

You've Got E-Mail (Tips)

In June, Golfdom featured a variety of stories on computer technology, from tips for buying a personal computer to the status of e-commerce. Still, we didn't and couldn't cover everything.

We received an e-mail from Sue Hershkowitz-Coore — a professional speaker, author of *Power Sales Writing: What Every Sales Person Must Know to Turn Prospects Into Buyers!* and spouse of golf course architect Bill Coore — who wrote us because she thought our readers might enjoy some e-mail writing tips. So did we, and we're passing Hershkowitz-Coore's tips on to you. Happy e-mail writing.

- Whatever you do, reread the e-mail before you send it. Because e-mail offers the ability to quickly respond, we often engage our fingers before our brain. (We've been doing this with our mouths for years, but now we have a new way to make fools of ourselves.)

Imagine receiving an e-mail from a colleague who accuses you of leaving out important details from a project. But you know you completed everything necessary, and you're angered by the comments. So, without a grace period

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TRUE GOLF CONFESSIONS

Golfers reveal their seamy underbelly under interrogation:

Is it important for you to play in ideal weather conditions?

No (63.3%)

If lightning threatens, do you keep playing?

Yes (2.6%)

How do you feel about playing golf in the rain?

I intentionally play when it rains (0.7%)

Have you ever played golf when there was complete snow cover?

Yes (14.8%)

What is the lowest temperature at which you'll play golf?

Lower than 30° (12.4%)

SOURCE: NGF/USA TODAY
ILLUSTRATION: DAN BEEDY

Quotable

"You guys can put your voodoo dolls away now. It's not funny anymore."

— Persistent PDI critic Al Jansen after a second 100-year flood struck his Wisconsin course this summer (gcsaa.org).

"I'm finally losing gray hair this year."

— Walter Montross, superintendent at Westwood CC in Vienna, Va., on the cool summer in the Mid-Atlantic states that was a relief after 1999's killer drought.

"It was a bonehead call."

— Dan Bradley, WFLA vice president of news, whose Tampa, Fla., TV station cut away from Tiger Woods smashing records at the U.S. Open in favor of a weather bulletin.

"Robert Trent Jones Sr. gave me my start in this business. We spent more than 30 years together, so this is a special project. He taught me the value of hands-on approach to design."

— Golf course designer Roger Rulewich on his upcoming renovation of Palmetto Dunes Resort, a Robert Trent Jones Sr. course in Hilton Head Island, S.C.

"Ironic isn't it? It's the most strategic golf course that I've ever played, and it is the only one that wasn't designed by man."

— Nick Faldo, on the Old Course at St. Andrews (Associated Press).