great year for me personally, and just as great for me professionally. I have a lot of people to thank for our professional success, most notably my hard-working staff. But as the holidays roll around and I reflect back on another year in the sun working as the EIC of *Golfdom*, I want to take the time to thank you, the reader.

I'm excited for 2013 and beyond. With your support, the future of *Golfdom* is indeed bright.

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