You've Got E-Mail (Tips)

In June, Golfdom featured a variety of stories on computer technology, from tips for buying a personal computer to the status of e-commerce. Still, we didn't and couldn't cover everything.

We received an e-mail from Sue Hershkowitz-Coore — a professional speaker, author of Power Sales Writing: What Every Sales Person Must Know to Turn Prospects Into Buyers! and spouse of golf course architect Bill Coore — who wrote us because she thought our readers might enjoy some e-mail writing tips. So did we, and we’re passing Hershkowitz-Coore’s tips on to you. Happy e-mail writing.

• Whatever you do, reread the e-mail before you send it. Because e-mail offers the ability to quickly respond, we often engage our fingers before our brain. (We’ve been doing this with our mouths for years, but now we have a new way to make fools of ourselves.)

Imagine receiving an e-mail from a colleague who accuses you of leaving out important details from a project. But you know you completed everything necessary, and you’re angered by the comments. So, without a grace period

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Golfers reveal their seamy underbelly under interrogation:

Is it important for you to play in ideal weather conditions?
No (63.3%)

If lightning threatens, do you keep playing?
Yes (2.6%)

How do you feel about playing golf in the rain?
I intentionally play when it rains (0.7%)

Have you ever played golf when there was complete snow cover?
Yes (14.8%)

What is the lowest temperature at which you’ll play golf?
Lower than 30° (12.4%)

SOURCE: NGF/USA TODAY
ILLUSTRATION: DAN BEEDY

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— Persistent PDI critic Al Jansen after a second 100-year flood struck his Wisconsin course this summer (gcsaa.org).

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— Walter Montross, superintendent at Westwood CC in Vienna, Va., on the cool summer in the Mid-Atlantic states that was a relief after 1999’s killer drought.

"It was a bonehead call."
— Dan Bradley, WFLA vice president of news, whose Tampa, Fla., TV station cut away from Tiger Woods smashing records at the U.S. Open in favor of a weather bulletin.

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— Golf course designer Roger Rulewich on his upcoming renovation of Palmetto Dunes Resort, a Robert Trent Jones Sr. course in Hilton Head Island, S.C.

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