



February 2010

Dear Links Player,

As we enter February, the speculation is growing as to the return of the PGA Tour's most visible player, Tiger Woods. While many voices have offered encouragement to Tiger in the same way that you might—work fully on the restoration of your marriage and look to Jesus Christ as the only great pursuit in life—I have been amazed as the crass nature of much of the commentary. Too many have written about why this tournament or that is the best choice for Tiger's return, the best venue for him to escape the intense scrutiny that will surely surround his reemergence. In other words, the media and marketing pundits are offering what they perceive to be the most favorable conditions for “the second coming of Tiger Woods.”

It has been well-considered through the years, however, that if Jesus Christ's first coming had been handled by “those who know best,” He would not have appeared in a backcountry town, born in a stable to a questioned parentage. He would not have come at a time before broadcasting, when the message of His life and teaching would have to be entrusted to word of mouth and a few short letters at the hands of men with modest education. He would not have been limited to a single garment, nor would He have listed His address as “no place to lay My head.”

And yet, we know this. His reputation among the people who knew they needed Him was unparalleled then and has not been matched since. They sought Him out in droves. The message He brought—that people could find God directly, without the pretense of religion or reliance on those smarter or richer or stronger—stuck; it continues to strengthen us in our poorest moments now.

Oh, how amazing! Jesus Himself was one of “the foolish things of the world” God chose to shame the wise, one of “the weak things of the world” God chose to shame the strong, one of “the lowly and despised things” God chose “to nullify the things that are” (see 1 Corinthians 3:26-31).

How glad I am that we at Links Players are about proclaiming the coming of Jesus Christ, even now, into the hearts of those who trust Him! We could allow ourselves to be caught up in all matters Tiger (or Phil or Lorena or whomever you'd like to choose). But we have a better option, a better boast. We will boast in the Lord. And we are delighted that you have chosen to join us in this endeavor. We are privileged and glad to share your heart for golfers.

A handwritten signature in cursive script that reads "Jeff Hopper".

Jeff Hopper
COO, Links Players