

**T**he leaves are turning on the trees, and the frost is on the pumpkin. It's time to pay tribute to the best and the worst of 2004 thus far.

**Cheers** to our friends in the Southeast who, we hope, are finally drying out after a hurricane season that just wouldn't quit. As a Midwesterner, I saw a lot of tornadoes growing up, but I can't even imagine one that's 400 miles wide and lasts for a couple of days. It's hard enough running a golf course in Florida without Mother Nature dumping a zillion inches of rain on you twice in a month. Enough already.

**Jeers** to the public relations geniuses from Evolve Golf who decided to dump a bunch of wooden golf tees in Boston Harbor recently to "protest" how environmentally unsound the traditional pegs are. Evolve Golf makes a supposedly biodegradable tee that it claims is less harmful to mowers, reduces the spread of fungal disease (I'd love to see the group's data on this) and, of course, doesn't necessitate the killing of poor, innocent trees to manufacture.

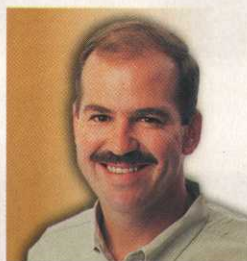
That's just fine and dandy, but why pull a stunt that gives tree-hugging environmental activists yet another reason to point an angry finger at golf? By the way, the last time I looked into it, manufacturers harvested about 15,000 forested trees a year to make golf tees. Chicago's Medinah Country Club has 15,000 trees on its grounds alone.

**Cheers** (in advance) to superintendents and others in the industry who get out to vote in support of the business next month. Yes, we should all vote our conscience, but we should also find out where local and national candidates stand on critical issues related to golf. Pesticides, fertilizers, water use and development issues may not be top of mind when you get into the voting booth, but — all other factors being equal — why not choose elected officials that aren't antigolf?

It's worth noting that Crop Life America, the parent organization of the Responsible Industry for a Sound Environment (RISE),

## Cheers & Jeers: Autumn Edition

BY PAT JONES



RISE CITED

STRONG CONCERNS

ABOUT HOW A

JOHN KERRY

ADMINISTRATION

MIGHT ATTEMPT

TO OVERREGULATE

PESTICIDE USE

took the unprecedented step of endorsing President Bush for re-election. RISE cited strong concerns about how a John Kerry administration might attempt to overregulate pesticide use.

**Jeers** to the GCSAA leadership for doing a poor job of communicating the rationale behind bringing the Club Managers Association of America into the ever-expanding Golf Industry Show. (For more on this, log onto our Web site and check out the Sept. 2 edition of *Golfdom Insider*.)

Normally, GCSAA goes to great lengths to make sure that all key parties — especially leading members and big exhibitors — have completely bought into a major change like this. However, I heard from people, including past association presidents and marketing gurus from large companies, who said this came completely out of the blue.

I won't debate the merits of the decision here (other than to say it was inevitable for money reasons), but the GCSAA dropped the ball on the announcement. After the "Oops, we changed our minds about relocating the headquarters" debacle, the folks in Lawrence should have done more to pave the way for this one.

**Cheers** and a fond farewell to one member of the *Golfdom* family who is moving on to bigger things. Frank Andorka, our managing editor, was named editorial director of one of our sister publications, *Pest Control* magazine.

Frank was a key factor in the growth and success of our publication over the past few years, but our loss is the bug-killing industry's gain. Please join me in wishing him the best.

*Publisher Pat Jones can be reached at 440-891-3126 or [pjones@advanstar.com](mailto:pjones@advanstar.com)*