



LETTERS

A PERSONAL VIEWPOINT

May 9, 1988

Mr. Monroe Miller
Editor and Publisher
The Grass Roots
c/o Blackhawk Country Club
3606 Blackhawk Drive
Madison, WI 53705

Dear Monroe,

After reading your editorial "Shamelessly Unprofessional" I can understand smoke coming out of your ears, your face turning red and your heart rate quickening. We would have felt the same way, had such a letter been directed to the Club or General Manager. I for one, denounce CM Magazine and Mr. Baetz for the letter which was mailed out. Monroe, I can assure you without a doubt, that neither the Board of Directors of CMAA or its membership would ever condone or approve such a letter to the GCSAA and/or Exhibitors.

Being Chairman of the Research and Publication Committee for CMAA which deals with CM Magazine, I can tell you that we (CMAA) have no direct input for the magazine, since, according to our current contract with them, they have complete control over advertising and editorial content.

As you indicated in your article, you really believed that there was a renewed sense of cooperation among the GSCAA, PGA and CMAA. We share your feelings. To continue the growth and the future building of the private club industry as well as those in the public sector, we, the members of CMAA, along with the members of the GSCAA and PGA need to work together as a TEAM, a team of professional men and women whose sole purpose is to provide for the needs and pleasure of its members, with beautifully groomed golf courses, social activities, fine dining and the continued enjoyment for the great game of golf.

With this in mind, I sincerely hope that this relationship between us will continue to grow and strengthen now and in the years to come, and that no individual and/or publishing company can rip us apart.

Sincerely,

Bernd U. Sturm, CCM, Chairman
Research and Publication Committee, CMAA

APOLOGIES ACCEPTED

June 7, 1988

Mr. John Sequi, CGCS
Waynesboro Country Club
11000 Country Club Road
Waynesboro, PA 17268

Dear John:

Several weeks ago, David Boetz, Sales Manager for *Club Management* magazine, sent a communication to the exhibitors of the 1988 GCSAA Houston Conference that was misinterpreted by some GCSAA members. Mr. Baetz was attempting to encourage those vendors and purveyors to advertise their products and services in *Club Management*. It was his intention to widen the vendors' service and product awareness to a greater audience. Subscription to the magazine includes all CMAA members, as well as the boards of many private clubs.

Club Management is published by the Commerce Publishing Company, headquartered in St. Louis, Missouri. CMAA works closely with the Commerce Publishing Company by providing articles, pictures, and suggestions to represent a viable magazine, however the CMAA does not control their policies or their personnel.

The CMAA officers and board members have high regard and respect for the Golf Course Superintendents Association of America and its members. Your tremendous contribution to the game of golf, providing clubs with excellent golf courses, and the expertise your Golf Course Superintendents members bring to the management staff is the catalyst that enables clubs to enjoy great success.

We are truly sorry GCSAA members were offended by Mr. Baetz's communication, and on behalf of CMAA, I reiterate to you our pledge of friendship and cooperation to work with the officers, staff and members of GCSAA to provide the members of our respective clubs the very best management team possible.

Sincerely yours,

G. Mead Grady, CCM
President

Editor's Note: Is this an apology? If it is, we accept.