

If you're a typical, hard-working, nose-to-the-grindstone superintendent who always thinks carefully before sending that \$250 annual dues check to GCSAA, chances are good you've heard little or nothing about the Professional Development Initiative.

But if you're a GCSAA committee member, local chapter leader or a 'Net Head who frequents the association's Web site, chances are good you've heard plenty about PDI.

Whichever group you fall into, this month's *Golfdom* is a must read. PDI has the potential to reshape your career and change the destiny of this profession. It's up to you to decide the merits of the proposal, but it's a decision you must not take lightly. This is not a petty political squabble within a professional association — it's *your livelihood* they're arguing about.

Our cover story presents the issues surrounding PDI from a number of different viewpoints. This is not, as Ray Davies points out in his column in this issue, a black-and-white choice. It's a complex proposal that poses many questions. Some are practical — "How secure is my data on the HR Web?" Some are political — "Who stands to gain or lose?" And some are just plain philosophical — "What is the proper role for my professional association?"

But at the heart of it all is one very simple question: Should being a Class A superintendent mean more than merely having a job for three years and \$250 in your pocket? If your answer is yes, then you need to consider the merits of PDI.

You may think the initiative goes too far or you may think it doesn't go far enough. The main thing is that you take active steps to educate yourself about the proposal and make your voice heard.

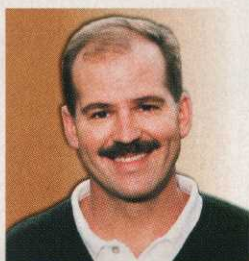
E-brawling

A small group of superintendents have been exchanging frequent electronic blows over PDI on the GCSAA "Talking it Over" Web forum. There has been grumbling about the lack of civility, and a few members stopped visiting the forums because of personal attacks.

It's just plain wrong to hammer someone

Passion, Debate and Intensity

BY PAT JONES



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(particularly via e-mail) for having a different point of view. But the other side of the coin is that this dysfunctional discourse is merely a side effect of the *passion* PDI inspires.

Passion, debate and intensity are hallmarks of the democratic process. If no one cared, I'd be very worried about the future of this industry.

It may seem like some on both sides are taking this matter to extremes, but sometimes, as the late, great Sen. Barry Goldwater was fond of saying, "Extremism in the pursuit of liberty is no vice." The bumper sticker on the back of my teen-age nephew's beat-up Volkswagen sums up my view even more succinctly: "Apathy Sucks."

An EPIC tale

We're happy to announce that *Golfdom* and EPIC of Wisconsin have formed a nifty little partnership. Each edition of EPIC's Golf & Environment video magazine will feature an opinion piece by yours truly (like you haven't already had enough of me) and, in turn, we'll be doing a print version of one of G&E's video stories.

We kick the partnership off this spring with coverage of the famed floating green at Coeur d'Alene. Look for the video version in the next edition of G&E. You can also hear me rambling about the trends shaping our industry (and judge for yourself just how bald I really am).

Ya'll come see us

The *Golfdom* crew will be hanging out in New Orleans at Booth #1823. Drop by to say hello, suggest a story, offer an idea or simply plant your butt for a little while. See you there.

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