

Letter from the Publisher

■ BY PATRICK ROBERTS



Dear *Golfdom* readers,

IT'S AN EXCITING TIME to be in the publishing business in Cleveland, Ohio. That's because we have split off from our old company to form a new venture, North Coast Media. And we're looking forward to capitalizing on the opportunity.

Kevin Stoltman, President of North Coast Media (NCM), has assembled an experienced team that is poised to take our magazines to the next level. I've known Kevin for a very long time. We've been through a lot together. I could not be happier for him and prouder to say I work for him and NCM.

Golfdom is no exception. We have been making subtle changes to the magazine and have the best editorial and design team in the business (I'm a little biased, though.) You'll be seeing big things from us coming down the road. I'd love to talk about them here, but I don't want to steal Seth's thunder.

I've been working on this magazine for close to 11 years now. I've enjoyed every single day. I have seen many, many ups and downs, but the ups definitely outweigh the downs. That's the result of three key things.

First, I *love* the game of golf and consider myself lucky to have carved a career in the industry. I owe this tremendous debt to my father, Patrick Roberts Sr., the best man I know.

Second, our readers are an outstanding group that amaze me and challenge me every day. I had the privilege to work for Terry Bonar at Canterbury GC in Cleveland. To say he taught me a lot about the business of maintaining a golf course is an understatement. I might not have known it at the time, but Terry taught me life lessons that I still use today.

Third, our advertising partners care as much about the golf business as anyone. They well know that this has been a tough few years for golf, yet that's spurred them all the more to work tirelessly on your behalf.

Over the years, I've laughed with you, but most of all I've learned from you. As we embark on our exciting new journey as North Coast Media, I expect to have many more laughs — and lessons — in the years to come.

I touch on all of these things to demonstrate that just like all of you, we have a strong passion for the business and the game.

Our business is strong and getting stronger, just like yours. You are going to see some big things from us in the coming months. It's going to be tough to top last year's inaugural *Golfdom* Summit, but we are going to do it. We also are in the process of a long overdue re-design that I've wanted to do for years. I'm happy to say it's finally getting done!

Today is truly an exciting time to be in the golf business. Drop me a note and tell me why you love your job. All of this is why I love mine.

All the best,

Pat Roberts

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