



BETTER PUBLIC RELATIONS

As the new season of golf approaches it is a particularly opportune moment to reflect on the events of the year and the steady advance being made by golf as a sport and the effect it will have on our profession. Many more people will be playing golf this year and it is important that the role of the golf course manager and head greenkeeper are understood and appreciated. The IEGCM can help to do this by better and more effective use of public relations.

The main objective in our effort will be to accurately convey the facts about the course manager's activities. The many golf events now televised bring to the attention of several millions of people the attractive environment of a golf course. By the use of the media with well targeted press releases and an expansion of the contact with the golfing media the IEGCM will be attempting to accomplish a much better understanding of how the golf course manager works.

The understanding we seek however, will not be gained in a short time. Despite the desire for instant results the way forward towards improving the awareness of fact regarding the golf course manager is a long term one. Somewhere along the way we can expect to meet the occasional setback. Many in our profession will have been subjected to unwarranted criticism for a number of reasons. Much of this should be and can be countered with relevant and forceful facts. However, sometimes this is not always possible or even wise because of heat of the moment argument, circumstances or lack of access to the right sort of information at the time. This does not mean that golf course managers and head greenkeepers should adopt a head-in-the-sand posture towards criticism.

The IEGCM and its officials will strive hard towards an effective relationship with the press, golf club officers and organisations involved in golf. Our aim also will be to provide members with continuing back up service in order to enhance the overall atmosphere in which they can achieve professional success. This path towards a better understanding and a higher image in the golfing community will not come overnight. It will only be achieved by a strong resolve, a desire to succeed through working together as golf course managers and by membership of the IEGCM which is already bringing together the many disciplines involved in the golf courses of Europe.

IEGCM, the Golf Course and ETME 3

The principals and committee of the Institute of European Golf Course Managers and the publisher of the Golf Course magazine wish to announce that their sponsorship for ETME 3 has been withdrawn. This decision was taken during ETME 2 at Harrogate last month which in the opinion of the IEGCM received limited support and brought into question the possibility of running a highly successful trade exhibition of this type in the UK. Many of the seminar papers presented had little relevance to UK conditions and appeared on the programme only to ensure reciprocal invitations to speak in other parts of the world.

With our future looking towards Europe the Institute and the Golf Course magazine are currently involved in discussions that offer more realistic opportunities on the Continent and which are aimed at bringing together all those involved in the development, construction and management of golf courses.