

A TOAST,
IN APPRECIATION OF YOUR BUSINESS.
HERE'S TO YOU.



At Par Aide, we'd like to raise a paper cup to you, our valued customer. Because it's your unyielding dedication to the course that inspires us to keep building the industry's most innovative products. So from Par Aide, we salute all you do. Cheers.

Wherever golf is played.





Within the Leather

by David Kazmierczak CGCS

“ People see what they want to see, and what people want to see never

has anything to do with the truth,” – Roberto Bolano

Perception is the ultimate double-edged sword. We come to understand our environment, our surroundings and our relations through perception. We perceive something to be one thing, and sometimes it is, and sometimes it is not. Truth is universal, perception of truth is not.

For that reason we should always question out perceptions. Trust our instincts, but question whether or not our perception is clouding our judgements. It is an easy trap to fall into, and when our perceptions fail us, the results can give us feelings ranging from insignificance to downright stupidity.

When I first moved to Minnesota, my perception was that this was the land of integrity and kindness. The people of Minnesota were deemed upstanding, and well, nice. The perception of “Minnesota Nice” was

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never lost on me, and having lived and traveled in a wide variety of places I would put the people in the upper Midwest against any other place I have been.

When I first arrived, I traveled to just about every golf course shop facility on the east side, and a few in the north and south looking for any kind of assistant position. Since it was August, there was nothing there, but after explaining my situation, almost every superintendent I had contact with wished me luck and said they would keep me in mind. I did not have one bad encounter. Not one guy said he did not have time, or told me to go away even though I had showed up unannounced. I even had one guy at a golf course named North Oaks Golf Club look me right in the eye after relaying my family situation and said: “Why don’t you stay home with your children.” That was exactly what would happen the next two years. My perception of Minnesota became truth, and that guy at North Oaks’ perception was spot on as well.

When I became the Superintendent at Prestwick, I started to go to MGCSA meetings, attended the GCSAA show and Minnesota Room as it was called back then, and began trying to get to know fellow