Chillin' with Wayne Otto

What do you do all winter? "I'd tell you... but then I'd have to kill you."

Alma Mater: Penn State.

What do you think when you look at your golf course?

"This could be really nice."

How does your lawn look?

"Not as good as my golf course! I bought my wife a \$4,000 mower, which she only used once, so now I have to mow the lawn. She says if it had a drink holder, she'd reconsider."

About your course:

"Built in 1921 by Langford and Moreau, it's known for undulating & quick greens. I run a staff of 25 in summer, and five in winter with an annual budget of \$700,000. We are the first fully certified Audubon Cooperative Sanctuary in WI."

What course would you most like to play? Pine Valley.

Favorite smell: Charcoal Grill.

Favorite activities:

"Camping, gardening, and football (spelled 'Green Bay Packers'). I like the song they play when the Packers score -'I don't want to work, just want to bang on the drums all day!"

Favorite magazine:

"Golfdom. I can really relate to the articles, and I like to read it at home in the evening. I have a lot of respect for the writers. They cover the hottest topics and aren't afraid to address controversial issues."

Golfdom

Wayne Otto, CGCS Ozaukee CC, Mequon, WI Since 1967 Shouldn't you choose a trade magazine that reaches more of your customers, is more likely to be read and which provides a great editorial environment for your ad? If your answer is yes, your answer is Golfdom.

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"I was hitting pretty well, but my dang eyesight's gotten so bad I couldn't see where the ball went."

"Well, you're seventy-five years old, Len!" admonished his wife. "Why don't you take my brother Lou along?"

"He's *eighty*-five! And he doesn't even play golf anymore," protested Len.

"Oh, but he's got perfect eyesight. He could watch your ball," Ruby insisted.

The next day Len teed off with Lou looking on. Len took a swing, and the ball disappeared down the middle of the fairway.

"Do you see it?" asked Len.

"Yup," Lou answered.

"Well, where the heck is it?" yelled Len, peering off into the distance. "...l forget."



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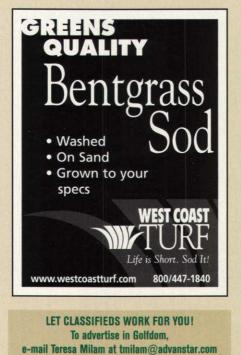
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eggnog

oliday parties hold certain truths. The chime-laden music will eventually drive you bonkers, and the gift exchange will feature at least one item in extremely poor taste (from the pro, of course).

Despite swearing they will attempt to mingle, superintendents and their staffs will eventually wind up together and talk shop. These occurrences are as inevitable as as the changing seasons.

The other, and far more pleasurable yuletide constant, is eggnog. The unmistakable bouquet of nutmeg fills the air, slowly overpowering the funky smell of fruitcake and the piney aromas of real Christmas trees. In the corner in a glass serving bowl, said nutmeg will dance atop creamy swirls of milk, egg, sugar and - take your pick - rum, brandy or bourbon.

For many, eggnog is the sweet nectar of the gods, associated primarily with the merriment of holidays and possessing a nascent nod to the spirit of laughter and goodwill. As you down the smooth concoction, though, make sure to offer a toast for your ancestors. By sipping eggnog, you are drinking a vibrant history that spans nearly 400 years.

Eggnog was quite popular with the British upper class as early as the 17th century, but it was in the 1800s

Golfdom December 2002

THIS HOLIDAY STANDARD IS A SIMPLE CONCOCTION LOADED WITH A STORIED HISTORY BY MARK LUCE



when imbibers in the United States made it their own. The name stems from a confluence of words - egg, grog (slang for rum) and noggin (a small wooden cup). Perhaps revelers found saying "egg and grog in a noggin" a little tough and shortened the name. The three major ingredients, too, have colorful histories.

Eggs: We still haven't been able to determine which came first, but we do know that ducks and geese laid eggs in China in 4000 B.C. What we know as "laying hens" showed up around 2000 B.C. in India and made their way West around the fifth century.

Rum: An integral corner of the "Triangular Trade" in the 17th century, rum came into popularity and profit because of massive sugar cane farms in the West Indies.

The cane would be burned down to molasses, then shipped to New England, where it was set in oak barrels with water and yeast. The colonies sold the rum for slaves in West Africa, which were then sold to the West Indies for molasses.

Nutmeg: Originally only available on the tiny island of Run near Indonesia, the rare spice caused countless battles and brutalities. Because the profit from the spice was so high, the English and Dutch grappled militarily over the island for decades in the late 16th and early 17th century. Eventually, the Dutch succeeded in capturing the land, but at the cost of compromise - they ceded the British the island of Manhattan. Nice swap.

Enjoy the eggnog, but do so more smartly and with the appropriate reverence for this historic holiday drink.

Mark Luce, a free-lance writer in Kansas City, Mo., once had his granddad slip him some spiked eggnog when he was a teenager.

GOLFDOM, Volume 58, No. 12, (ISSN 1526-4270) is published monthly by Advanstar Com-munications Inc., 131 W First St., Duluth, MN 55802-2065. Subscription rates: One year \$30 (U.S. and possessions), \$49 (Canada and Mexico) and \$78 (all other countries). Air expe dited service is available in countries outside the U.S. and Canada for an additional \$45 per year. Current issue single copies (prepaid only) \$5 (U.S. and possessions), \$7 (Canada and Mexico) and \$8 (all other countries). Back issues (if available, prepaid only) \$10 (U.S. and possessions), \$14 (Canada and Mexico) and \$16 (all other countries); add \$6 per order ship-ping and handling for both current and back issue purchases. Periodicals postage

paid at Duluth MN 55806 and additional mailing offices.



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