

In the context of the golf universe in which we live and work, I give you some “blue sky” notions of my “perfect” golf world.

▶ The media, after decades of spreading negative and sensational news using the slogan “the public has the right to know,” finds the original quote by Gutenberg, which actually says, “The public has the right to know the facts!”

▶ Environmental activists finally take a cue from Audubon International and start working with the golf industry instead of irrationally ranting and raving in the media and public meetings about non-existent disaster scenarios.

▶ Legislators and bureaucrats discover the true meaning of “...of the people, for the people, by the people...” and use science and common sense instead of political expediency in making or enforcing regulations and policy for the environmental and economic benefit of all.

▶ Golf course owners, architects and builders, feeling the financial pinch from stiffer permitting regulations, higher costs and limited water availability, quit building “Taj Mahal” ego monuments and concentrate on attractive layouts that are cost effective to maintain. Many architects are advocating target-golf designs with more natural areas and embracing the forward tee concept to encourage the growth of the game. Owners need to understand this is the necessary future of the game.

▶ The PGA Tour, PGA of America, Champions Tour and LPGA finally admit that golf course maintenance and conditioning is under siege and they pledge to use their highly visible positions and large bank accounts to donate more to turf research to find better ways to manage natural resources and still keep golf “green and playable.”

▶ Course owners and club members who persist in demanding ideal conditions at all times realize they must also have a budget capable of meeting those demands. And if resources are limited, a set of maintenance standards should be created so the superintendent can focus on the priorities in order of impor-

In a Perfect World

BY JOEL JACKSON



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tance to the majority of members.

▶ Good superintendents realize that to stay employed they must embrace continuing education and stay motivated to constantly improve their skills. To do this they also volunteer to serve on committees in their professional associations to enhance their sources of information for problem solving. This service is recognized by peers and employers as positive signs of personal and professional development and is an asset for clubs.

▶ Golfers finally realize that half the pleasure of being on the golf course is leaving it better than they find it. They cheerfully fix divots and ball marks, rake out bunker tracks and don't drive carts in wet or worn turf areas.

▶ Local, state and national issues management is still a reality even in a “perfect world.” Programs like We Are Golf, State Golf Days, GCSAA Regional Field Staff and Action Alerts are good resources, and they will need our continued support to be effective.

I know that a perfect world doesn't exist. But I also know that you and I have successfully worked together for the defeat of bad regulations and the formation of good working relationships with many regulatory agencies.

We have seen those ignorant of our practices, and even hard-core skeptics embrace our golf course wildlife habitat potential via eco-tours, Christmas bird counts, school tours and other on-course projects.

Perhaps we were never meant to live in a perfect world. But if we all work together for the health and enjoyment of the people, respect the planet's resources and earn fair profits and business success, then we can surely all live at least in a better world.

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