

# Going Postal

■ WE'VE GOT MAIL

## 'Get a Grip' Author Has a Gripe

I read your article, "Gripping About Get A Grip" (September). Obviously, you have the right to say anything you like about a book, but I must say your writer did an unfair job in this case.

Many golfers relate every day to golf professionals, but seem to take superintendents for granted. The *Get a Grip* element of the GCSAA's 75th anniversary was designed to reach 4 million golfers to highlight the incredible work superintendents do every day for the game. I would have gladly explained this to your writer if he had taken the time to research his story.

I wrote this book in association with *Golf Digest* as a way to raise additional funding for disadvantaged children. Your writer did not mention that.

We have sold thousands of copies of the book in bookstores. This would indicate *someone* liked it. Your writer did not mention that.

We have sold thousands of copies to corporate executives who gave the books away as Christmas gifts to their best customers. Your writer did not mention that.

American Airlines thought enough of the book to order 1 million copies and give it away in its airplanes' seatback pockets as customer gifts. Your writer did not mention that.

The GCSAA asked us for all remaining copies of the book in our warehouse since it used up its entire supply and some courses wanted additional copies. Your writer did not mention that.

The book was endorsed in writing by: Arnold Palmer, Mark McCormack (chairman, IMG),

Jack Nicklaus, Dom Rossi (publisher, *Reader's Digest*), David Duval, Chi Chi Rodriguez, Vijay Singh, Peter Lund (former president, CBS), Ray Floyd, Mike Gunn (executive vice president, American Airlines), Steve Stricker, Dave Stockton, Jack Williams, (president, Royal Caribbean International) and Gary Player. Your writer did not mention that.

This book was reviewed and deemed acceptable by both Tommy Witt (president of the GCSAA) and Jack Connelly (president of the PGA of America) to include their message of support for GCSAA members. Your writer did not mention that.

The book was certainly acceptable enough for *Golf Digest* to put its name on the cover. Your writer did not mention that.

Clearly, your writer missed the

point of this book. It is "goofy," but it was designed to be so.

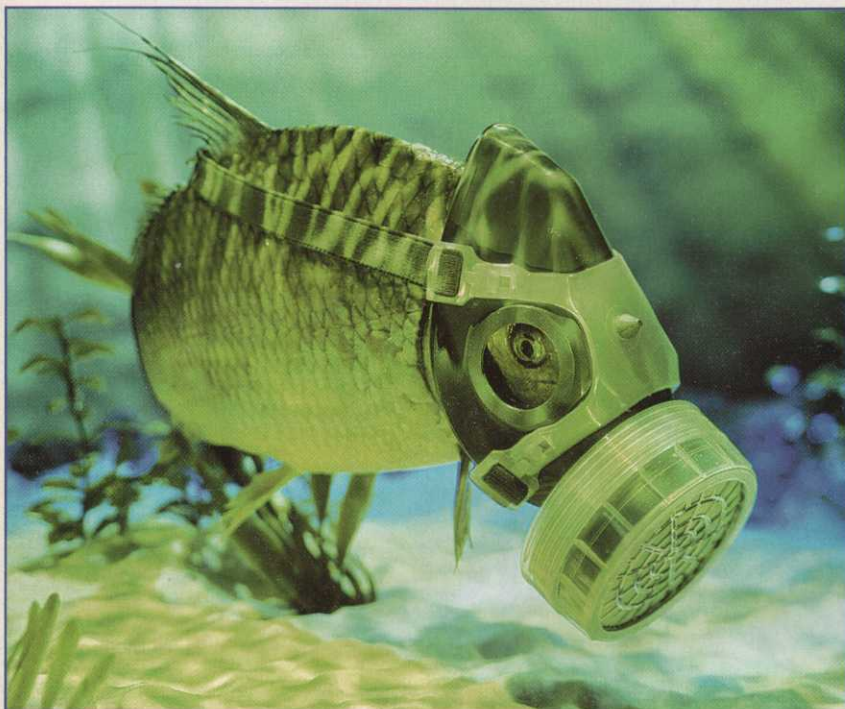
I accept the fact that your writer did not like the book. I also accept that some superintendents might not like the book, either. But I resent the writing of an article that only provides one side of the story.

**John M. Capozzi**  
President  
JMC Publishing Services  
Fairfield, Conn.

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Feel like going postal? We want to hear from you. You can e-mail your letters to Frank Andorka at [fandorka@advanstar.com](mailto:fandorka@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.

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