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# Golfdom

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# Letter From the Publisher

■ COMMENTARY

**W**ith change comes opportunity.

*Golfdom* has been a high-quality publication for several years now. I hope you'd agree with me *Golfdom* has been a great magazine — after all, it's been an award-winning publication and an industry leader since 1999.

But once in a while, we need to shake things up to keep them fresh.

For the past several years Larry Aylward has been our editor-in-chief, and he always did a great job for us. Larry chose to leave *Golfdom* recently, and while we were sad to see him go, it created an opportunity for us to bring in a new editor-in-chief. I'm happy to tell you that we brought in the exact guy we wanted, someone we've had our eye on for a long time now — Seth Jones, formerly of *Golf Course Management* magazine.

If you're like me, you've enjoyed Seth's writing at *GCM* for the last several years. Seth had been an integral part of *GCM* for a decade. To say that I'm excited he now works for us would be a serious understatement.

We didn't foresee making a change in late 2010, but like I said, it has created an opportunity. As we sat in our first *Golfdom* staff meeting with Seth as our new editor-in-chief, the *Golfdom* team seemed to have a new energy and excitement. There were fresh ideas and an anything-is-possible attitude.

*Golfdom* is going into 2011 in a strong position in the industry. We've lost the fewest pages and the fewest advertisers in the industry. While other magazines are losing pages at an alarming rate, *Golfdom* remains steady. In this economy, steady wins the race.

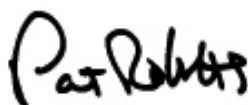
Obviously, we're not going to rest now. With a new editor-in-chief, it's natural that the magazine will undergo some changes. We'll be introducing a redesign of the magazine this summer. With that redesign will come some new regular features. I won't reveal what those features will be, but from what I've seen and heard so far, these new features will take *Golfdom* to the next level.

Also, expect to see *Golfdom* going back to its roots as the primary independent voice of the industry. This magazine will report on the stories that are important to you, the reader, not the stories beholden to or promoting any agenda.

One thing I'm already enjoying about this change is our increased on-line presence. *Golfdom's* blog at [www.golfdom.blogspot.com](http://www.golfdom.blogspot.com) has had interesting new content every day for almost a month now. The *Golfdom* Twitter feed has become a significant source of information. And the *Golfdom* Facebook page is just getting started.

It's my pleasure to introduce Seth Jones as the new editor-in-chief of *Golfdom*. We got the guy we wanted, and I think *Golfdom* readers will see why very soon.

Sincerely,



Pat Roberts



**“EXPECT TO SEE *GOLFDOM* GOING BACK TO ITS ROOTS AS THE PRIMARY INDEPENDENT VOICE OF THE INDUSTRY.”**

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**W**hat an amazing trip this has been.

It started out in 1999 when I interviewed with *Golf Course Management* magazine. I was a junior at the University of Kansas when a professor picked me to interview with some organization called "GCSAA." It was located right there in Lawrence, but I had never heard of it before.

I'm so thankful I got hired... look where it's led me.

*GCM* started me out as an intern, and when I graduated, they hired me full-time as a youthful, eager-to-please assistant editor. I thought that was about as good as it got.

Then during the next 13 years, I traveled the world, seeing some of the most beautiful golf courses there are and getting in some situations I would have never imagined. I interviewed Lorena Ochoa while her car sped through Guadalajara, Mexico traffic. I interviewed Alice Cooper as he played Indian Wells (Calif.) CC with David Hay, CGCS, the superintendent there. I hit numerous drives — unintentionally — into the Caribbean.

Just a few months ago, I took a private jet with Nick Price to see his golf course construction project, Grand Coral, in Playa del Carmen, Mexico. Afterwards we knocked back a few beers at a fancy resort and traded stories.

Those were all pretty good days.

But the phone call I got last month, telling me that *Golfdom's* management all agreed that I was the person they wanted to lead this magazine into the future... that instantly became the new No. 1 professional moment for me.

Sorry, Nick.

I'm honored to be named editor-in-chief of *Golfdom*. I promise you I'll work my hardest to take this magazine to the next level.

I believe a lot of superintendents have been getting kicked around these past few years. "In this economy" has become the common phrase that usually leads to another kick. You hear those words and you brace yourself — it's become a reflex. "What are they going to do to my budget now? What are they going to do to me?"

## Let's Make Some New Highlights

BY SETH JONES



**"THIS AMAZING TRIP I'VE BEEN ON FOR THE LAST 13 YEARS IS ABOUT TO GET EVEN BETTER. I'M SO GLAD YOU'RE WITH ME."**

I'm sick of the kicks. It's time to get positive. It's time to get aggressive. It's time for superintendents to start doling out some of their own kicks again, Chuck Norris style.

It'll be my job to shape the look and feel of this magazine. My promise to you is that I'll focus on you and your colleagues. This magazine is about you and it's also for you.

I'm also going to make sure this magazine is positive. There's enough negativity out there. I want *Golfdom* to be a place where you can read good stories and feel good about your job at the same time.

I'm also increasing *Golfdom's* presence online. I want the *Golfdom* blog ([www.golfdom.blogspot.com](http://www.golfdom.blogspot.com)) to be a place you have bookmarked and visit regularly (we're already updating the site daily). The *Golfdom* Twitter feed should have real value (we're currently Tweeting multiple updates daily). I want the *Golfdom* logo to pop up on your smartphone every once in a while with some interesting content. This isn't a pipe dream, this is already in the works.

In the meantime, I ask a favor: If you have any thoughts to share on this magazine — what you like, what you don't like, what you want to see more of, less of, etc. — email me. Call me. Let me know. I'm available.

Together, I want to make this magazine great. It's good right now, but with your help, I think we can make it great.

I've had quite a few career highlights. Covering your industry has led me to all these highlights. I want to make some more highlights, and I want you to share them with me.

This amazing trip I've been on for the last 13 years is about to get even better. I'm so glad you're with me.

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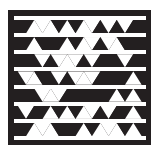
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# Off The Fringe

**G**ORDON WITTEVEEN, influential superintendent, author and lecturer, died on Dec. 16, 2010. He was 76. Witteveen was the author of numerous books, including “Practical Golf Course Maintenance: The Magic of Greenkeeping” written with Michael Bavier, CGCS-retired; “A Century of Greenkeeping;” “Keepers of the Green: A History of Golf Course Maintenance” with Bob Labbanca; and “Keeping the Green in Canada: A History of Golf Course Management.” Witteveen also helped found both the Canadian GSA as well as its magazine, *The Greenmaster*.

“Gordon was extremely loyal to the profession of the golf course superintendent,” Ken Cousineau, CAE, executive director of the Canadian Golf Superintendents Association, said. “He cared deeply about the industry and the profession.”

Palmer Maples Jr., CGCS-retired, was president of the GCSAA in 1975 and had many fond memories of Witteveen from the time when the two were both on the GCSAA board of directors. Maples recalled fondly the 1975 conference and show in New Orleans when their children played together.

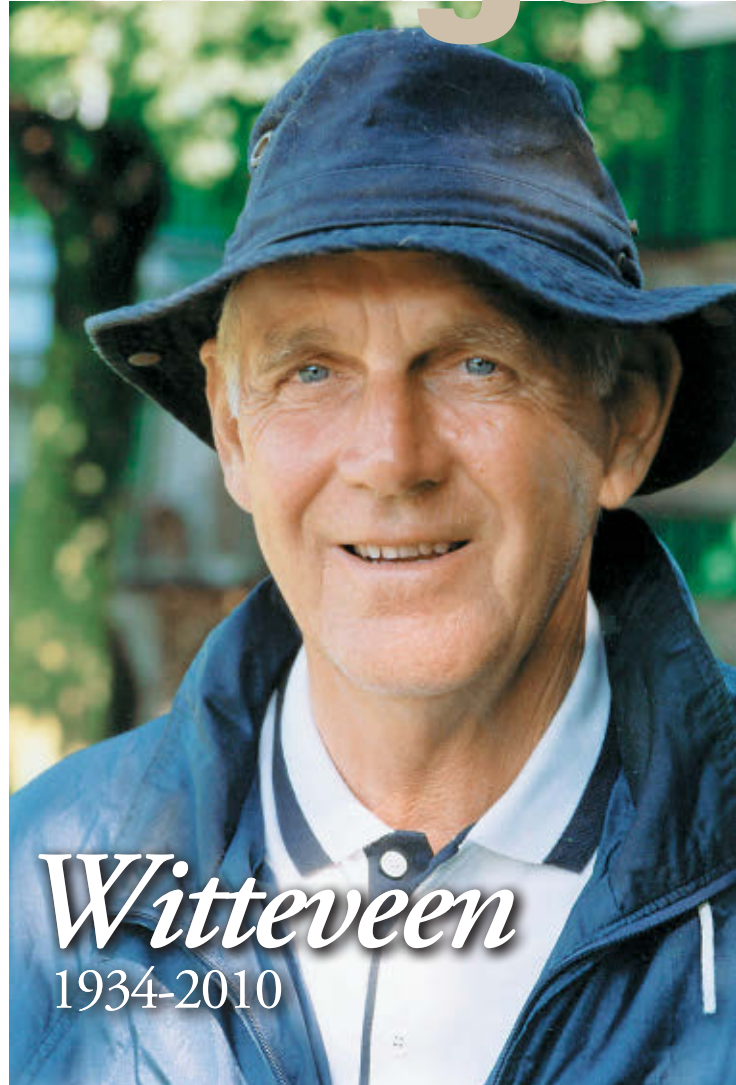
“He was a good, honest, hard-working superintendent,” Maples said. “He wasn’t into going high-tech with your golf course; he believed in dealing with the situation you were in as best as you could so the people playing your course could enjoy the surface.”

Michael Bavier, CGCS-retired, who co-wrote “Practical Golf Course Maintenance” with Witteveen, said he and Witteveen had lost touch these last several years.

“We had a lot of good times back in the ‘90s,” Bavier said. “I wish his family the best.”

Cousineau said one word summarized Witteveen best: inspirational.

“He cared so much, he took the time to speak with so many people, because he was so dedicated to the profes-



*Gordon* **Witteveen**  
1934-2010

## LOYAL TO THE PROFESSION

sion,” Cousineau said. “He was an inspiration to anyone he spoke with.”

Though Witteveen succumbed to leukemia, nothing can take away the many inspirations he left behind to his fellow superintendents, Maples said.

“Look at all the things he’s quoted on today,” Maples said. “He liked to expel that information in case someone didn’t know. He liked to plant those seeds and see them spread like *Poa annua*.” ■