

# We've Got Mail

■ LETTERS FROM THE FIELD

## It's Funny How Things Work Out

In your August 2003 issue, I read the article about Paul B. Latshaw and his tremendous accomplishments so far in his career ("His Own Man"). It was a nice article about multiple generations of success stories. On page 30, you even had a sidebar about Latshaw staying put in the Rochester, N.Y., area to raise his family. I guess the Golden Bear must of talked him out of that one because I just read the Latshaws are packing up and moving to Dublin, Ohio. Isn't it funny how these things happen?

Still, I wish him good luck there. Hopefully he continues all his great agronomic and parental success.

### Tony J. Gill, Head Golf Professional The Quarry At La Quinta (Calif.)

*Editor's note: Latshaw recently accepted Jack Nicklaus' offer to become superintendent at Muirfield Village GC. See the story on page 16.*

## Don't Forget the Tax Break

The article "Put on the Map" (August) was interesting, timely and informative. There is one more advantage of GPS mapping for all courses that are "for profit" GPS maps and information can provide invaluable information to document the depreciable portion of a golf course construction, reconstruction or purchase. The tax benefits, if used by a golf-knowledgeable tax advisor, will provide tax savings at a multiple of the \$7,000 cost.

**William E. Ellis, National Director, Golf Industry Tax Services, KPMG Atlanta**

## Superintendent TV

I enjoyed your little bit about the "Davids" helping our profession (Flagstick, June). I think there is a small step in a direction that has been neglected.

Superintendents will tell you that television broadcasts of tournaments are one of the biggest sources for unrealistic expectations in our industry. We

are constantly being bombarded with ideas or condition requests that were seen on TV. As professionals, we're always discussing how to convert our problem members into our best supporters.

It's about time for the GCSAA to turn the TV into a vehicle to further our profession. I would love to see my dues go toward a television campaign to raise awareness of our profession. I am not talking about *Par for the Course* on at 12:30 a.m. on the Lifetime channel. I'm talking about commercials during the U.S. Open and other high-profile tournaments. Drop the studies about moving headquarters to Florida, and let see some commercials like the USGA runs during the Open. A joint ad campaign between the USGA and the GCSAA would be a good place to start.

**Rob Kloska, Superintendent Jupiter Island Club Hobe Sound, Fla.**

## Do Some Research Next Time

I doubt *Golfdom* will win any writing awards for the bland article on golf course management companies ("Whose Side Are You On?" May). I left my magazine at home and all I can remember from the article, after reading it twice, is that it said a bunch of he said she said stuff.

Management companies are for owners, boards of directors and general managers who do not know how, or do not have the time, to operate a business or hire qualified employees.

**Robert Taeger Certified Superintendent, Village CC Lompoc, Calif.**

Got something to say? 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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