

# President's Message

BY RODNEY MULLER



*Blah, blah, blah, blah, BLOG!*

I had every chance in the world to start blogging. One day, after accepting the job at Empire Ranch Golf Club, I received a message from Google Analytics through my email. Evidently the previous superintendent had a number of followers on ERGC's maintenance blog that, well, were interested in what he was doing as superintendent. He had it all set up, and I took it down...I froze! I had never done anything like this; I had not even read a blog. My main concern? I wondered where I would find the time to come up with material about which to blog.

Many of my fears came to fruition in February of this year. ClubCorp hosted its West Regional kick off meeting in San Diego and out of that meeting I learned we had to create a blog page. It seems that superintendent blogging at the private club level was so well received, it replaced the bi-monthly article superintendents wrote for the Clubs newsletters. Now under the "Greens Section" it only lists the Superintendents blog address. Once your member becomes a follower of your blog, each time you post they will be notified by email and sent a direct link to your blog page.

The process is easy. There are several blog services that one can use like blogger [www.blogger.com](http://www.blogger.com), typepad [www.typepad.com](http://www.typepad.com), or Wordpress [www.wordpress.org](http://www.wordpress.org) to name a few. Templates are already

established and can be customized to fit your needs. Just follow simple set-up directions and link it to your email. Voila, you have now become a stop on the World Wide Web for others to view.

We can help get your word out. Our Association is very lucky to have bright and talented board members who are in touch with today's electronic media. Brian Boyer, Director, and David Proctor, Assistant Director, take care of our Twitter and Facebook feeds. A lot of great information goes out each week concerning our industry. Coming soon to GCSANC.com will be a dedicated blog page that follows our blogging superintendents. Once signed up, when you update your blog it will automatically be checked by our website, rolled to the top of our blog aggregator, and fed through Twitter and Facebook.

So lets get started. Don't miss your chance to make yourself more valuable to your membership and management. You can let people know what you are doing on the course by showing before and after photo's of projects or blog about what is impacting the golf maintenance industry. Material is not hard to find that is considered "blog worthy." After all, it is just another form of what you are doing already: communicating!

Rodney Muller, Blogger



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