

## **Golf Guide Redesigned To Be More User Friendly**

*Cheryl Justak, Publisher*

Welcome to our 2004 annual issue of ***Golf Now! Chicago, Chicagoland's Premier Golf Destination Guide***. We hope you enjoyed our 2003 inaugural issue and experienced some of the great golf getaways and fabulous courses we featured. We received a wonderful response from our readers and advertisers on last year's guide and would like to thank all of you for your support. Included in this issue are several comments we received about our first issue from some of Chicago's leading hotel and corporate concierges who used our guide -- the city's toughest critics! They told us the guide was an excellent resource, and it had made their jobs easier when asked by guests and clients to recommend golf courses, reserve tee times, and plan golf outings.

You will notice that our 2004 guide has a new look and feel to it. Not only did we want this guide to be an invaluable source for local and area golf information, we also wanted to make sure it was easy to use. So we changed it! You will see that we now categorize our information into "sections", starting with an introductory page for each different section. For example, all of the featured golf courses, including their detailed descriptions and statistics, are under the section called, "***The Courses***". In that section, you will find many stunning area golf courses, listed alphabetically by the complete course name, along with their descriptive attributes.

Also added is a section on "***Golf Communities***" for those who are interested in living their dream in a luxurious residential golf community, a "***Travel Guide***" section featuring incredible vacation options, and a "***Great Escapes***" section with eight unique local destination "possibilities" for corporate retreats or leisure getaways for two.

Our last exciting new feature is our "***Event Planning***" section. Today, more companies than ever are planning golf outings and corporate retreats as a way of accomplishing business objectives, building relationships, and enhancing productivity. If you are the one assigned to plan your corporate retreat or your company's golf outing, the task can be daunting. To make it easier, we've included a "planning guide" to help ensure it will be a tremendous success.

Lastly, we encourage you to visit our advertisers, the people who make this publication possible, and tell them you saw them in ***Golf Now! Chicago***. With their support, we will continue to add more useful information and exciting places to golf and get away.