

PROFESSIONALISM - This is a word that has been used a great deal in our Association in the past few years. The following letter was written by one of the finest professionals in our business. I feel that if we would all follow this man's example we would benefit a great deal from it.

From the office of Public Service Department

Walnut Creek, California 94596

October 1, 1973

Mr. L. V. Smith, President  
World Land & Investment Co.  
Cameron Park  
P. O. Box 158  
Shingle Springs, Calif. 95682

Dear Mr. Smith:

As a property owner in Cameron Park I congratulate you in putting together such a fine golf tournament and in being able to bring such a number of prestigious women golfers to your course. Of course I also want to thank you for sending me a copy of the SACRAMENTO UNION special.

As an ex-golf course superintendent, however, I must say, "For shame!" One of the most important men on your staff, your golf course superintendent, was never even mentioned in the entire paper. What an insult to a fine professional. This is unfortunately too common an oversight. He is expected to give you a course in superb condition. This is taken for granted. He has to put up with the horrendous damage done to his course as a result of a tournament of this magnitude. This too is taken for granted. Yet, should there be one spot of brown on any green, he will be criticized severely. This is a very unfair treatment for any professional, and it upsets me to see Cameron Park guilty of this oversight.

As a suggestion, you could make amends by featuring your superintendent on television and making special mention of him and his work.

Sincerely yours,

Signed Y. LEE HUANG

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Director

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Many times I have read articles in golf magazines giving the professional credit for the condition of the course. These articles are wrong. We are the ones who should have the credit. The only way we are going to get the credit we deserve from magazines of this type is to make ourselves known to the people who write and edit these articles. Let's all continue in Lee's footsteps, when you see an article of this type, don't hesitate, write.