A Good Start for Tiger and Golf

BY SETH JONES

Victoria Club in Riverside, Calif., hit the nail on the head when he answered, “I’d like to see him have a great year. We need Tiger Woods for golf. The best years that I can remember in the industry is when he was doing great. Our industry needs that. We’ve all gone through a lot in the last few years… I think it’s been somewhat to do with the exposure of golf, and Tiger is a part of that.”

Consider this — my regular hoops game takes place a mere seven miles from Kansas University. The Sunday that this conversation was taking place was the same day that the Jayhawks were to play an Elite Eight game against North Carolina, which is coached by KU’s old coach, Roy Williams.

Ten out of ten guys on that court either went to KU or lived in Lawrence, Kan. And yet the conversation wasn’t about the Jayhawks’ chances against the Tar Heels. It was about Tiger’s chances to win that day… and it was about golf.

Sure enough my knees felt terrible by the end of the run. A few Aleve afterwards took away the ache. As I sat and rehydrated during the KU game, I kept flipping over to NBC to check on Tiger. I was thrilled to see he won.

So far this year a lot of the country has experienced unusually warm weather, luring golfers out of hibernation early. Those of us who attended the Golf Industry Show enjoyed one of the very best shows in years — I know for me personally, it was my best GIS ever. And now Tiger is catching the eyes of the sporting public again, and for a good reason.

It’s a good start to 2012 for Tiger. It’s also a good start for golf in general. Let’s hope both keep up.

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