

A little over a year ago, Seth Jones, the editor-in-chief of this magazine, did a feature article about me called “The Reinvention of Mark Woodward.” I must say I have been blessed to be involved in a variety of exciting jobs in this industry that have been very rewarding over the years.

For those of you who don’t know me or are not familiar with my background, an introduction: I worked for 31 years for the City of Mesa, Ariz., managing two golf courses, two tennis centers, two major league baseball spring training facilities, a cemetery and the Park Ranger Program. During my time in Mesa I also had the distinct honor of serving as the President of the GCSAA.

After retiring from Mesa I went on to my retirement job and that was serving as the Golf Operations Manager for the City of San Diego. The reason I did this was because I wanted to be involved in preparing Torrey Pines for three PGA Tour events (the Buick Invitational) and ultimately for the 2008 U. S. Open, which arguably ended up being one of the greatest U.S. Opens in recent memory.

Clearly I wasn’t ready for retirement, as four days after the championship, my wife, Amy, and I moved to Lawrence, Kan., where I was fortunate enough to be the CEO of the GCSAA for two years. Even though my time at GCSAA was short and extremely challenging due to the economic times our country, the golf industry and the association was going through, it was a great experience.

From the GCSAA, I took a few months off and then was offered a position working on Business Development for Landscapes Unlimited. Landscapes Unlimited is a company that renovates and constructs golf course all over the world. The exciting thing about this opportunity was it got me back to one particular part of the world — Arizona. So my wife and I have gone “full circle” and are now living in Arizona closer to our parents, siblings and grandchildren (which is the best part.)

While working for Landscapes Unlimited I also started my own golf operations consulting

From Reinvention to Reintroduction

BY MARK WOODWARD



business, Mark Woodward and Associates, LLC which has taken off. After almost 40 years in the golf business, I am now working for myself and having a great time.

As you can see, Seth was right in his article about me reinventing myself over the course of a very exciting and rewarding career. I am very proud of my accomplishments at each stop along the way. I truly have been blessed.

When I left the GCSAA, Seth and I kept in contact with each other and ultimately, he asked if I would be interested in writing a monthly column for *Golfdom*. We talked about me sharing my thoughts about the golf industry based on the variety of experiences that I have had in my career. My gut tells me that this was a nice way for Seth to say “maybe you have something to offer because you’re old and have been around a long time.”

Suffice it to say I jumped at the chance to continue to give back to the golf industry in a small way by contributing this monthly column. I’m very excited about sharing my thoughts on the many topics affecting our industry today. I’m also very excited for Seth and extremely proud of his accomplishments at becoming editor of a national magazine at such a young age. I wanted to be a part of his success as well.

But most important to me is that I truly want for these articles to be something that you are compelled to read. So with this in mind I would love to hear from you with your comments, feedback and ideas of things I should be writing about. You can email me any suggestions at markwwrd@gmail.com.

Thanks for reading, and I look forward to seeing you again “at the turn.”

Mark Woodward is Golfdom’s newest columnist. This is his first contribution.

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