

**W**e live in a world of deceivers, receivers and true believers. Maybe they could be called the good, the bad and the ugly, but not necessarily in the same order.

There are just plain bad folk out there who have no conscience about going around spreading misinformation and disinformation about golf courses and their impact on the environment. Some do it out of ignorance, but the worst do it because that's how they make money. They get paid government and charitable grant money for ranting and raving and preying on people's fears. No real proof.

Just lots of rhetoric.

Then there are those who deceive themselves into thinking that if they ignore all the fuss, things will just keep going on like they all ways have and they won't have to make any changes in how they conduct business or enjoy their hobbies, like golf for instance.

There will always be deceivers as long as people look to take the easy way out.

The next bunch are the receivers. Doesn't mean they're good or bad, but they can be the ugly. They receive the benefits of a well maintained golf course. Maybe they are just daily fee players enjoying being outdoors, or the challenge of competition in a friendly match, or entertaining business clients. Maybe they are private-club members living in an exclusive golf community enjoying all the amenities. Maybe they make a living from a golf course by owning one or by being

employed by one as a superintendent or golf pro or general manager. Maybe they are professional tour players making a living plying their skills on courses around the world. Maybe they manufacture equipment and clothing for playing the game.

The one thing they don't do is give. They only receive.

And that can be ugly!

Then there are the true believers. Call them the good guys. They not only participate in the game of golf, they respect the traditions of the game. They volunteer their time and resources to make golf available or enjoyable to others. They too are employed by golf courses or make their living from some form of golf interest. They are educators and scientists who look for ways for golf to grow and change with the times and the evolution of the environment. They are the superintendents who practice the fine art of stewardship. True believers give something back to the hand that feeds them.

If the receivers would stop for just a moment and realize that they have within their power the ability to guarantee or destroy the game of golf as they know and enjoy it, maybe — just maybe — they would join the true believers. If they could only see that a very modest investment of time, effort and money could secure the future of the game from which they profit.

As we look for new strategies and ways to raise money to fund turf research or golf programs in general, the receivers must step up and give. Isn't it written somewhere that it's better to do that anyhow?

# Deceivers, Receivers and True Believers

## Green Side Up



Joel Jackson, CGCS  
Editor

*If more receivers of the benefits of golf became true believers like the Barbaron company, the future of golf would be secured. Photo by Joel Jackson.*

