Nobody Asked Me, But . . .

BY GEOFF SHACKELFORD

KARL OLSON

SPAWNED A

MOVEMENT AND

SALVAGED AN

AMERICAN CLASSIC

AFTER YEARS

OF NEGLECT

designed course. Then he told a noted golf writer that the most important element of all was to give the customers “perceived value.” Keep up that attitude and you’ll be getting “perceived customers” paying you “perceived money.”

- The USGA is preparing to buy New York city’s old Russian Tea Room restaurant for a cool $16 million and turn it into a golf museum. The thinking is a new museum location will get more traffic and generate enthusiasm for the sport. I can’t wait to hear about the number of new golfers spawned from this. Sounds like USGA will be creating a bunch of “perceived golfers.”

- It’s fun to watch super-slick PGA Tour Commissioner Tim Finchem maneuver around the Martha Burk mess. But he’s even slyer when ducking the Tour’s difficulty finding 2003 sponsors. The commissioner apparently has a few people still believing that companies are dropping out because of the economy, not the exorbitant cost to host a dull event in a market flooded with too many tournaments. Sponsorship entails a minimum of $6 million for one week of golf with no guarantee Tiger is coming. What a deal.

- And then there’s the Senior Tour — excuse me, the “Champions Tour.” The Senior Tour could lose as many as 12 events next year, but it will probably be closer to seven. Cutting 15 would have been a nice start.

- And finally, nobody asked me, but “Champions” like Allen Doyle sure are compelling to watch. I was lucky enough to see him toss his putter toward his daughter/caddie during the second round of an event following a three-putt. He missed his target/daughter. The putter nicked a spectator in the leg. All Doyle managed was a nod and waist-high wave in lieu of an apology.

Hey, these guys are good!

Contributing Editor Geoff Shackelford can be reached at geoffsbac@aol.com.