

At every economic level of a free market economy there is healthy competition which makes its society as a whole more prosperous. This struggle between the classes drives the economy. Best engaged with a sense of goodwill between sellers and buyers, producers and consumers, there inherently exists a human element which destroys goodwill economy with evil dynamics such as; cheating, shortcuts, fraud, collusion, deception and pure larceny. If these detractors become too strong then many good working people simply give up hope that their hard earned production will adequately reward them.

Civilized governance of society, established by whatever means, should endeavor to level the playing field, not sponsor or contribute to the evil dynamics. Good governance should seek to eliminate the bad and promote the good, with the leveling of all playing fields, and not attempt to nullify honestly earned competitive advantages.

At all skill levels in the game of golf, golf's governance should strive to eliminate unfair practices and exclusivity, level the playing field through increasing openness and fairness. Golf, arguably the most civilized sport, must continue to lead the way in the display of what civility can attain. But subjective selection, the allowance of unfair advantages through exemptions, has become the mode of operations within the larger established institutions of golf. These dynamics threaten the greatness of the game. With each new year comes new exemptions for select players to sidestep open qualification, reducing the qualification spots, thus choking off opportunity of the aspiring tournament players whose hours, days, weeks, months and years of golf range digging comes to no avail.

Support for the national distribution of an accessible, fair, reliable, organized and experienced showcase for open golf fair market competition has not yet been claimed. There exists an open scratch golf tour program that after over 32 years of continuous operation still flies underneath the radar, almost as a secret society. Seen only as shadows in the Moonlight, many of the world's best golfing talents must play, with hopes of escaping into the sunlight achieving big Tour qualification, financial success and sometimes major championship wins.

The Internet technology is likely to, as it has with other markets, bust apart the strangle hold which the mainstream media has on big time golf sports entertainment. The mainstream appears to be losing ground to the open source media, scrambling now to pick up the pieces here and there to maintain their advertising revenues. Meanwhile advertisers are scratching their heads to find new ways to more cost-effectively market their products.

The answer may be to build a new showcase on the new media. Covering top level golf action and serving as an exhaustive report on the lower levels of play, it would attract the up and coming legions of tournament/avid golfers who would revisit the site frequently. Advertisers might consider their support for the new showcase, knowing that highly energized aspiring golfers and their supporting friends and families are high potential customers.

A better system of open fair market competition golf must grow out of the shadows to save golf's position as the champion of civility and fair play in the world of sports.

*Frank & Mary*

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and

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