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ary to the general manager. If you read the cover story, hopefully you'll understand this. The intent was to get input from various members of management teams at several golf facilities about the importance of practice facilities.

To capture this visually, we wanted to photograph the director of agronomy and the general manager of the Estancia Club on the cover with a practice facility as the backdrop. The director of agronomy wasn't placed in the background because of his profession or title. It was an artistic decision made by the photographer to show depth to create an interesting cover. Cover art shouldn't be mistaken for editorial opinion, and you shouldn't read too much into it.

Other questions arise about this topic: Why are superintendents so sensitive about small things like this? If the roles were reversed, would general managers, who are among our readers, write the same letters?

The g.m./superintendent relationship signi-

fies the importance of management teams making decisions. GCI's objective is to provide a wide range of information that will help golf facilities, as a whole, succeed. The superintendent may be the main target audience, but assistant superintendents all the way up to owners also are part of that operational success. We'll continue to report on and analyze that.

GCI's role in the market is to cover the entire golf business. Take a look at this month's cover (which was done well before we started getting these letters) to see how the magazine thinks the future of the business is shaping up. Teamwork is the key, and sometimes one member of the team is out in front of the others.

Thanks for your comments, and keep reading.

John Walsh
Editor

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