

Going Postal

■ WE'VE GOT MAIL

And the Beat(ing) Goes On

(Editor's note: The following letters are in response to Geoff Shackelford's May/June Golf By Design column, which was headlined "Dumb and Dumber: Superintendent Style.")

Please add Golfdom magazine to the list of publications and television networks that have set the turf management profession back another step or two in the eyes of the public. Geoff Shackelford is right next to Johnny Miller on my list of people who comment about golf course maintenance and should keep their mouths, or word processors, quiet.

I realize the intent of humor in Shackelford's piece, but he really comes off as a know-it-all horse's ass. Then again, the links are full of those types.

Patrick H. Sisk
Superintendent
Connecticut

"The article "Dumb and Dumber, Superintendent Style" made some good points. Too bad the writer used humor that wasn't to try and make these points valid. He also failed to point out that not all superintendents are stupid.

Gary Grigg CGCS, MG
Florida

Siding with Shack

Geoff Shackelford's comments on committees and superintendents are right on in many cases. As always, you can't lump all eggs in the same basket, but so much of what Geoff writes is true. The general golfing public has no clue about many things related to the game, let alone the intricate issues of design, maintenance or club structure. Sometimes you have to just yell loudly: "The emperor has no clothes!"

Keep the controversy coming and I expect your publication will become a joy to read for years to come.

Scot Sherman
Ponte Vedra Beach, FL

I think the superintendents need to have a little more fun. I love my job and found it humorous how some guys are so sensitive to a few tongue-and-cheek comments. Keep up the good work. I love the politically incorrect approach to golf and our business.

Jon L. Cuny
Superintendent
Frankenmuth, MI

Article computes

I would like to commend you on the cybershopping article in your May/June issue. For one, you were able to explain the state of how the golf course industry is embracing (or not embracing, in some cases) the online opportunity. And secondly, you were able to present the companies mentioned in the article, including GolfSolutions.com, in the same light.

With Internet technology that's only going to improve and be part of every industry, you did a good job in informing the golf course professionals of the opportunities that are currently available to them. My wish is that the articles relating to online technology, along with future articles you publish on this subject, educate the industry on what the Internet can do for them.

Also, it's just as important for them to know what it can't do for them.

John Mueller
President
GolfSolutions.com

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

www.golfdom.com

EDITORIAL STAFF

Pat Jones PUBLISHER/EDITOR 440-891-3126	patrick.jones@advanstar.com
Larry Aylward MANAGING EDITOR 440-891-2770	laylward@advanstar.com
Frank H. Andorka Jr. ASSOCIATE EDITOR 440-891-2708	fandorka@advanstar.com
Sue Gibson EXECUTIVE EDITOR 440-891-2729	sgibson@advanstar.com
Dr. Karl Danneberger CHIEF SCIENCE EDITOR	danneberger.1@osu.edu
Mike Klemme CHIEF PHOTO EDITOR 580-234-8284	golfoto@ionet.net
Vernon Henry GROUP EDITOR 440-826-2829	vhenry@advanstar.com
Lisa Lehman ART DIRECTOR 440-891-2785	llehman@advanstar.com
Lisa Bodnar SR. GRAPHIC DESIGNER 440-891-3101	lbodnar@advanstar.com

BUSINESS STAFF

John D. Payne GROUP PUBLISHER 440-891-2786	jpayne@advanstar.com
Danielle Zarycki ADMIN. COORDINATOR 440-891-2734	dzarycki@advanstar.com
Karen Lenzen PRODUCTION MANAGER 218-723-9129	klenzen@advanstar.com
Rosy Bradley PRODUCTION DIRECTOR 218-723-9720	rbradley@advanstar.com
Karen Edgerton CIRCULATION MANAGER 218-723-9280	kedgerton@advanstar.com

ADVERTISING STAFF

CLEVELAND HEADQUARTERS

7500 OLD OAK BLVD.
CLEVELAND, OH 44130-3609

Heather Fox EASTERN ACCOUNT MANAGER
440-891-3168 FAX: 440-891-2675 hfox@advanstar.com

Gene Homan MIDWEST ACCOUNT MANAGER
440-891-2772 FAX: 440-891-2675 ehoman@advanstar.com

Anthony Lavdas ACCOUNT MANAGER
440-891-3118 FAX: 440-826-2865 tlavdas@advanstar.com

Leslie Zola CLASSIFIED
440-891-2670; 800-225-4569 X670 lzola@advanstar.com

REGIONAL OFFICES

Tom Galligan GROUP SALES DIRECTOR tgalligan@advanstar.com

3901 52ND AVE.
KENOSHA, WI 53144-1830
414-653-9523 FAX: 414-653-9524

John Kiesewetter WESTERN SALES MANAGER jkiesewetter@advanstar.com
859 WILLAMETTE ST.
EUGENE, OR 97401
541-338-0022 FAX: 541-338-0044

MARKETING SERVICES

Marcie Nagy REPRINTS (100 MINIMUM) 440-891-2744 mnagy@advanstar.com

Joe Gilliam CIRC. LIST RENTAL 800-225-4569, EXT. 773 jgilliam@advanstar.com

Microfiche/Film Copies 800-598-6008

Subscriber/Customer Service 218-723-9477; 888-527-7008

Debra Carlson INTERNATIONAL LICENSING 218-723-9518 dcarlson@advanstar.com

Books, Directories, Back Issues, Photocopies 800-598-6008; 218-723-9180

CORPORATE



Robert L. Krakoff CHAIRMAN AND CEO

James M. Alic VICE CHAIRMAN

David W. Montgomery VP/FINANCE, CFO AND SECRETARY

Skip Farber EXECUTIVE VICE PRESIDENT, BUSINESS DEVELOPMENT

William J. Cooke EXECUTIVE VICE PRESIDENT

Alexander S. DeBarr EXECUTIVE VICE PRESIDENT

Morris R. Levitt EXECUTIVE VICE PRESIDENT

Eric I. Lisman VICE PRESIDENT & GENERAL COUNSEL

Adele D. Hartwick VICE PRESIDENT-TREASURER & CONTROLLER

ABP