

Going Postal

■ WE'VE GOT MAIL

Writer has head in the (white) sand

If I understand Geoff Shackelford's Golf By Design column (March), golfers are captivated by and crave white bunker sand, but the golfing business should say no to their customers and stop wasting money on something they want.

After all, white sand is really unattractive and offensive to non-golfers (!?). Besides, the best courses use only natural ingredients.

I'm guessing you wrote this article at the last minute with barely time to pick a topic. Certainly, there wasn't enough time to put it through your logic checker.

If you were trying to argue for economics, you must have majored in something else. If you were arguing for good business decisions, can we quote you with your don't-give-them-what-they-want statement? If the argument was for aesthetics or traditions, it was barely evident.

A case could be made for designing golf courses with only the natural surroundings, which I assume was your intention. The rest of the article appeared to be a strained attempt to fill an obligation.

By the way: Are man-made sand traps natural? Even the golf courses themselves are man's manipulation of natural surroundings to something he thinks is more pleasing.

**Robert Lee, Member
Spring Valley Lake CC
Lakewood, Calif.**

An alternative to PDI

To understand how my proposed Career Development System can benefit all superintendents, here's what it addresses that the

GCSAA's Professional Development Initiative does not: Instead of educating ourselves to remain at a given level, CDS asks members to gain knowledge and experience to move up in the profession, earning respect for their ambition and career dedication.

CDS allows anyone with that ambition to become a superintendent, whether formally educated or not. But it rewards those who are ambitious and allows them to move up more rapidly. CDS also rewards ambition by offering a higher title to go with each new level of competence.

CDS includes membership building in its premise by offering a new vitality for our association along with a new image and a new name: GSA-International. Creative and powerful advertising, directed at the image of what we do, will bring our profession the awareness it needs to increase standing with players and owners around the world.

CDS will leave enough money in the coffers that the association can spend its resources on educational development, cutting-edge delivery systems for that education and membership-building promotions.

CDS has the power to change the way we do business. PDI does not.

**Al Jansen, Superintendent
Baraboo CC
Baraboo, Wis.**

Feel like going postal? We want to hear from you. You can e-mail your letters to Pat Jones at pjones@advanstar.com, fax to 440-891-2675 or send them via snail-mail to: 7500 Old Oak Blvd., Cleveland, OH 44130. Make sure to include your name and phone number for verification. Letters may be edited for length or relevance.

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