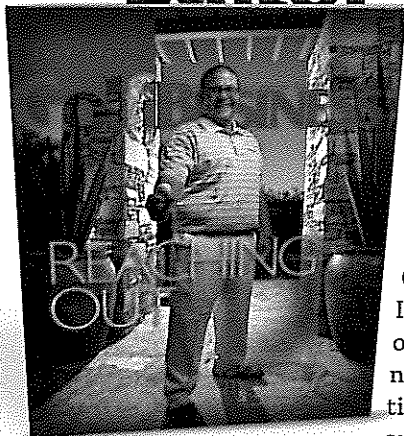


Letters to the Editor



As a long-time PGA member, it's a shame to see that we must refer to junior and new golfer development programs as "initiatives" and "new programs" ("Reaching Out"; July 2011; pg. 24). If this is getting out of our comfort zones, we need to find a new occupation. Improved education on how to use technology

and preferences to accelerate and simplify golf teaching and learning is essential. We often make a dangerous assumption that PGA pros are confident, effective teachers capable of "hooking" most beginner golfers to the game for life. Getting ambitious, we're rolling out some new programs that include professional, certified health-and-wellness and fitness programs to optimize health and golf performance. Hopefully, those who are committed to growing the game and business profits will pay attention.

*Kirk Jones, PGA
Director of Instruction
Windsor Parke Golf Club
Jacksonville, Florida*

I wouldn't have chosen the career path I did without junior golf. I would have never had the experience of junior golf without my father's passion for golf, which was sparked by a caddie program at a local club. Our jobs today are primarily attributable to a junior program of our past. Let's keep it going for the next generations!

*Karen Sherman-Lavin, PGA
Director of Golf
Addison Reserve Country Club
Delray Beach, Florida*

Just read the article regarding growing the game. I can feel for Josh and Brendon, for if we had \$10 for every time

someone told us, "Wow, a little league for golf, what a great idea," we wouldn't need to have a national sponsor.

*Kevin Flanagan
President
USGLL*

Good for the club for doing more the basics and being inventive ("Waste Not, Want Not"; May 2011; pg. 48). Sounds intriguing. I'd be interested to hear how it's going in six months.

Anonymous

Got something to say?

If so, we want to hear about it. Your feedback, opinions and suggestions help ensure the industry's No. 1 source for business information continues delivering the type of solutions-oriented content that enables course owners and senior industry executives to operate their businesses more efficiently and profitably.

So give us a shout. Or, better yet, drop us a line via e-mail. Your input matters.

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