Relationships the key to cordial relations

Hal Phillips, editor

Two of the most important relationships we'll be looking at should emerge from the recent Summit at Pebble Beach, the co-sponsorship of National Wildlife Federation and a number of other organizations as part of the Sierra Club, Environmental Defense Fund, Audubon Society and Friends of the Earth held positive discussions with representatives of the world golf held.

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The bad: Only weeks before, the National Wildlife Federation's Roger Rick magazine ran a feature story entitled "Rick and the Gang Visit A Beautiful Golf Course — and Find That Looks Can Fool You."

The good: The Scottsdale, Ariz., Planning Commission has endorsed Finkless Peak Partners' planned Estancia golf community, which will include 340 acres of natural preserve.

The bad: A reporter for none other than the New York Times, writing about golf development in Asia, quoted Sreela Kolandal of Friends of the Earth Malaysia and a founder of the Global Anti-Golf Movement as saying: "Golf has become the golden goose."

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GCSAA looks forward

By STEVE MONA

When Hal Phillips asked me to write about my first year as GCSAA's chief executive officer, my first thought was that it would be a great opportunity to look back and cite the association's accomplishments, renew our commitment to member service, the creation of the career development, membership services, and chapter relations departments, the debut of "Far from the Courses" on ESPN, and so on. But my next thought was, "Why look back?" The past is merely a prologue. (Or, as the great Satchel Paige said, "Don't look back. Something might be gaining on you.")

So, instead of reviewing the past, let's focus on the future. This year's Summit was particularly interesting to non-GCSAA members who frequently ask themselves, "What's in it for me?"

-Stephen F. Mona is executive director and chief executive officer of the Golf Course Superintendents Association of America.

Letters

NGF MISREADING PERCEPTIONS

To the editor:

I noticed with interest a cover story in your January 1995 issue dealing with the recent NGF Golf Summit, making the lead statement that "Poor public image is the single largest hindrance to golf industry growth."

While there is some lingering perception today that the pastime of "rich, white males" (really only applicable within the private club sector today), this is far from the primary reason why golf as a whole might not be growing at a faster pace. While we are aware of the existing golf courses across the country open to the public; with most daily-fee schedules falling short of the "they see only the "trees" and not the forest" scenario for knifing through turf...introducing Verti-Drain to get you there. Nothing else even comes close.

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