

Valentine's Day

It's the time of year when love is in the air. OK, we can hear your groans already, but stick with us. I used to refuse to celebrate Valentine's Day, too. To me, it was nothing but a corporate holiday designed to line the pockets of the flower, greeting card and chocolate industries.

But of all the days on the calendar, Valentine's Day presents the one chance to make things right. It's the opportunity for melting a potential marital frost and the perfect time to say those three words that we often ignore and forget.

So, with love on our minds, we offer the following *Golfdom* cheat sheet to creating a memorable Valentine's Day with as little schmaltz as possible.

For starters, you need to buy your sweetheart flowers, but they don't have to be red roses. You also need to include a card. Avoid the packaged sentiment of Hallmark and find a card that's blank inside. No need for elaborate poems or fancy prose when a short, witty ditty will suffice.

Music also plays well on this day.

DON'T GET MASSACRED ON FEB. 14. GIVE YOUR SWEETHEARTS AN UNFORGETTABLE DAY **BY MARK LUCE**

A couple of nicely timed CDs can help set the mood without breaking your wallet. We suggest Miles Davis' *Kind of Blue*, Chet Baker's *My Funny Valentine* or anything by Ella Fitzgerald and Billie Holiday.

As far as activities are concerned, dining and dancing are always options, but that doesn't mean a corn dog at Sonic and a rave. Pick a nice place and make sure you have reservations. Of course, spare no expense.

My best Valentine's Day included a suite at the Ritz, dinner at a wonderful Spanish restaurant complete with a traditional guitarist and a lovely singer, and dancing at a local club. Nearly two years later, my girlfriend Jennifer still brings this up to her friends with a smile.

If classy music and swanky hotels don't strike your fancy, any of the following will make your dearest swoon: a day of beauty at a spa, a

massage, a surprise shopping spree at her favorite store or, if you have true culinary confidence, a dinner by candlelight at home.

I've also never met a woman who doesn't like lingerie, but I've never met a man who knows how to shop for it. The keys to a good purchase are:

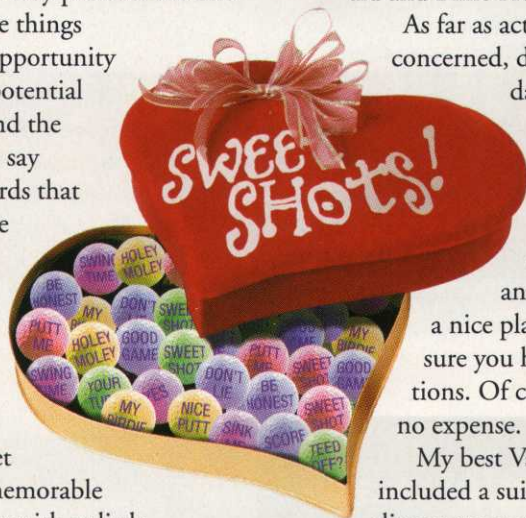
- ♥ Don't be embarrassed; and
- ♥ Ask for assistance (the women who work there will think you're a saint).

Now, we at *Golfdom* are nothing if not equal opportunity, so we figured we should have some ideas for the women to give for the men. Flowers are out, as is chocolate. You can even get by without a card.

Why not surprise him with a token of your affection that resembles cordless power tools, a new putter, a subscription to *Sports Illustrated*, a satellite dish, tickets to an NBA game or a golf video game for the computer?

Now that's amoré.

Mark Luce, who now looks forward to celebrating Valentine's Day thanks to his girlfriend Jennifer, is a freelance writer based in Lawrence, Kan.



PHOTODISC IMAGE ENHANCED BY DAN BEEDY

GOLFDOM, Volume 57, Number 2, (ISSN 1526-4270) is published monthly by Advanstar Communications, Inc., 131 W First St., Duluth, MN 55802-2065. Subscription rates: One year \$30.00 (U.S. and possessions), \$49.00 (Canada and Mexico) and \$78.00 (all other countries). Air expedited service is available in countries outside the U.S. and Canada at \$45.00 per year. Current issue single copies (prepaid only) \$5.00 (U.S. and possessions), \$7.00 (Canada and Mexico) and \$8.00 (all other countries). Back issues (if available, prepaid only) \$10.00 (U.S. and possessions), \$14.00 (Canada and Mexico) and \$16.00 (all other countries); add \$6.00 per order shipping and handling for both current and back issue purchases.

Periodicals postage paid at Duluth MN 55806 and additional mailing offices.
POSTMASTER: Please send address changes to GOLFDOM, 131 W 1st St, Duluth, MN 55802-2065. Canadian G.S.T. Number: R-124213133, Publications Mail Agreement number 1436694. Printed in the U.S.A.

Copyright (c)2001 by Advanstar Communications, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Advanstar Communications for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923, phone 978-750-8400, fax 978-750-4470. call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law. For those not registered with the CCC, send permission request in writing to Advanstar Marketing Services, Attn: Permissions, 7500 Old Oak Blvd, Cleveland, OH 44130 or fax to 440-891-2740.

