

Director's Column

by Don Ferreri

PUBLIC RELATIONS

With the 1996 golf season fast approaching, our exposure to the public and our club members is once again heightened. All of us in the golf industry need to be aware of our professional image at all times. This is most important to our employers as well as ourselves when dealing with environmental issues. Keep in mind that your actions, positive as well as negative, are linked to all your peers in the eyes of the media and public perception.

In February, we (MAGCS) operated a trade booth at the Chicago Golf Show in Rosemont. I would like to thank all those individuals who volunteered their time

and resources to make this show a success. It is exposure in shows like this that allows our association to reach out to the public in a positive and professional manner.

During the summer of 1995, the MAGCS Public Relations Committee was kept very busy because of the horrid weather. I hope this coming season our efforts in the media will all be positive, and we will not have to educate golfers about what went wrong.

It will be the intent of our Public Relations Committee to promote golf courses as environmentally concerned sanctuaries preserving green open space. I believe our industry can overcome any stigma we have received in the past. I encourage all of you to help by utilizing your own resources in

the media along with your talents. Place press releases in your local papers on your Audubon efforts and achievements. Use the efforts of our national association to promote your course or business as environmentally friendly so we can educate our neighbors. Put positive articles in your club newsletter or bulletin. Sign up for community career nights at local high schools. Call into radio shows if the opportunity arises. There are plenty of free avenues to use in promoting your golf course and, overall, the entire industry. Use the new MAGCS brochure or issues of *On Course* to educate your club officials or developers. These methods are not difficult and can prove quite rewarding. Any interested members who wish to serve on the Public Relations

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Director's Column
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Committee, please call me; there is much to be done.

This newly formatted magazine is one example of many that I am enjoying my third year serving on your Board of Directors. I would like to thank all of our members for your support of the recent decisions chosen by your board. We have a very large, aggressive and innovative association. I am looking forward to working with the Long-Range Planning Committee. There are some very good ideas and concepts to refine in a fashion to strengthen our association. These items will be thought through and then brought to the membership for discussion as the year moves along. Anyone with a new idea or program that would impact the MAGCS in a beneficial way, please contact me or another member of

your Board of Directors.

So, as we embark on the 1996 golf season, I hope it goes well for everyone at work. And while at play, keep it in the fairway, any fairway! ■

Free Labor
(continued from page 22)

participants sign an agreement to indemnify and hold harmless the sponsor and its agents from any injuries sustained while performing their community service.

This may not be an answer for you, but I've found these programs to be especially helpful in handling those back burner jobs before I run out of burners.

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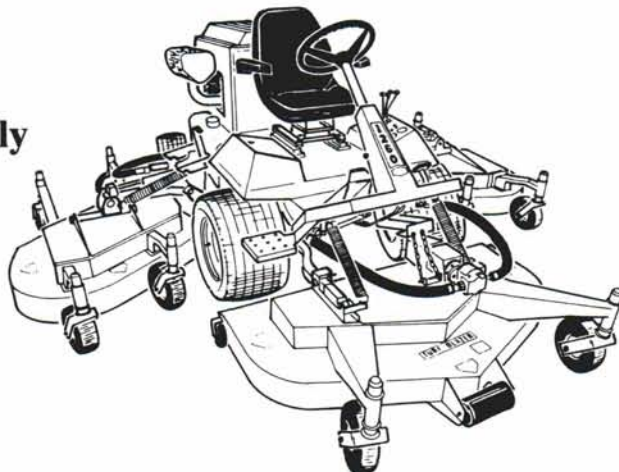
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