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IN PEOPLE



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WELCOME FROM THE EDITOR



Whatever doesn't kill you, makes you stronger

Now that we have reached March there must be hope that we have finally emerged from the toughest winter in 30 years... although I wouldn't bet on it.

As I write we are waiting for another yet batch of snow to make an appearance and since December we haven't gone more than a week without some Artic-like weather making a nuisance of itself.

Following on from two successive duff summers, it is just what the game of golf needed as we struggle through a recession, Talking of which I personally don't think we've seen the worst of yet.

Sure the indicators might be that it ended in the last quarter from the country's perspective, but the consequences of the last two years will require us, as individuals, to tighten our belts and pay out more in tax and insurances for several years to come.

The knock-on of having less disposable income will have more people looking at the value they get from their golf club memberships, possibly resigning and becoming one of the increasing band of nomadic players, and so the vicious downward spiral which afflicts golf club finance continues.

No doubt over the last year Course Managers everywhere will have examined working practices and budgets and made cuts were the implications are least severe, but I'm sure many will be asked to revisit those budgets.

You would hope that golfers' expectations levels would be reset in light of restricted resources but we all know that is a faint hope of that and, anyway I don't know of any turf professional who would not fight tooth and nail to maintain the standards he or she has built up over the years.

So, as I say, someone up there obviously feels golf deserves a bit of a kicking and it's not helped by the Tiger Woods situation.

I watched his televised statement – the approach Tiger and his advisors took goes down better Stateside than over here where we are a little more cynical.

But the point I'd like to make is that several of Tiger's Blue Chip sponsors deserted him as soon as the Kiss 'n Tell stories began to appear.

However, when we have similarly high profiled footballers carrying on in near identical fashion – if the press, and those home grown Kiss 'n tell stories, are to be taken at face value – but the same vilification doesn't get heaped on them.

While as far as I'm aware, their sponsors haven't done a runner, or if they have, not in such a public manner.

Maybe it is just me but people do seem to delight in giving golf a bit of a kicking and the fact that the game's Poster Boy has fallen off his pedestal has seen giant dollops of schadenfreude descend on the game.

Anyhow it seems that golf must have walked under a ladder or broken a mirror because so much has conspired against it in the last couple of years but you can be sure that the game will bounce back.

As the old saying goes, "Whatever doesn't kill you makes you stronger"!

Scott MacCallum
Editor