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OPINION

The Great Ball Mark Catastrophe – It's a Potmark Pandemic

By Harvey Silverman, Silverback Golf Marketing

It's one of the great frustrations in golf. Golfers, superintendents, course owners, and operators all agree – unfixed ball marks suck and ruin the game. I got an email from Pasatiempo Golf Club, a perennial top-100 golf course and an Alister MacKenzie masterpiece. MacKenzie liked the course he designed so much – he lived on the sixth hole. My friend Scott Hoyt is the General Manager, and he let loose with what I know is years of frustration managing the scourge of unfixed ball marks. Included in the email are two gruesome photos, taken on the 18th green (a Par-3) just one week after aeration (one is a hell of a shot). Scott repaired 22 while taking this picture... [READ MORE >>](#)

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By Rich O'Brien, PGA HOPE (Charleston) Operations Manager

In the Summer of 2015, I interviewed Rand Jerri, Ph.D. the Senior Managing Director for Public Services for the United States Golf Association. He oversees many of the key functions of the USGA including facilities management, Green Section, philanthropy and grants, strategic and operational planning, and the USGA Museum. He began working for the USGA in 1988 as an intern in the USGA Museum and served in a variety of capacities including the historian before becoming the Museum's Director from 2002-2011. He also assumed the duties as managing director of communications from 2009-2011. He remains active in researching and promoting the history of the game and golf course architecture. I was very impressed with the depth and breadth of his knowledge...

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