

From The Media Director

By Greg Crawford

It is easy for any media director to have some degree of success when your dealing with a great product. So far from what I have seen, the GCSANC has many great products.

The golf courses at the recent US Amateur received rave reviews from all players. Congratulations to the work of Ted Horton, Eric Johnson and Mark Michaud and their entire staffs. The work they put in for the tournament should make all golf course superintendents proud. The golf course condition received many comments of praise in the media and related publications.

It is my firm conviction that when work is produced like this, every golf course superintendent benefits and the profession is looked at in a positive light. Not everyone is able to get their name in the newspaper. But like everything else, positive press on the profession has an instant trickle down carryover.

I also once again would like to congratulate Brad Langley and his staff for their efforts during our media day in July. The comments both during and after the event were extremely positive and once again has a positive impact on the entire profession.

Keep up the great work and keep supporting the GCSANC. /

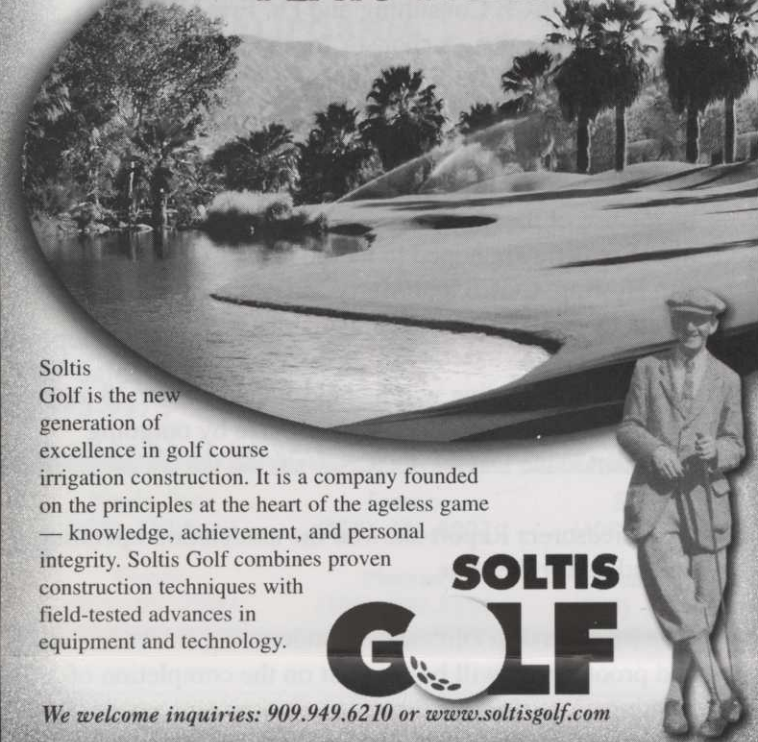
Lopez To Receive Old Tom Morris Award

LPGA great Nancy Lopez has been named GCSAA's Old Tom Morris Award winner for her lifelong support of the game. The award presentation will take place on Friday, Feb. 18, during the Golf General Session at the conference and show. In addition to her 48 wins on the LPGA Tour, Lopez has also been inducted into the World Golf Hall of Fame and has received the USGA's Bob Jones Award for her distinguished sportsmanship in golf.

Food For Thought

"The difference between a big shot and a little shot is that a big shot's just a little shot that kept on shooting."

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