

*Politically  
incorrect  
golf*

**Green  
Side Up**



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The FGCSA is embarking on an ambitious, long overdue public relations program Better say “public education program”. Having relations with the public can be misconstrued. It came to me that much of golf is using politically

incorrect language that could make our message unclear. To minimize legal fees for incorrect golfspeak, please pay attention.

Single. Formerly referring to one person playing golf by himself. Singleness now is a sensitive parenting and restaurant dining alone issue. In the future please refer to a “single” as a “onesome.” It’s more inclusive as it puts the

single in with all the other “somes” in golf.

Tee off. Once referred to as the act of putting the ball in play on each hole, it has now been changed to avoid the inference of becoming agitated. See “teed off.” The accepted term is, “Intent to advance the ball.” The word intent has been included since it is apparent that not everybody advances the ball, thus becoming teed off.

The USGA has taken us out of the “trap” and into the “bunker,” but the warlike sound of bunker is already being rejected in favor of “silicon valley,” which sounds more like going to a picnic on the beach than doing battle in a bunker.

Bogey and double bogey. The traditional terms for one and two over par have come under attack by Lauren Bacall, the widow of actor Humphrey “Bogey” Bogart. Her contention is that nobody likes bogies and therefore attendance at Bogart film festivals is declining. The USGA is entertaining nominations for new terms. Suggestions to date have included: Rambo or Rocky I & II; a Mo and a Curly; and dip and double dip.

Mow the grass. Once a staple of golf course maintenance jargon. This term as been subverted and subjected to street slang and is often interpreted as “mo grass” which has serious drug possession implications. The term “grooming the turf” is safer and the operator can possess a whole trailer full of turf instead of

just one ounce of grass.

“Effluent, reclaimed, and re-use” all conjure images of waste byproducts and water of a second hand nature. Gray water! Yuck! I won’t even go there! Spin doctors are tapping the perfume industry lexicon and trying the internationally popular “eau de toilet” to test reactions. The jury is still out on this one.

“Weed Whacker” was replaced by “string trimmer” by the President’s Council on Violence several years ago to lower crime rate statistics. Attempts by liberals to draw parallels between Green Thumb associations and The Back Hand mobs were wisely rejected by Congress

“Pest control technician” has become “plant protectant applicator” to avoid any suggestion of pests on a golf course. The new term has a light breezy organic feel, not unlike “salad shooter.”

The old familiar “barn” has been replaced by the new “Facilities And Rolling Stock Enclosure.” While many “barns” are still antiquated and unsafe in design and function, they can now be better known as F.A.R.S.E.’s.

One of the toughest terms to update has been “superintendent!” In a necessary move to modernize the noble but menial sounding “greenkeeper” the term superintendent is steadily falling from favor. However, a case can be made that it is, oddly enough, exactly what it means. Coming from the Latin words (*super* - meaning above and beyond) and (intendant-superlative form of the French and Latin *intendens* - meaning a person who has the direction or management of some public business or the affairs of an establishment. I’ll bet we all know some superintendents that are always going above and beyond to get the job done.

While that isn’t funny, it is a lot better than being known in the future as the “agronomic advisor” to your club’s Committee on Agricultural Conditioning Affairs or CACA. Advisors involved too much in CACA lately have had to resign hastily. I’d rather be known as the guy the club hired who “intends” to keep things “super!”

Hey! Be careful out there — and whatever you do, keep the green side up!