

It's after midnight here in my lovely room at the Pinehurst Hotel, and I felt compelled (by several irritated calls from my editor reminding me that it's well past deadline) to share one of our occasional tributes to the best and worst our industry has to offer. So, I'm happy to present another episode of Cheers and Jeers, *Golfdom* style.

Cheers to Tommy Witt, for grabbing the presidential horns of GCSAA like the Texas tornado he is. No offense to his predecessors, but it's refreshing to see El Presidente jump onto the GCSAA Web site and answer questions, promise solutions and deliver them within days. Remember that he just started a big time job on Kiawah Island, relocated his family and took over an awesome association leadership burden. To quote our friends at the PGA Tour, this guy is good.

Jeers to GCSAA's public relations agency for talking them into running a goofy new commercial featuring a Joel McRae look-alike singing, *Oh What A Beautiful Morning*, greenkeepers dancing with rakes, a mechanical squirrel and a nature-loving crew member returning a baby birdie to its nest.

It's cute and it'll probably win some advertising awards, but it does nothing to advance the basic message that we need to communicate to golfers. Nice try guys, but have you actually talked to any typical hackers lately? Let's keep it simple.

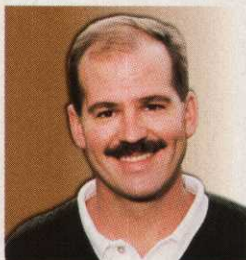
Cheers to our pals at the USGA Green Section. These folks don't get nearly enough credit for being great technical resources, wonderful communicators and perhaps the industry's most adept politicians. The Blue Blazers are the best and we aren't afraid to say it.

A **Cheers** within a **Cheers** goes to the boys in blue for hiring our old friend Kathy Antaya, the first woman to join the ranks of the agronomy staff in its 80-plus year history. A final **Cheer** to Stanley Zontek, the Polish provocateur of the Green Section, for constantly baiting me with opinions and comments that he knows I won't actually print. You owe me a beer, Stan.

Jeers (yet again) to Johnny "Grain on

Cheers and Jeers, Spring Edition

BY PAT JONES



CHEERS TO
TOMMY WITT, FOR
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the Brain" Miller. Wouldn't it be nice to have a few educated commentators out there? Perhaps we could rebudget some of the money for the next GCSAA commercial (which I predict will be set to the tune of *Bali Hai* from *South Pacific*) to pay the TV golf pundits to show up for a day-long seminar on the realities of prepping a golf course for a Tour event.

Cheers to Aventis, and the other companies like it, who quietly invest in our industry in ways superintendents will never see. In April, Aventis hosted a Poa Summit that brought together most of the world's leading turf scientists and consultants. This wasn't a sales pitch.

The company's products were barely mentioned. Aventis representatives simply wanted to facilitate a discussion about what's state of the art in *Poa* management. It was a class act in a time when some superintendents think commercialization has overtaken the industry.

Jeers to everyone, everywhere, who insists on yammering away on a cell phone on the golf course.

Double Jeers to those same phone-addicted clowns when they pull out their Palm Pilots and start doing business while you're standing in the fairway behind them hoping to finish the round in less than six hours.

Triple Cheers to the 10-year-old boy, who while playing in front of me on an average public course a couple of weeks ago, quickly and correctly fixed four or five ball marks while his dad lined up a putt. There may be hope for this great game yet.

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