

Titans of industry. Rocket scientists. Golf suffragists. Architects. Spin doctors. Salesmen. Visionaries. For the second consecutive year, *Golfweek* brings you Golf's 40 under 40, a fresh, starry cast of gifted and young individuals - each younger than 40 as of Dec. 31, 2000 - who are making an impact in the industry and should continue to shape the game over the next several decades.

The men and women profiled on the following pages represent a sampling of stars from a constellation of worthy candidates, selected by *Golfweek* editors. The pool of nominees included recommendations from industry leaders and *Golfweek* readers. (Last year's honorees were not eligible.)

Some of these faces already have penned impressive résumés and will be familiar names; others, newer to the game, quickly have shown the creative spark and drive that will deliver their own measure of enduring success.

**PROFILES AND TEXT
BY DARRYL E. OWENS**

Forty Under

Karen Palacios-Jansen

Jim McLean Golf School/AboutGolf.com

LPGA Teaching Professional

Birth date: March 6, 1966



Karen Palacios-Jansen, an instructor with the Jim McLean Golf School at Doral Resort and Spa in Miami, has been characterized as the woman golfer of the 21st Century, and she certainly carries the credentials.

In addition to launching in April her own instructional Web site, AboutGolf.com, dedicated to the promotion of women's golf, Palacios-Jansen gives about 1,400 hours of lessons a year, including private lessons, golf schools and corporate outings.

Her education wouldn't have suggested a career as a golf instructor. Palacios-Jansen is a 1988 graduate of Stetson University in DeLand, Fla., with a bachelor's in speech/theater, and she holds a master's degree in journalism from Columbia College in Chicago.

Still, the skills she learned in college and on the course have been woven into a career that has included frequent appearances in instructional videos and on The Golf Channel's Academy Live. She's also written extensively on golf instruction, focusing mostly on women golfers.

"I think that a lot more women are into golf than people think," she said. (I think they) want more information about the LPGA, but it is just not available to them."