

USGA ads go for the heart

NEW YORK — The United States Golf Association (USGA) premiered a major new advertising campaign, spotlighting its role as the guardian of golf's heritage and the promoter of its future, during the U.S. Open Championship.

The TV campaign, which started June 12, carries the theme line "For the Good of the Game" and is designed to raise awareness of the USGA's role in making the game of golf a better experience for players at all levels. Four 30-second TV commercials and one 60-second spot, created by BBDO New York, tap into the spirit and convey the emotion shared by those with a passion for the game.

The television campaign will be complemented with print and radio advertising.

The first commercial, "Birth," communicates the overall role of the USGA as the official conservator of all that is "good" about golf. The spot likens the USGA to a parent and the game to a child that needs constant care and protection.

The second commercial, "She Loves Me," uses the old rhyme to symbolize the almost mystical power golf exercises over its most avid suitors. The voiceover, "She loves me;

she loves me not," is paired in witty juxtaposition with film images of golf's pitfalls from bunkers to recalcitrant rim-hugging golf balls to rock slides and water hazards as well as inconveniently placed trees.

The third spot, "Rules," focuses on the USGA's responsibility to write and interpret the rules of golf and foster fair play. As spiritual music is heard in the background, golf rules are announced like commandments, "Thou shalt not carry more than 14 clubs. Thou shalt not ground thy club in a hazard," as offenses roll by on videotape.

The final spot highlights the key role the USGA plays in promoting the future of the game. The commercial, entitled "Kid's Address," showcases the association's involvement in underwriting programs for junior golfers and inner-city youth.

The campaign is scheduled to air in all the major televised USGA-sponsored championships in 1997, including the U.S. Open, the U.S. Senior Open, the U.S. Women's Open, the U.S. Junior Amateur, the U.S. Women's Amateur, the Walker Cup Match, and the U.S. Amateur Championships. All championships will be aired on the NBC and ESPN television networks.

Mouse-on-a-bun no laughing matter

WALKERSVILLE, Md. — A seasonal course maintenance worker at Glade Valley Country Club has been named in a \$500,000 lawsuit over a distasteful practical joke — he is accused of planting a dead mouse in a friend's sandwich.

Golfer Terry Lee, who bit into the sandwich, has filed the suit in Frederick County Circuit Court against the Glade Valley Country Club, the public club's manager James L. Reck, and maintenance employee Charles F. Shawver, who Lee contends handed him a mustard-covered rodent in a hot dog bun during a golf outing in December 1996. Lee and Shawver are, or were, friends and reportedly have played golf together off and on for the past 12 years.

According to the suit, Shawver, 57, handed Lee what he thought was a hot

dog wrapped in foil before his round of golf. Lee bit down and discovered that the bun contained a dead mouse covered with mustard. According to the suit, the incident sent passers-by into fits of laughter.

Shawver, who is retired and works at the course in the summer, told the *Baltimore Sun* he is surprised that Lee filed a suit. "It makes me irate to have something like this happen over a joke and then to think I have to go through litigation," he said. "This thing started out among friends, but the whole thing just went sour. I'm sorry it really did happen."

Meanwhile, Lee alleges in his lawsuit that the incident caused him to suffer "highly offensive contact" with the "hot dog" and "emotional pain" caused by his fear that dead rodents can carry potentially fatal diseases.

U.S. Open savior takes over Cave's Valley

BALTIMORE — Golf course superintendent Steve Glossinger, the man credited by many with saving the rain-threatened 1996 U.S. Open at Oakland Hills in suburban Detroit, left the prestigious club earlier this year for a similar position at Cave's Valley Country Club outside Baltimore.

Cave's Valley, designed by Tom Fazio, has 275 members, but only 75 of them are local. Some of its members include former

baseball greats Brooks Robinson and Jim Palmer, plus many U.S. congressmen and senators.

Glossinger, a former superintendent at both Signal Point in Niles and the Point O'Woods in Benton Township, has kept ties to southwest Michigan.

Glossinger is the architect of The Hills of Golden Pond, an 18-hole championship layout under construction near Berrien Center, Mich.

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