Into the Deep South With the GCSAA

As long as you don’t mention the Civil War or drink Pepsi products, you should be able to have a good time at this year’s show

BY MARK LUCE

Before we begin our look at the town called “Hot-lanta,” here are a couple of no-no’s for visiting the city during the GCSAA show.

First, don’t you dare be caught in public with a Pepsi product, as Atlanta is the world headquarters of Coca-Cola, so the city has long been a Coke town. Second, it’s probably best not to mention anything about the Civil War (or as some down there may say, the War of Northern Aggression). Those a bit rusty on their history may do well to recall that in 1864, Union General William T. Sherman torched the railroads, all businesses and two-thirds of Atlanta’s homes on his infamous “March to the Sea.” Atlanta remains the only major American city ever destroyed in a war.

Those Yankees among you might not know this either, but in the last two decades Atlanta has risen from those Continued on page 52
Into the Deep South

Continued from page 50
ashes to become a cosmopolitan city with an international reputation. In fact, foreign business people rank Atlanta the best American city in which to do business. No place in America created more jobs than the 6,126 square miles that is home to the Atlanta metro area in the 1990s. The place houses more than 4 million people, its airport is the busiest in the world, and the good folks there love golf, the Braves, real estate and food — and they manage to bundle it all together with trademark Southern charm.

Although the boom in Atlanta has brought about some of the worst traffic in the country, it has also carried with it an influx of good cuisine, an embarrassment of cultural riches and more than a cartful of shopping opportunities for folks of all stripes.

Arrival and transportation
Atlanta’s William B. Hartsfield International Airport is gargantuan and busy. In 2001, more than 75.9 million folks passed through the place, and the airport features one of the most advanced security screening systems in the world. It’s about a 30-minute to 45-minute — depending on the traffic — cab ride downtown. If you ride solo, it’s a flat rate of $25, but if you double ($26) or triple up ($30), you’ll save bucks.

Once settled in near the Georgia World Congress Center, cab rides within the downtown district are a flat $6 ($1 extra for each passenger). Or you may opt for the clean, easy-to-use subway called the MARTA, which runs $1.75. And no, your eyes do not deceive you — there are 100 streets in Atlanta containing the name Peachtree.

Crash course on the neighborhoods
Buckhead: It can get rowdy at night with the partying crowd downtown (intersection of Peachtree and Paces Ferry Roads), but it’s a clean, safe, ritzy area with outstanding eats — including Chops (70 West Paces, 404-262-2675) for steak and the Atlanta Fish Market (265 Pharr Road, 404-262-3165) for seafood.

Little Five Points: This area is Atlanta’s answer to Greenwich Village. Young and edgy, it’s filled with taverns, second-hand shops and music venues. It’s also home to the Jimmy Carter Presidential Center and Library (441 Freedom Pkwy., 404-331-3942) To blend in, refer to the neighborhood as “L5P”.

Virginia Highland: It’s quieter than Buckhead or L5P, but still hip. It contains lots of art galleries, quirky shops and Blind Willies Tavern (828 N. Highland Ave. NE, 404-873-2583), the place to hear deep-fried Southern Blues. Also home to Fernbank Natural History Museum (767 Clifton Road, NE), which has an amazing collection of dinosaur bones.

Midtown: This is the spot for late-night clubbing, and home to the enormous and beautiful Piedmont Park, and the equally grand Woodruff Arts Center (1280 Peachtree St. NE, 404-733-4200), which features the High Museum of Art.

Groovy things happening on GCSAA weekend
Atlanta has been buzzing about Paris in the Age of Impressionism, a blockbuster show at the High Museum of Art (1280 Peachtree St., NE) that features an impressive array of artwork from Cézanne to Monet. Get tickets in advance at 404-733-5000.

While the Atlanta Hawks aren’t exactly swishing their way to the playoffs, they are playing the youthful, exciting Golden State Warriors on Feb. 11 at

Continued on page 54
Into the Deep South

Continued from page 52

the Philips Center (1 CNN Center).
Score tickets at 404-827-3865. The
Philips Center hockey tenants, the At-
lanta Thrashers, take on Jaromir Jagr
and the Washington Capitals on Feb.
12 and have a marquee match-up with
the Detroit Red Wings on Feb. 15.
Tickets are available at 404-584-
PUCK.

If your spouse is along, you would
do well to nab the tickets remaining
for Grammy-winning singer Diane
Reeves’ celebration of Sarah Vaughn,
Feb. 14-15 at The Atlanta Symphony
Orchestra (1280 Peachtree Street,
NE). Get tickets at 404-733-5000.

Fabulous food

Ken Mangum, director of golf courses 
& grounds at the Atlanta Athletic
Club, likes to dine in the bustling
of Buckhead. For kicking back and scoping
a sporting event, Mangum recom-
mends Three Dollar Café (3002
Peachtree Road NW, 404-266-8667),
a casual, lively place that offers some
of the best wings in the city.

While the food may be exotic (in-
cluding veal meatloaf with wild mush-
rooms and celery mashed potatoes and
homemade potato chips with warm
Maytag blue cheese), The Buckhead

Traveling Music

Here's a small, but significant sampling of
albums by Georgian musicians. As you
can see, it isn't all country. But it is dis-
tinctive enough to make a great conven-
tion soundtrack.

James Brown, Live at the Apollo – The
Godfather of Soul and hardest-working
man in show business grew up in his
aunt’s brothel in nearby Augusta.

Atlanta Rhythm Section, Very Best of At-
lanta Rhythm Section – It doesn’t take an
“Imaginary Lover” to figure out that this
“Champagne Jam” band has got oodles
of “Georgia Rhythm”

R.E.M., Lies Rich Pageant – This is jangly
college pop from the masters of jangly
college pop.

Outkast, Stankonia – The original purvey-
ors of the “Dirty South” sound, this
Atlanta duo turned hip-hop on its head
with intelligent if sometimes raw lyrics
and a thumping beat.

Buckner and Garcia,
Pac-Man Fever – Yes, this one-hit won-
der band still lives and works in Atlanta.

Charlie Daniels Band, The Devil Went
Down to Georgia – We just couldn't over-
look this classic single.

Vicki Lawrence, The Night the Lights
Went Out in Georgia – Some '70s swank
to soothe the soul.

When you need a ride in a busy city, it's a welcome sight. But when it
shows up on your course where it doesn't belong, there's nothing worse than
seeing yellow. Why not choose our preemergence herbicide instead?
Dimension® specialty herbicide never stains and always delivers long-lasting
Diner (3073 Piedmont Road, 404-262-3336) has all the charms of a casual joint and doesn’t have a dress code.

For a bit more tony dining, Mangum recommends the Southwestern cuisine and Prickly Pear Margaritas of Nava (3060 Peachtree Road, 404-240-1984); the bustle and seafood of The Atlanta Fish Market (265 Pharr Road, 404-262-3165); the steaks at the luxurious splendor of Bones (3130 Piedmont Road, 404-237-2663); the nice views of the Chattahoochee River and the nicer New American cuisine of Canoe (4199 West Paces Ferry Road SE, 770-432-2663); the gargantuan portions of Italian bliss at Maggiano’s (3368 Peachtree Road NE, 404-816-9650); and the Brazilian, upscale carnivore haven of Fogo de Chao (3101 Piedmont Road, 404-995-9982).

Locals such as the Atlanta-Journal Constitution’s book editor Teresa Weaver swear by Chef Eddie Hernandez’s flavorful Southwestern cuisine at The Sundown Café (2165 Cheshire Bridge Road, 404-321-1118). It’s tucked in a boring strip mall, but with items such as The Memphis (barbecued pork & jalapeno slaw on a taco), a variety of chowders and a seafood burrito jammed with shrimp and crawfish, who cares about the décor. It’s fast, cheap and casual dress is encouraged. Weaver also

Some things are supposed to be yellow.
Your course isn’t one of them.

prevention of crabgrass, *Poa annua* and several broadleaf weeds, including spurge and oxalis. It even offers early postemergent crabgrass control.

**NEVER STAINS**


The Fernbank Natural History Museum (left) boasts an impressive collection of dinosaur bones.

The state capital (below) of Georgia has risen from the ashes left by Union General William T. Sherman.

Continued on page 56
Into the Deep South

Continued from page 55

recommends Baraonda (710 Peachtree St. at Third Street, 404-879-9962), a casual-hip Euro bistro that she says serves the best Neapolitan pizza in town. Weaver also loves the wine list and upscale American cuisine of the new One Midtown Kitchen (559 Dutch Valley Road NE, 404-892-4111).

Please keep in mind, Atlanta is a food-mad town, and restaurant-hopping remains a social sport. Making your reservations before you even leave for the convention is a good idea.

What to avoid

There is not much in the mega-shopping complex known as Underground Atlanta that you wouldn’t find at any mall in the country. It’s routinely stuffed with tourists. Remember, you are a professional.

As in all large urban areas, crime is a threat in Atlanta. The key if you don’t know the city is to stay on the main thoroughfares of the districts you are visiting. If you stray, you could find serious trouble — quickly. Downtown after dark is not a place to make new friends and stand around gawking at the architecture. Buckhead does attract some unsavory characters, so watch yourself late at night, especially if you are leaving a bar. Midtown, too, can be very dicey in the wee hours.

Be smart — don’t flash a wad of cash, know where you are going and take cabs. Instead of showing your wallet in your back pocket, just put your ID, money and plastic in a clip and use your front pocket. And remember, don’t wear your show badges out on the town because they scream “Mug me!” by identifying you as an out-of-towner.

---

Literary Atlanta

We perused our libraries in search of a few titles of local interest, as Atlanta was home to Margaret Mitchell and Martin Luther King Jr. Nobel-Prize-winning former-president Jimmy Carter still lives and works in Atlanta.

Margaret Mitchell.
Go with the Wind

Jimmy Carter.
Keeping Faith: Memories of a President

Brinkley, Douglas.
The Unfinished Presidency: Jimmy Carter’s Journey Beyond the White House

Martin Luther King Jr.
Letter from a Birmingham Jail

Taylor Branch.
Parting the Waters, America in the King Years, 1954-63
(won the Pulitzer Prize)

Tom Wolfe.
A Man in Full

---

Keep Your Golf Course Free of Leaves & Debris

Leaf Blowers & Leaf Collection Systems make it easy to keep your course playable and looking good year-round.

The Industry’s Top-Performing Leaf Blowers
• Up to 2510 CFM
• Easy-off Taper Lok™ hub
• High-volume output, cast-aluminum impellers

Keep Vacuuming Instead of Dumping
• Full-floating axles (Models 2595 & 3095)
• Self-dumping design
• 12:1 compaction ratio
• 4-blade steel impeller

GIAN’T-VAC

Visit Us Online at www.giant-vac.com

56 Golfdom January 2003 CIRCLE NO. 126