

Going Postal

■ WE'VE GOT MAIL

Battling bigotry

The August issue had a provocative lead article asking how we can help golf shed its "too white image." This should come to the forefront of our industry, and we need to make a concentrated effort to remove this bigotry from the game — once and for all.

I found it rather amusing, however, to read Joel Jackson's Shades of Green column on dress codes on the page before the "Winds of Change" article. Jackson talks about how it is easy to judge a book by its cover. Doesn't this type of logic seem to perpetuate some of the problems discussed on the next page?

He also says, "Not wearing a jacket doesn't necessarily mean disrespect, but wearing one does elevate and promote an on-looker's perception by the very nature of the mode of dress." The reason minorities are not prevalent in the GCSAA and golf associations is because of years of bigotry and discrimination, mostly because these people looked different or came from different cultures or economic levels.

It's nice to talk about how we can improve this situation and become all inclusive, not only as a business, but as a society. This will never happen until we all stop judging people by the color of their skin or the clothes they wear.

Marc A. McCane, CGCS

Sea 'N' Air GC, San Diego

Got game and ethics

I agree with the basic premise of a recent article on gamesmanship ("If You Ain't Got Game, Then Read This Book," August). However, I take exception to comments made by Mark Luce.

As a "club pro," I was offended when referred to as a "local shark" that lines my "pockets with your money." It also irritates me that

your magazine would imply that club professionals are ones that "perfect the art of screwing with" opponents. Although I hate to say it, there are some professionals that do not represent the business well, as there are professionals in every other business guilty of the same claims. But to the contrary, I believe that most club professionals are extremely ethical and go out of their way to avoid gamesmanship with those that "ain't got game," as it would serve absolutely no purpose except to discourage them and create distrust of our profession.

Once gamesmanship crosses the lines of tradition, respect and decency, it becomes part of the declining values we see in other sports. Part of the declining respect for the traditions that challenge golf today can probably in some part be attributed to the atmosphere of those other sports and writers that are "ungracious, uncouth and uncool." So, Mr. Luce, next time you step up on the first tee, here's a "nugget of wisdom" of "golfmanship" for you — "the harder you swing, the farther it goes."

Bob Swezey, PGA pro
Fawn Lake CC, Spotsylvania, Va.

Editor's note: Publisher Pat Jones replies — "Guilty as charged, Mr. Swezey. It was wrong of us to besmirch the reputation of honest, hard-working golf professionals. In future, we'll only use of the term "shark" when referring to lawyers."

Feel like going postal? We want to hear from you. You can e-mail your letters to Pat Jones at pjones@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/EDITORIAL DIRECTOR 440-891-3126	pjones@advanstar.com
Larry Aylward EDITOR 440-891-2770	lalward@advanstar.com
Frank H. Andorka Jr. ASSOCIATE EDITOR 440-891-2708	fandorka@advanstar.com
Geoff Shackelford CONTRIBUTING EDITOR 310-451-5877	geoffshac@aol.com
Joel Jackson CONTRIBUTING EDITOR 407-248-1971	figm@aol.com
Mark Luce CONTRIBUTING EDITOR 785-841-6044	mluce@earthlink.net
Dr. Karl Danneberger CHIEF SCIENCE EDITOR	danneberger.1@osu.edu
Lisa Lehman ART DIRECTOR 440-891-2785	llehman@advanstar.com
Kim Traum SR. GRAPHIC DESIGNER 440-891-3175	ktraum@advanstar.com
Mike Klemme CHIEF PHOTO EDITOR 580-234-8284	mkleme@golfoto.com
Sue Gibson EXECUTIVE EDITOR 440-891-2729	sgibson@advanstar.com
Vernon Henry GROUP EDITOR 440-826-2829	vhenry@advanstar.com

GOLFDOM ADVISORY STAFF

Joe Baidy , CGCS, TURNING STONE GC
Jan Beljan , ASGCA, FAZIO DESIGN
Jerry Coldiron , CGCS, LASSING POINTE GC
Darren Davis , OLDE FLORIDA GC
Kevin DeRoo , BARTLETT HILLS GC
George Frye Jr. , OCEAN COURSE AT KIAWAH
Bob Graunke , CGCS, TIDEWATER GC & PLANTATION
Steve Hammon , TRAVERSE CITY G&CC
Alan Hess , CGCS, GOLF PARTNERS MANAGEMENT LTD.
Sean Hoolehan , CGCS, WILDHORSE RESORT
Jim Husting , CGCS, WOODBRIDGE G&CC
Rod Johnson , CGCS, PINE HILLS CC
Tom Kastler , CLUB AT RUNAWAY BAY
Bob Lohmann , ASGCA, LOHMANN GOLF DESIGN
Walter Mattison , CGCS, WIDGICREEK GC
Bil Montague , CGCS, MG, OAKWOOD CLUB
Jim Nicol , CGCS, HAZELTINE NATIONAL GC
Doug Petersan , CGCS, CC OF AUSTIN
Mike Rothenberg , CGCS, SHARON HEIGHTS G&CC
Ken Sakai , GOLF PACIFIC MANAGEMENT GROUP
Dave Wilber , AGRONOMIST, SACRAMENTO, CALIF
Randy Zidik , CGCS, E.H. GRIFFITH INC.

ASSOCIATIONS



American Society of Golf Course Architects 221 N. LASALLE ST., CHICAGO 60601; 312-372-7090; WWW.GOLFDESIGN.ORG



Golf Course Superintendents Association of America 1421 RESEARCH PARK DR., LAWRENCE, KS 66049-3859; 800-472-7878; WWW.GCSAA.ORG



Independent Turf and Ornamental Distributors Association 25250 SEELEY ROAD, NOVI, MI 48375; 248-476-5457

National Golf Course Owners Association 1470 BEN SAWYER BLVD., STE. 18, MOUNT PLEASANT, SC 29464; 843-881-9956; WWW.NGCOA.ORG



National Golf Foundation 1150 SOUTH U.S. HIGHWAY ONE, SUITE 401, JUPITER, FL 33477



Responsible Industry for a Sound Environment 1156 15TH ST. NW, SUITE 400, WASHINGTON, DC; 202-872-3860; WWW.PESTFACTS.ORG

United States Golf Association P.O. BOX 708, FAR HILLS, NJ 07931; 908-234-2300; WWW.USGA.ORG