

## This Letter Could Help Your Course 'On Any Given Day'

*Editor's note: This column, which will run occasionally in this section, focuses on superintendent and owner relationships from a superintendent's perspective.*

BY JIM BLACK

I've written a letter that I'd like to share with the front office. It's a letter that was written from a place of awe and respect for the greatest of all games, in an attempt to help shrink the triangle gap between crew, clubhouse and customer.

It was written mainly for the golfers who come to play my course and, even if only a small percentage of them read it, I think the course will be better for it.

The letter was also written to make an attempt to say something in a new way—something that golfers see and read and hear everywhere they go but seems to slip their minds once they're actually playing golf.

I was also making an attempt to give the golfers a new perspective on who we are—that is, my crew and me. Sometimes it seems the players think we're out to get them and make their lives miserable by somehow foiling their games, which is never the case.

I'm offering this letter for you to consider for your club. If you would

like to put your own personal spin on it, then by all means help yourself. Customize it for your club and rewrite it in a way that your members will remember when they're playing golf.



Maybe you even like it just the way it is. If that's the case, go ahead and cut it out, sign it, make some copies and post it where it can be read. Here goes:

DEAR VALUED MEMBERS AND MOST-WELCOMED GUESTS:

*We would like to welcome you to our facility and wish you a most enjoyable round of golf.*

*My maintenance staff and I have been working diligently to afford you the best playing conditions possible.*

*On any given day the golf course can play differently from the day before, but I can personally assure you that we have done the best we can do to make today's conditions the best they can be.*

*On any given day your golf game can be on or off. If your game is on today and you are playing well, I share with you in the joy a good round of golf can bring. If your game is off today, I hope you get at least one or two bounces that go your way.*

*On any given day you can come to the golf course in the spirit of competition, and grind out a round that brings you out on top. You can also come to the golf course in the spirit of friendship and enjoy a relaxing round with friends, taking in all the beauty a golf course has to offer.*

*On any given day, my staff and I may need to undertake a plan of action in order to improve the golf course. Hopefully, you will view this action as a minor disturbance and understand that whatever we do is in the spirit of the betterment of the course.*

*On any given day you may come directly in contact with one of my crew members. They may be hand watering the greens, mowing fairways, blowing leaves or fixing equipment. Please understand that their intention is not to disturb your game and they will do their best to grant you the right of way.*

*On any given day I will have arrived before the sunrise, prioritized the day's assignments for my crew, pitched in to help finish a task, toured the course in search of signs of trouble, and consulted with other turf professionals for ideas and information on how to make our course better.*

*On this given day, a day that I am very grateful you have chosen to join us and partake of this greatest of all games, I ask you to please be kind to your fellow golfers and to the golf course by fixing your ballmarks and replacing your divots. And please remind others to do the same.*

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THANK YOU,  
(Your name)