



Hall of Fame

Pat Jones

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Hall of Fame 2014



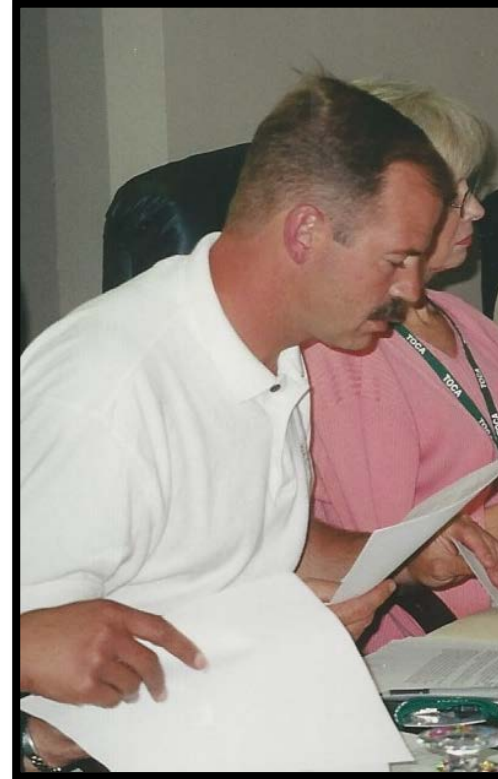
Overview

- One of the founding members of TOCA – served on original steering committee
- Began career in green industry at GCSAA as writer for *Golf Course Management* magazine
- Moved into other positions at GCSAA in communications and development
- Moved on for a career stop in public relations at a leading marketing communications agency and also served as a consultant
- Served twice as President of TOCA (impeached once, as historians claim)
- Assisted in the rebirth of *Golfdom* magazine
- Now serves as business manager and publisher for GIE Media's turf publications
- Legitimized TOCA meetings by taking them from a secret society of weekend meetings to annual meetings during the work week (thanks Margaret for insight into the future growth of TOCA)

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Pat Jones, this is your life (with TOCA)



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Reflections on Pat Jones

*“As Business Lead of our Turf Group, Pat's another gift in my life, as well as to GIE Media's horticultural business development. If an outsider were to ask for some time with the "media king and guru of the golf turf management market" the majority of folks in any group would point the way to Pat Jones. Why? Because Pat has achieved that level of market respect thru decades of commitment, contributions, relationships and accumulated knowledge. I hired Pat Jones because of these attributes, and challenged him to build our Golf Course Industry magazine to a market leadership position. I will also tell you that fortunately ...in the last couple years ... Pat's brilliant mind and edgy ego have been able to step away from that "shiny king place" to also expose his humanity ... his true self.... which is an exceptionally soft hearted, sensitive and giving nature. Pat's personal decision to address and expose his struggle with alcohol was God's hand leading and holding up a great spirit to demonstrate a level of humility and courage that is truly inspiring. **Today Pat will also admit that he still struggles with his ego that wants to be king, but one-day-at-a-time he's winning that "king" battle.** Pat Jones is a very special person...a much loved person. I admire his very fertile and nimble mind, but I love his heart and his gentle soul. Please give him a bear-hug of congratulations from me.”*

Richard Foster, founder GIE Media, Inc.

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Reflections on Pat Jones

“Pat Jones' drive and passion for personal and his industry family are why he is being inducted into the great TOCA Hall of Fame. A quote I read on Facebook written by Santa Claus, yes Santa Claus says it better than I ever could.

*Family isn't always blood.
It's the people in your life who
want you in theirs; the ones who
accept you for who you are. The ones
who would do anything to see you smile
and who love you no matter what.*

Margaret Bell
Retired executive from Syngenta

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Reflections on Pat Jones

“First and foremost, Pat knows the business – and I mean he gets the business. He’s provocative and bold in his writing, but at the same time he’s balanced. He’s had a major role to play in three industry magazines – Golf Course Management, Golfdom and Golf Course Industry.

One of the best things I can say about him is he’s a ‘real person.’ He’s learned the business step by step – some steps back with downturns (like all of us), yet more steps upward. And of course he’s ended on the upside. Now, if only his golf game were a little better... He is a unique individual and one that’s great for this industry.”



Jose Milan

Director of Green Business Operations, Bayer

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Reflections on Pat Jones

“I have known Pat Jones since the early 1990s and worked with him at GCSAA for several years, beginning in 1994. I can say without fear of contradiction that Pat is as passionate about the golf course management industry as any individual walking the globe today. There are others as passionate as Pat, but none more so than him. On that basis alone, Pat is worthy of inclusion in the TOCA Hall of Fame. Well done, my friend.”



Stephen F. Mona
Chief Executive Officer
World Golf Foundation

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Reflections on Pat Jones

“Hard to believe Pat was once a cub reporter on Golf Course Management magazine 25 years ago. This man has matured and developed these many years and become a real credit to this industry. Like most of us, at times he’s looked at greener pastures (or fairways).

I can say that his work to resurrect Golfdom magazine 15 years ago had to make the Graffis family proud. But all things must come to an end and now he’s doing a wonderful job at Golf Course Industry and Lawn & Landscape magazines for GIE Media.

Pat is great for the industry. In our section of the green industry, he has charisma that lights up a room like Arnold Palmer, Gary Player and Jack Nicklaus still do. He’s the energizer bunny. I like to say he is like a cockroach. If a nuclear holocaust ever hit, the only thing left will be the cockroaches and Pat. (Insert laugh here!)

Seriously, he’s reinvented himself over the years and I hope he’s around 25 more years, just like TOCA. I am proud to call him a friend and collaborator.”



Bruce Williams
Owner, Bruce Williams Golf Consulting
GCSAA Past President – 1996

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Pat Jones Reflects:

“TOCA celebrating 25 years makes me feel really old. I will always remember the people who have come and gone. Especially all of their passion and good ideas. The common thread is Den and he had the vision to establish a professional industry organization where competitors could put their differences aside and come together for the good of the industry.

It’s amazing to me how much has changed in the past 25 years, but my job remains the same...to help other people every single day through communications.”



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Congratulations Pat!



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