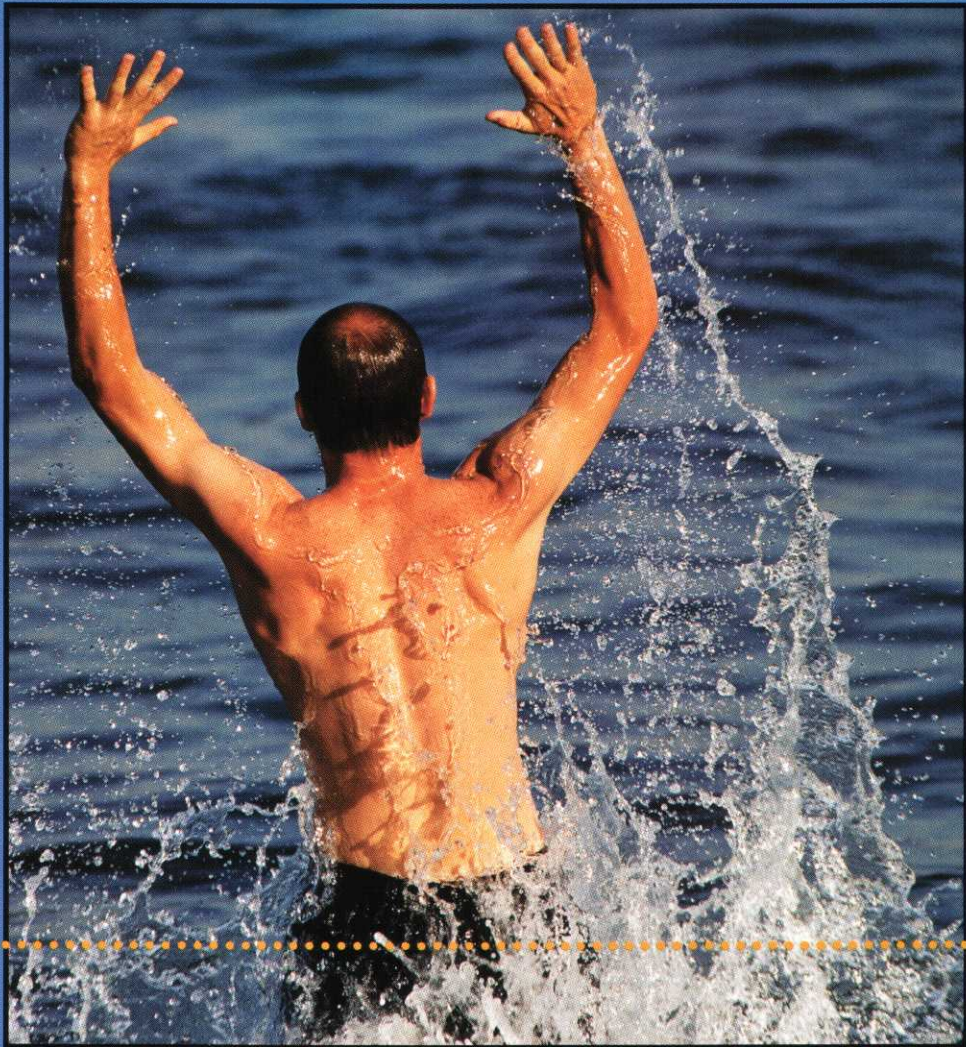


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Golfdom

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By Geoff Shackelford





cover feature

'Tis the season to get political, and we do in this special report. We explore the art of playing politics from the first tee to the 19th hole.

About the cover

Cleveland photographer John Quinn spent the morning playing in the bunker sand at The Country Club in Pepper Pike, Ohio. He took some photos, too.

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Strict maintenance schedules can cure utility vehicle breakdown blues.

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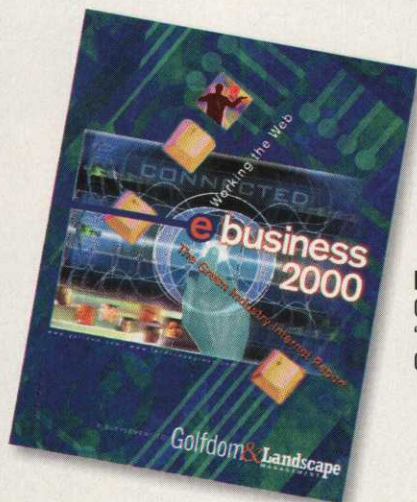


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Going Postal

■ WE'VE GOT MAIL

Battling bigotry

The August issue had a provocative lead article asking how we can help golf shed its "too white image." This should come to the forefront of our industry, and we need to make a concentrated effort to remove this bigotry from the game — once and for all.

I found it rather amusing, however, to read Joel Jackson's Shades of Green column on dress codes on the page before the "Winds of Change" article. Jackson talks about how it is easy to judge a book by its cover. Doesn't this type of logic seem to perpetuate some of the problems discussed on the next page?

He also says, "Not wearing a jacket doesn't necessarily mean disrespect, but wearing one does elevate and promote an on-looker's perception by the very nature of the mode of dress." The reason minorities are not prevalent in the GCSAA and golf associations is because of years of bigotry and discrimination, mostly because these people looked different or came from different cultures or economic levels.

It's nice to talk about how we can improve this situation and become all inclusive, not only as a business, but as a society. This will never happen until we all stop judging people by the color of their skin or the clothes they wear.

**Marc A. McCane, CGCS
Sea 'N' Air GC, San Diego**

Got game and ethics

I agree with the basic premise of a recent article on gamesmanship ("If You Ain't Got Game, Then Read This Book," August). However, I take exception to comments made by Mark Luce.

As a "club pro," I was offended when referred to as a "local shark" that lines my "pockets with your money." It also irritates me that

your magazine would imply that club professionals are ones that "perfect the art of screwing with" opponents. Although I hate to say it, there are some professionals that do not represent the business well, as there are professionals in every other business guilty of the same claims. But to the contrary, I believe that most club professionals are extremely ethical and go out of their way to avoid gamesmanship with those that "ain't got game," as it would serve absolutely no purpose except to discourage them and create distrust of our profession.

Once gamesmanship crosses the lines of tradition, respect and decency, it becomes part of the declining values we see in other sports. Part of the declining respect for the traditions that challenge golf today can probably in some part be attributed to the atmosphere of those other sports and writers that are "ungracious, uncouth and uncool." So, Mr. Luce, next time you step up on the first tee, here's a "nugget of wisdom" of "golfmanship" for you — "the harder you swing, the farther it goes."

**Bob Swezey, PGA pro
Fawn Lake CC, Spotsylvania, Va.**

Editor's note: Publisher Pat Jones replies — "Guilty as charged, Mr. Swezey. It was wrong of us to besmirch the reputation of honest, hard-working golf professionals. In future, we'll only use of the term "shark" when referring to lawyers."

Feel like going postal? We want to hear from you. You can e-mail your letters to Pat Jones at pjones@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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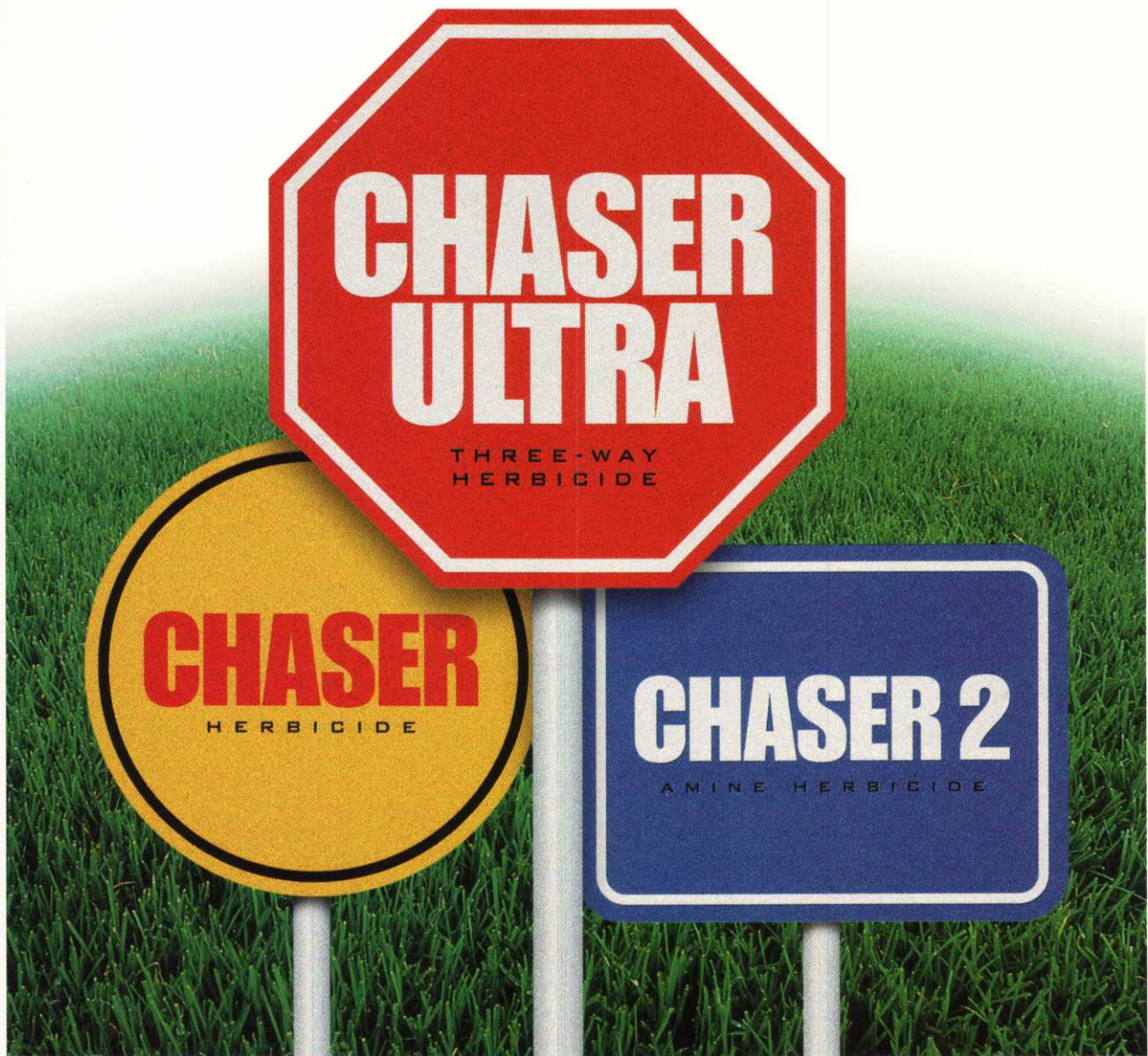
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