

**THE BULL SHEET, official publication of the
MIDWEST ASSOCIATION OF GOLF COURSE
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President's Message

Winter is here! I know this because my morning paper which all summer was placed neatly in my mailbox is now frozen on my driveway. I also know this because I hear myself and my neighbors telling our children not to lick the ice off of any metal. If they do, their tongues will stick to the surface and will most likely have to cut away. This is what I was told as a child and even though I cannot attest to that theory's accuracy from personal experience, I know it got my attention.

What do we do now that our beautiful courses are blanketed with snow. Naturally, this is the traditional time for people in the golf business to take vacation. In fact, most of you won't be reading this until after you've returned from Houston. Most of us, however, don't take off for the entire three months of Winter.

Aside from planning our maintenance programs for the upcoming season and checking out new equipment, maybe we should spend a little time on our public relations program. This is an area I believe can always use some improvement.

According to GCSAA's Public Relations Manual, there are four basic principles of good public relations. They are as follows:

1. Do a good job
2. Do a good job
3. Do a good job
4. **TELL** people you're doing a good job.

I know all the members of MAGCS are very astute at the first three principles, but there is probably always room for improvement upon the fourth principle.

There are several avenues to getting the word out. There is a letter to the membership, or greens committee; articles in the club newsletter; your green committee meetings; or playing golf with a group of members. Whatever way you choose I have always made sure I started with a complete list of positive accomplishments before embarking upon any discussions of current trouble areas or requests for funds. It is always nice to start on an upbeat.

I am sure there are other ways to improve our public relations programs. Maybe if everyone gives it just a little thought over the next few months we can individually come up with some ideas that can help make our respective positions easier and maybe a little more profitable.

Mike Nass