

Going Postal

WE'VE GOT MAIL

Playing by the Rules

I want to comment on your articles concerning management companies in the October issue. Greg Plotner (vice president of Florida operations for International Golf Maintenance and author of "Superintendents can benefit from the way management companies do business") didn't tell the entire story when he talked about IGM's method of soliciting business. He failed to mention IGM uses direct mailings to club presidents in an effort to procure business. My club has received two such mailings in the past three years.

This is in direct contrast to the code of ethics that most in our profession aspire to. I respect IGM's right to do business, but it's disappointing the company chooses to not play by the rules.

William Shirley, CGCS
Peachtree GC, Atlanta

A Ben-evolent Guy

I just read the September issue featuring the interview with Ben Crenshaw ("Ben Around"), and it reminds me that he might be one of the greatest gentlemen in golf — and all of sports.

I've had the pleasure of meeting Crenshaw several times over the years, both as a former head professional at TPC Sawgrass and later at several corporate outings. I can assure you I have never met a finer ambassador for the game and our business. His dedication to the historical aspects of golf, his feelings of "playing for pride" in the Ryder Cup, and his stellar career make him a perfect spokesman to all golfers.

In 1987, I was approached by a gentlemen at TPC Sawgrass during the Tournament Players Championship (now Players Championship). This man had found a scrapbook with old newspaper articles in an attic about Sam Snead, Ben Hogan, Byron Nelson and others from decades earlier. He wanted Crenshaw to have it, knowing his interest in golf history. Crenshaw was very excited about the scrapbook.

Unlike some spoiled players today, who may have snatched it up with an

obligatory "thank you," Crenshaw invited the man into the locker room for lunch. It was evident Crenshaw had created a memory for him in thanks for the present offered. This class act proved that Crenshaw not only understands the game and the business, but, more importantly, he understands people. It is my hope that some of his philosophies will rub off on some of the younger PGA Tour players.

Bob Swezey
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Spotsylvania, Va.

Panning the Pros

I take issue with your article, "Dumb And Dumber, Superintendent Style," in the May/June issue. I've been waiting for dumb and dumber, golf pro style.

Golf pros, for some reason, think they can do no wrong. They have their hands into everything. These backyard agronomists think they can grow it, mow it, keep it and cut it. I know mow and cut are the same, but they think the greens are mowed and the fairways are cut. With that in mind, here is my list for dumb and dumber, golf pro style:

- They increase the tire pressure on golf cars for better battery life and increased fuel.
- They say you must have golf cars because my son needs his tuition.
- They send people to the range when it's being mowed.
- They say, "Don't cut the range balls. They cost me a fortune." Then pick them up!
- There's a two-hole gap where the maintenance crew is working, so they send two foursomes to the gap.

Bruce Rickert, CGCS
Medford Village GC, Medford Lakes, N.J.

Feel like going postal? We want to hear from you. You can e-mail your letters to Pat Jones at patrick.jones@advanstar.com, fax to 440-891-2675 or send them via snail-mail to: 7500 Old Oak Blvd., Cleveland, OH 44130. Make sure to include your name and phone number for verification. Letters may be edited for length or relevance.

Golfdom

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